

HOW TO SELL YOUR SERVICES



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I. Introduction

- a. There are two (2) critical elements to the services sales process:
 - i. The creation and maintenance of a prevailing company image:
 1. This is the goal of the image-building component of marketing.
 2. It is achieved through everything you do in the name of your company, including:
 - a. Logo
 - b. Letterhead
 - c. Business cars
 - d. Brochures
 - e. Customer service
 - f. Adds and commercials
 - g. Participation at shows and events
 - h. Employee dress
 - i. Appearance of equipment
 - ii. The consistent implementation of a strategic sales program. This requires a system that:
 1. Identifies prospects
 2. Converts prospects to potential customers
 3. Converts potential customers to actual customers
 4. Retains customers
 5. On and on and on...
- b. Today we are going to concentrate on the later point only.

II. The Eight (8) Step Strategic Sales Program for Service Businesses

- a. (1) Identify what you are selling:
 - i. Be specific; then, convert the description to a 30-45 second pitch. Your elevator speech!
 - ii. Create detail, because prospective clients do not want only your elevator speech.
- b. (2) Determine to whom you are going to sell your services:
 - i. This can get a little tricky, so you need to make sure you think it through.
 - ii. Define your target markets.

- iii. To the extent possible, identify specific people groups, companies, organizations and/or governments.
- c. (3) Determine the need your target markets have for the services you want to sell to them:
 - i. **See a need and meet it!**
 - ii. Is the need:
 - 1. A better way to do what the prospective client is already doing.
 - 2. An opportunity to disrupt business as usual, and improve it.
 - 3. A better mousetrap.
 - 4. An opportunity for the client to be served by an entity with name recognition.
 - iii. What is on the horizon that may impact need for your services?
- d. (4) Determine the geographic boundaries and size of your target markets:
 - i. The geographic areas in which you will sell your services.
 - ii. Current size of your target markets.
 - iii. Growth patterns for your target markets.
 - iv. Don't overdo it; develop information to the level that it will be beneficial for you.
- e. (5) Identify your competitors:
 - i. Be specific (like, by name of company).
 - ii. What are their strengths and weaknesses in delivering the services that are competitive with yours.
- f. (6) By now you should have enough information to do a "quick and dirty" SWOT analysis. This enables you to create a picture of how your company looks or will look within the present and prospective environment within which your business is operating:
 - i. Strength
 - ii. Weaknesses
 - iii. Opportunities
 - iv. Threats
- g. **NOTE: Up to this point you have been engaged in the planning stages. Now we are going to "morph" to the actual selling process.**
- h. (7) Before proceeding to implementation, 3-5 sales strategies need to be determined:
 - i. This needs to be done within context of:
 - 1. Money availability.

2. Time availability.
 3. People availability.
- ii. For example:
 1. Networking
 2. Organizational membership
 3. Leads generation
 4. Cold calling
 5. Affiliations (that provide strategic partnerships)
 6. Leveraging
 7. Advertising
 - iii. The need for, and type of, collateral materials will need to be determined.
 - iv. The key activity you engage in will be networking, but it needs to be effective networking. There are two (2) broad categories of networks:
 1. Informal
 2. Formal
- i. Now let's go for it! We need to work the service selling food chain:
 - i. Identify prospects, because you are going to have to communicate with them.
 - ii. First goal is to get a prospect to give attention to your services. Need to get the attention of the decision maker, or at least the gatekeeper.
 1. Ideally, you will have been engaged in on-going marketing activities that will give the prospect some touch points with you, so that your initial contact is really not ice cold.
 2. What you want from the first contact is not to consummate the sale (although be ready to close if the opportunity is provided), but to get an appointment, or at least have the person show enough interest that you can provide more detail.
 3. Note: Don't waste all of your ammunition on the initial contact.
 - iii. Divide your initial contact results into three (3) categories:
 1. Near term potential.
 2. Needs nurturing.
 3. Don't bother.
 - iv. For the "near term potential" try to get a face-to-face meeting; for the "needs nurturing", keep them on your contact list, and feed them additional information. and, for the "don't bother" group, trash their names.
 - v. Now, you have two (2) tracks going:

1. Sales track, with the “near term potential” crowd.
 2. Continue to provide materials and attention tract with the “needs nurturing” group.
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- vi. Give your immediate priority to the “near term potential” group, and consummate the sale.
 - vii. After the sale, don’t let the client become somebody else’s client because of:
 1. Poor customer service.
 2. Lack of attention.

These are the two (2) primary reasons that customers no longer frequent a business.