



▲▲ MAKE MORE \$ALES  
BY ASKING YOURSELF  
**7 QUESTIONS**

STEVE JENSEN AKA DR J





# WHO IS STEVE <sup>Dr J</sup> JENSEN?

Steve Jensen (aka Dr J) is passionate about helping individuals and organisations to increase their sales and perform at their peak. Through his role as the Founder and Managing Director of Impact Training Corporation (ITC), Steve has been named Presenter of the Year in four different countries and he's established a global reputation for being able to double or even triple the sales figures of businesses of all sizes, from any industry.

Steve has shared his philosophy of "there's not much in business that more sales won't fix" with some of the world's most recognisable brands including Microsoft, Mazda, Mission Australia, Telco In A Box, Win TV, Australia Institute Of Fitness, Australian Fitness Network, Vision Personal Training, Raine & Horne, to name a few. The great thing is though, you don't have to be a Microsoft or a Mazda to engage Steve's expertise. Dr J works with businesses of all sizes, from individual sole traders, all the way through to multi-site chains and franchises. His goal is to help you become the best version of yourself, or to improve the financial status of your business, regardless of what type of industry you work in and how big your business may be.

**If Steve sounds like the type of person you'd like to do business with, then connect with him via:**

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# DISCOVER HOW TO MAKE MORE SALES BY ANSWERING THESE 7 QUESTIONS

## SALES HACKS WITH DR J



# ARE YOU ASKING YOURSELF THE RIGHT QUESTIONS?

If you're going to be successful in sales and in business it's critical that you have a plan. When it comes down to sales, it's not just about making the sale, but how you acquire the lead, what numbers you're going to measure and more importantly, what sort of process you're going to follow when the leads come in.

This e-book gives you a quick overview of what questions you need to ask yourself, in order to make sure you have the right tools, skills and strategies in place, to maximise your income and, ultimately, make profit.



## QUESTION 1.

### Have You Pre-Planned Your Lead Generation Strategy For Next Month?

It is critical that you pre-plan your lead generation strategy for the upcoming month, type it out, and share it with your entire team.

Interestingly, many businesses operate in crisis mode when it comes to lead generation. Meaning, when the end of the month arrives, they ask themselves 'what are we doing next month?' They don't have a plan in place in advance. Successful businesses however, do have a 12-month plan in place, which includes internal and external activities, reactivation and rekindling old leads, and also looking at secondary and tertiary spends.

Statistics indicate that if you have a business that sells ongoing memberships or any type of recurring income, if someone buys more than once from you, or more than one or two products or services from you, then the retention of that person is far higher compared to those who do not.

When you address this first question, you'll need to look at things such as:

- What are you doing externally?
- Is your social media up to speed?
- Is there a plan of action that is going to generate sufficient leads to make enough sales?

To answer these things, you need to have KPIs in place, which we'll cover later.

Having next month's lead generation activities planned, means you can tell your team members what's happening, so everyone is well informed. Many businesses don't do this, which means team members get a bit of a shock when they eventually find out what's happening. Too often, many staff in many businesses are uninformed. To avoid this, every month's marketing plans, should be communicated to all staff, well and truly before the new month starts.

Remember, if you don't have leads coming in, it doesn't matter how good you are at closing the sale, everyone will struggle, and this places too much pressure on too many people.

It is imperative that your salespeople generate referrals and self-generate leads.



## QUESTION 2.

### Are You Using A Minimum Of Three Lead Generation Channels?

You need to implement at least three ways to generate leads; three is the absolute minimum – some businesses might need more, even six to seven. These “touch-points” refer to how often people be seeing your messages. You should be very clear about:

- What is your marketing saying?
- What is your call to action?
- Is your marketing reaching the people who want to buy your product/service?

Many people put their lead generation and lead channels on their website, but these days, social media (e.g., Facebook, Instagram, LinkedIn) is such an important medium for communicating with people, so you need to have a well thought-out strategy that is pre-planned ahead of time. You might use flyers, EDMs (active flyers), events – all of this needs planning well in advance.



## QUESTION 3.

### Have You Planned And Typed Out Your Sales Strategy?

A Sales Strategy refers to your step-by-step process of what needs to happen when you receive a lead or enquiry. For example, if you get a lead via the phone, how does that get responded to on the phone? Similarly, if you get a lead via email, how do you respond to that enquiry?

Your Sales Strategy details the process that your staff should follow to respond to leads. It ensures everyone takes the same action to generate an outcome, such as booking a time to meet with them, or sending them information.

A solid Sales Strategy ensures your sales team all know and understand what needs to happen once a lead comes in (i.e., what to say, what is the required outcome, how to close the sale, and what experience the person needs to have in order for them to be inspired to buy). This all needs to be typed out and given to salespeople so they know exactly what needs to take place in order to get the sale. It should include all the things that need to take place, from the call, the contact, engagement, to booking them in, if they're seeing them face to face – what experience you're going to create – and then after the experience, what will take place when presenting the pricing?

Typically a Sales Strategy will be a bulleted list. Of course, you need to make sure your team have all the necessary tools (e.g., scripts and prompts) readily available to them in order to respond accordingly; and, all team members must be familiar with the Sales Strategy so they know exactly how to respond to every lead that comes in.





#### QUESTION 4.

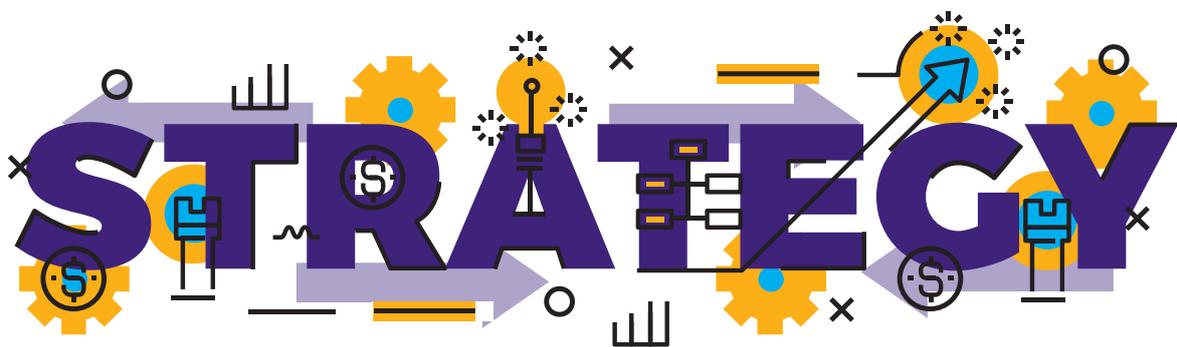
### Have You Created And Rehearsed Your Closing Strategy, Price Presentation And Sequencing?

Today, you must inspire people to buy as the old sales systems no longer work. And the only way to do successfully inspire a sale is to be an expert. This is because people will buy from experts, as they know what they're talking about. So one of the most important things you need to do in your sales presentation is to teach people things they don't already know, as this shows them, you are a leader in the field.

Your Closing Strategy is part of your inspirational sales process, and refers specifically to how you present the opportunity to buy your product/service, and how you present your pricing. If you have a call to action, you also need to practise how and when that call to action is included in the price presentation. You also need to ensure everybody remembers to ask for the sale, which of course, is an essential part of the Closing Strategy. Once you've taught your team what to do, everybody needs to role-play it at least six times, in order to achieve 62 per cent retention of the process.

The sequence of how you actually present your prices is very important. Sequencing occurs when you have a price presentation, and refers specifically to when you write things down, in what order, when the call to action is presented, and when (and how) to ask for the sale. So sequencing refers to the process involved in your price presentation, while Closing refers to how you ask for the money. Asking for the sale could be an alternative choice, a triplicate of choice, a prescriptive close (e.g., "as an expert, I prescribe this for you"), or an assumptive close (i.e., because you are an expert you'll give a recommendation of what they should do).

Your sequencing needs to be regularly reviewed to make sure it's continually being done correctly. Similarly, your Closing Strategy should also be reviewed and practised on a regular basis. In fact, the practise of your Closing Strategy should occur at least three times every day, by all those who are delivering presentations.





### QUESTION 5.

## Have You Set And Shared Your Targets And KPIs For The Month Ahead?

If you have lead generation marketing then it is essential to set targets for how many leads you want or need to achieve; and the number you are receiving must be constantly monitored. You also need to keep track of how many are being contacted (i.e., a lead-to-contact percentage), as well as know your contact-to-booked-appointment percentage. Some businesses also monitor their contact-to-sale percentage. If you set up appointments, then another KPI may be your show percentage (i.e., how many booked appointments actually show up). You may also want to monitor your explanation/demonstration/tour-to-sale percentage. An important element is to set benchmarks so you can regularly measure results against them.

It is important to know what your expectation of the percentages is because when your expectation is clear, you will have designated targets of numbers of sales (i.e., how many sales do you want/need per month?). You should also know the average yield (i.e., how much money will be generated from those sales?). If there are multiple types of sales then you'll need to have a number, which may be gross revenue or how much cash you require.

It is equally as important to share these expectations with your entire team. In fact, all your KPIs need to be instilled in your team before you start your marketing for the new month, and then measured on a daily and weekly basis. This is because transparency and accountability is necessary for a high performance sales team.

Of course, conversion is the key to a successful sales campaign. So it's not all about how many leads you generate, but moreso it's about doing the best you can with the leads you get. It all comes down to your conversion rates. This refers to your lead-to-booked-appointment (i.e., that is a conversion). Similarly, your booked-appointment-to-show is a conversion. Your show-to-sale percentage is conversion. Focus on the conversions and even if your lead generation figures are low, if your conversions are high you'll still achieve success. If your leads are high, and your conversion rates are also high then you'll really be doing well!



KPI





## QUESTION 6. Have You Crunched The Numbers?

To help you work with your KPIs, I've created a mega Sales Calculator! This calculator allows you to type in your target for the month (e.g., gross revenue), and enter your percentages, and it will then calculate the number of leads you need to achieve that KPI.

Contact us to receive your sales calculator for free. Simply Book a Call or e-mail us with subject line "Sales Calculator". Contact details are on the last page of this e-book.

[REQUEST SALES CALCULATOR](#)



## QUESTION 7. Have You Planned And Delivered A Marketing Launch?

Marketing, advertising, Sales and Closing Strategies are all things that need to be well planned in advance. Most businesses have a marketing and advertising plan, yet many salespeople or staff don't know about them. You need, therefore, to have a Marketing Launch to inform all staff about what to expect in the month ahead. Ideally your Marketing Launch will be delivered two to three days before the end of each month (e.g., 28<sup>th</sup> of the month) and it will detail things such as the key marketing messages, the call to actions, how it's being advertised, and where it will appear. It will also include examples of flyers, images, Facebook ads, social media posts, and what type of engagement strategy is required to maximise the lead generation. These examples are critical to include, as it ensures all team members are informed about what will happen in the upcoming month, and what they'll need to do.

A Marketing Launch is an important mini event, that is planned in advance, and it should be considered a big deal, so that all staff attend. Your Marketing Launch is specifically designed to generate leads by putting the business' name into the market with a compelling call to action. Historically, businesses used to just hand out flyers to educate staff, but that no longer works. Today, you need to make a much bigger deal, and in addition, you need to include both your Sales and Closing Strategies.



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## WANT TO LEARN MORE?

To learn more about any of these seven key questions, you can connect with Dr J via any of the following ways:

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