HOW TO SELL - A DETAILED GUIDE FOR START-UPS

https://popupworld.org/2024/10/13/how-to-sell-a-detailed-guide-for-start-ups/

POP UP WORLD

1 STAGE 1

Laying the Foundation - Company Registration, Domain names Branding, Your Website, Security, Terms and Conditions/Agreements, Privacy Policy, Social Media, Press (PR), Customer Testimonials/Case Studies, Response Times.

2 STAGE 2

'Marketing Mix' - Press Releases, Industry Events, Social Media, Blogging, YouTube/Podcasting, Newsletter/Email lists, Advertising.

3 STAGE 3

Selling First Steps - Stop Selling! a) Find out what challenges or problems your customers face. b) Give your potential clients solutions that will solve those challenges. (This may or may not involve the product you are selling!).

4 STAGE 4

Prospecting (Step 1). How you prospect will largely depend on your industry. Examples: Inbound, Email Outreach, Phone Call, Social Media Outreach, Automated Email Campaign, Website Conversion.

5 STAGE 5

Prospecting (Step 2). - Information Phase. Get some commitment from your prospect or get them to do something. For example: 1.Join an online or in-person meeting. 2. Fill in an online form. 3. Download an article or click a link. 4. Watch a video.

6 STAGE 6

Prospecting (Step 3). - Discovery Phase (meeting). Your goal is to find out more about your potential client's needs. 1. Introduction - Small talk. 2. Challenges they face. 3. Present a possible solution. 4.Their thoughts. 5. Next Steps. 6. After meeting thanking email.

7 STAGE 7

Prospecting (Step 4). - Pricing Phase. If the previous steps have gone well, the client should have asked you for some pricing. In this meeting, you are not looking to negotiate the price or 'sell' to the customer. Always present a breakdown of the numbers, rather than one big fixed cost.

8 STAGE 8

Prospecting (Step 5). - Negotiation/Close Phase. Some customers love to negotiate and get a 'deal' ,others just want value within their budget. Sometimes the negotiation is not about price at all but is about perceived value.

9 STAGE 9

Verbal Commitment. If all is good, you should get a verbal confirmation from your client that they want to proceed. **Congratulations! But it's not quite over yet!**

10 STAGE 10

Prospecting (Step 6). - Agreements Phase. Essential elements: 1. Keep it Brief. 2. Branding. 3. Clear Jurisdiction. 4. Your Company - clear business entity. 5. Terms and Conditions. 6. Payment terms. 7. Free from errors. Mistakes will stall the process.

11 STAGE 11

Prospecting (Step 7). - Welcome Phase. Try to avoid dropping the client like a 'hot potato' once they have signed. Check in with your clients post-signing to ensure they are happy with your service so far.

12 STAGE 12

Prospecting (Step 8) - Getting Unstuck - Measurement. Where a lot of start-ups go wrong is they fail to measure the results of their sales process. When evaluating your results ensure you bear in mind this equation: **Number of Sales = Number of Leads x Conversion Rate**

13 STAGE 13

Well Done! You have reached your destination!