



Coaching Yourself™: Improved Business Practices and Profits

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Introduction

The Coaching Yourself™ publications are designed to help you think creatively about the direction and alternatives of managing the business. These documents in themselves do not provide solutions, but instead focus on the ten best questions by category that will lead to the answers. You are the best expert on your own business in your own market. Taking time to understand the most important issues, defining the desired goals, and prioritizing activities to achieve these goals provides a basis for proactively managing the growth of your business where you want to take it. You do not know what you do not know.

Sales

What is your offer? Successful selling requires a basket of products and service desired by the customer at a price that they are willing to pay at this time, based upon other alternatives for the same dollars.

1. What is your elevator pitch?
2. What is the sales process from lead qualification to purchase? Are there alternatives?
3. Who is your competition and how are you positioned to address their strengths and weaknesses?
4. How do you promote added products and services with each customer?
5. How much price flexibility/discounting is acceptable? Can you raise the price?
6. What is your lead conversion percentage and can it be improved?
7. Why did your prospect NOT become a customer? Can this be addressed?
8. Are your customers satisfied? Did you ask them? Did you thank them?
9. Will the customer return? When? Can the frequency be increased?
10. Do you actively support a referral program?

Resources:

High Probability Selling: www.highprobsell.com

Dale Carnegie: http://www.dalecarnegie.com/golden_book.jsp?keycode=google06&WT.srch=1&WT.mc_id=G_Sales

Sales Tips: http://sbinformation.about.com/od/sales/Sales_Success_for_Small_Business.htm