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IT'S MARCH MADNESS FOR YOUR TEAM

Strategic Plays to Run a Fast Break for a Quick Score!

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First Lady of Sales®

Author of the Wall Street Journal Bestseller *Every Job Is a Sales Job* and Award Winner *Sell Yourself*

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TIGHTEN UP YOUR RESPONSE TIME

See if you can respond within one hour to all messages in a week—you might be surprised at the result



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SERVE EVERYONE AT THE TABLE!

Expand your target lists to include ALL parties involved



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GIVE THEM SOMETHING TO TALK ABOUT

Every closing is an opportunity to make a lasting impression



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FOLLOW UP...WITH EVERYBODY!

Devote a week to following up with ALL of your 2023 clients

Get your entire team involved—it might be nothing more than a belated Happy New Year, but get those conversations started again



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CONNECT AND ADD VALUE

Share videos, articles and GIFs on the process and what to expect



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DEEPEN RELATIONSHIPS WITH YOUR FANS



Situation



Organization



Norms



Goals

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DO A COMPETITOR AUDIT

What do you like about their message? How is yours different?



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SALES-IFY YOUR WEBSITE
Provide legitimate benefits to prospects who contact you TODAY



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CONNECT THE WORLD TO IT
Make sure it's easy to use and navigate on all devices




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FOLLOW-UP INTERNALLY

Are we keeping our promises to our clients? To each other? Survey staff annually on culture, job satisfaction, collaboration



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CELEBRATE THOSE SUCCESSES

Share success not only with your team, but with the world. Remind folks that everyone who works with you WINS!



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WEEK 1 – Follow up with 2023 clients. Ask at least one a day for a referral.

WEEK 2 – Respond within one hour to all messages this week. Learn the SONG of three fans.

WEEK 3 – Conduct an audit of each of your major competitors. Identify three ways to sales-ify your website.

WEEK 4 – Review your progress, follow internally and celebrate your successes.



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LET'S KEEP IN TOUCH

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Contact us to help you grow your business today!

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