

SALES



- Sale is the art of turning prospects into customers and having your customers repurchasing products or services from your business.

- **Sales required interpersonal skills**

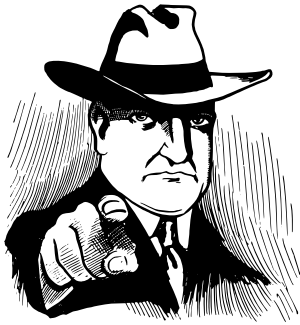
1. Knowledge of Psychology
2. Emotional Intelligence
3. Listening skills & empathy, compassion
4. Natural curiosity
5. Intelligent positive questions
6. Feedback loops
7. Timing

Friendly reminder

**Multiply customers
value using**



- **Marketing story,
social media,
Telesales, offers
and free trial
GOT IT**



YOU MUST PLAN

- Planning requires you to work on your business, not in your business

Friendly reminder

**No planning no sales
that's simple has that
GOT IT**

**Success is only achieve
when planning
GOT IT**

Many levels of planning

1. Business Planning
2. Marketing Planning
3. Strategic Planning
4. Tactic Planning
5. Operational Planning
6. Succession Planning
7. Disaster Planning





HOW TO ACHIEVE GOOD EXECUTION

The Cellar Official Memo

Execution simply means the carrying out of a plan, order, or course of action.

- Prioritisation
- Execute what happens now
- Execute what happens in the future
- Decide on what needs to be delegated
- What to stop or discontinued
- Have some structure and processes around your plans and activities.
- Have a basic understanding of contractual rights
- Devise agreements
- Be aware of contractual law

Are you puzzled just like my man?

