



Grow Your Business In 5 Days

DAY 5 - TUTORIAL #10

ONE PAGE ACTION PLAN

#10: Sales Conversion System

STEP 1: Look at your existing 'system' for converting enquiries into customers, clients or patients. How many built-in and automatic steps do you have?

STEP 2: Now you're looking to build in 7 or more contacts as part of your sales conversion system!

Draw a horizontal line on a blank sheet of paper. Write 'Enquiry' on the far left of the line and 'Sale' on the far right of the line. Now fill in the space in between with between 7 and 10 points of contact. A contact can be a letter, email, phone call, meeting etc.

STEP 3: For each point of contact what can you do so the prospect thinks 'wow'? Creating a mailed or courier delivered 'Surprise Package' is a great way to stand out from all your competition. Refer to Tutorial 4 on Moments Of Truth for more ways to 'wow' the prospect.

STEP 4: Implement your sales conversion system into your business.



Your sales conversion system should 'wow' your prospective customers!



Implementing your own sales conversion system is one of the smartest things you can do. It costs you absolutely nothing to apply (or very little), however the improvement in results is often instant!

