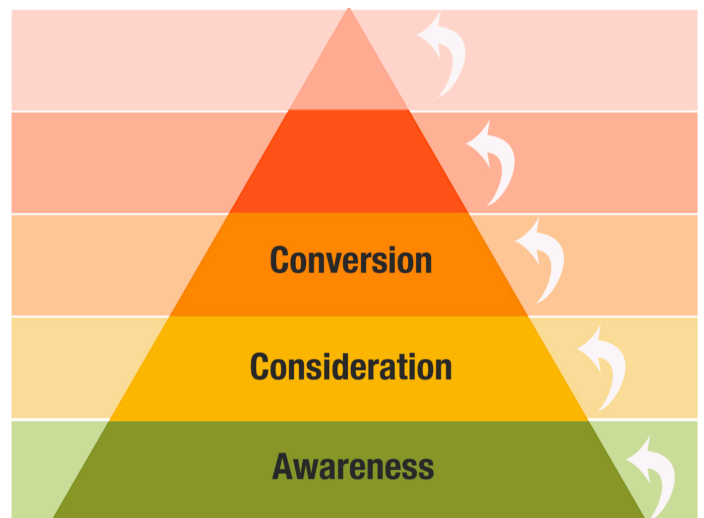


# Your Sales System

In this handout we look at how people transition from first becoming aware of your business, to considering you as a solution for their problem, to actually buying from you.

In the first three stages of the Buyers' Journey we have:

**Awareness** — The first stage in the buyer journey is AWARENESS. At first your IDEAL Client will not be aware of you and something will happen to move them into awareness - perhaps they see a Facebook Ad, or get a recommendation from a friend, read a brochure, find your website, see your stand at a trade expo or meet you at an event.



**Consideration** — At some point during that awareness process, as our ideal client gets to know us better and they start to like and trust us more they will move into the next part of the buyer journey - the CONSIDERATION phase.

This is when our IDEAL client starts to see that we may have a solution for their problem. They start to think “yes, I might buy this product or service” or “yes, I think this company could possibly be a good fit for this job”.

At this consideration point your IDEAL client will be looking for more in depth information – how-to videos, testimonials and customer stories - perhaps a free trial or a demonstration or a detailed quote - anything that will help them make an informed decision about their purchase and about you as a provider of that product or service.



**Conversion** — At a certain point, a percentage of those people considering us will move into the next stage on the buyer journey - CONVERSION.

Yeah!

This is the moment we have been working towards - the moment your IDEAL client says YES - they click the button to buy online or they come up to the sales counter or they sign off on the purchase order at the end of the meeting.

Now it's time to review YOUR sales system.

## **What activities do you have in place at each of these stages?**

### **Awareness Stage**

How are you attracting people to your business?


### **Consideration Stage**

How are you demonstrating that you can help people so that they consider you as a solution for their problem?


## Conversion Stage

How are you making your offer to buy from you?


## What game are you playing?

Are you offering low-cost items or high-cost items or both?


How can you lead people from one product to the next? Could you develop a pathway to up-sell and cross-sell people from one product or service to the other?
