



GROW YOUR BUSINESS

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The Best Way to Close a Sale

Closing a sale is the most critical part of the sales process for a small business. The more efficient and confident you become in your techniques, the more revenue you and your team can generate.

Prepare for a close by testing your techniques: run analytics on your offer using questionnaires or mock interviews. This preparation will leave you feeling confident and will reduce the chance of a client throwing a curve ball.

Make it clear from the start that closing deals will be beneficial to both you and the customer. Address your customer's needs directly and provide solid reasons for why and how your service can best attend to their needs. Create space for the customer to step in and ask questions or pose objections: your pre-meeting preparation will have you ready and willing to take on these obstacles.

Always be ready with testimonials and client feedback. Show them how well you have succeeded in the past. Respect your previous customers by asking permission

to use them as references and offer contact information, as you would in a job interview.

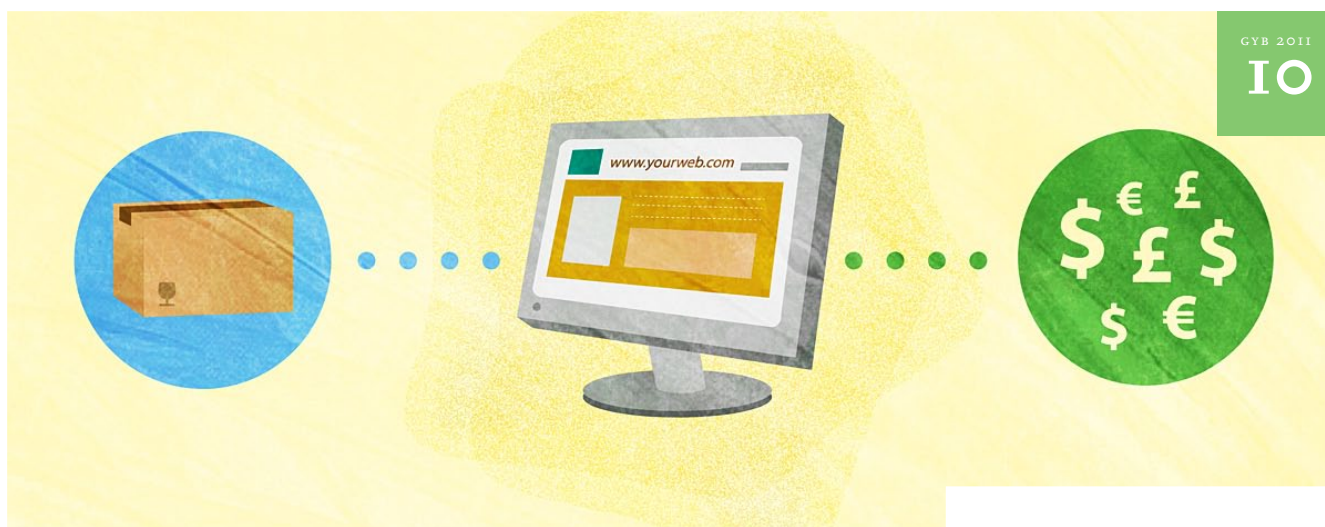
The best closers are people who seamlessly create urgency in the client's eyes – the client would have no reason to turn down the offer. Pay attention to the flow of the meeting and realize when you have completed your piece - do not offer pleasantries to fill space. Give the client those moments of silence to reflect.

“Always plan ahead. Be direct and straightforward - avoid fluffed up language and ‘sales talk’.”

One of the best ways to become a better closer is to ask “why” when a deal falls through. If you have a client hooked all the way into a closing meeting and the deal does not go through, do not hesitate to politely inquire as to why. Using this as a critique, you can improve your future sales prospects.

Always follow up, no matter how the deal went. If you were successful in your close, a follow-up cements your positive relationship. If your client is still hesitant, a gentle follow up may be the nudge they need to take the next step.

Step into your close with the utmost confidence in the product or service you are selling. Sincerity and trust, conveyed through your verbal communications and intention to engage in an ongoing relationship with your client, will be the strongest selling point at the end of the day.



A Website That Works

Small business owners often find themselves discouraged with their websites and their inability to attract a large amount of clientele. There are two main things to remember when creating your website: to attract and engage. Without both of these features working for you, your site will not be working to your advantage.

When it comes to attracting, your site must be unique and professional. No matter the size of your firm, professionalism is what will keep you afloat; and the appearance of your site should reflect your desired reputation.

Include adequate imagery wherever possible to keep the site attractive - include photos of your location, your products and your team. Refrain from overusing fancy internet gadgetry and stick to the basics. Include graphs or other visuals when appropriate.

Pay close attention to your copy and content. Consider investing in a freelance copywriter to handle your needs, as many are trained in Search Engine Optimization

(SEO), which is the set of strategies applied that make your site appear most frequently in internet searches. With the right keywords, you can increase your internet presence, and therefore expand your client base.

Also refrain from being too 'pitchy' - overselling is known to be an internet user turn off. If the user has found their way to your site, most likely their interest has already been piqued.

“Give user the real information on your business and its services in a clear and concise manner.”

Most importantly, consider how easy and secure your site is to use. While the internet boasts more than two billion users, we make the incorrect assumption that they are all web savvy. The easier your site is to manipulate, the less potential clients will be lost due to frustration alone.

No matter what level, all users are concerned with safety so ensure that not only do you invest in the highest levels of user protection, but also lay them out clearly on the site. Always include detailed contact information including street addresses. It has been proven to make users feel more trusting.

Generating leads that create sales is usually the objective here. Keep your potential clients engaged and offer a detailed section describing your firm and its background, usually titled the 'About Us' section. Offer a full description of operating hours, locations, guarantees, special offers and your services. Also recommended are a 'Frequently Asked Questions' section and Testimonials.

Imagine the site is a stand replacing a personal sales call: prepare for a full-blown sales pitch. Generating leads that create sales is the goal: stays focused and clear to put potential clients at ease.



Selling Your Firm

When selling your firm you need to be prepared for several things from the outset. Whatever the purpose of sale may be, there are some suitable guidelines to follow that will best prepare you as the seller for the reality of the sale itself.

There are always more buyers than sellers and small firms with steady cash income are always in high demand. Beef up your firm to make sure it remains in the buyers' eyes by widening your niche and boosting client numbers. Update your advertising and sales avenues and get your name out there. Offer warranties to ease your buyers' minds, letting them know that in due diligence, should a matter arise, you will be happy to renegotiate.

Make sure you have a proper figure in mind before entering into any form of negotiation. Get your finances in order and make sure you are audited properly, so that no holes are found in your paperwork. As your RAN ONE advisor, we can help you ensure that no loopholes are missed. The result can be a significant boost to your net proceeds.

We certainly have a tried and tested process to ensure all steps are taken to

achieve your desired outcome. While this may seem like a financial drawback, the benefits of having someone on your side through each step of the process are priceless. From legal ramifications to tax considerations to pairing you up with the right buyers, we can make the transition more seamless.

“Beef up your firm to make sure it remains in the buyers' eyes.”

Be realistic - do not expect to be pulling in a large chunk of cash right off the bat. It can sometimes be advantageous to negotiate a payment deal over a period of time: sometimes over a period of months or years. These terms will of course depend on the size and scope of the firm and the nature of the deal.

Remain quiet about your plans to sell; the fewer people that know, the better. You do not want key employees to lose steam or suppliers to pull out. Do not let word of the sale affect the overall aspects of your firm. Be honest whenever necessary and

keep those in the know to a minimum - do not hesitate to ask for confidentiality agreements.

Gradually reduce your role in day-to-day activities and do what you can to prepare for the changeover. By the time paperwork is signed and the deal official, you do not want to be scrambling to tie up loose ends. It's so much smoother if you step out gracefully.



Get Wireless, Stay Wireless

What does it actually mean to be wireless? 3G/4G, WiFi, Bluetooth, Hot Spot, USB - these are all different ways of staying wireless and connected on your smartphone or laptop computer.

So what are the different ways of staying wireless? Firstly, there is WiFi (the acronym does not in fact stand for anything), wireless networks that will connect your device to the internet.

“Wireless gives you the ability to be connected to the internet without actual wires running from your device into a wall socket.”

If your device has a WiFi card inserted (most come pre-installed when purchasing) then your device will be able to connect anywhere with a WiFi connection. It usually means you must sign on to the network, sometimes with a password. This is usually what you find in public areas like airports or restaurants.

A Bluetooth connection links devices wirelessly with personal networks using short wave signals. Things like remote controls, garage door openers and wireless keyboards use this type of technology. With a Bluetooth connection you can wirelessly connect with other devices and share information easily.

3G/4G connections are what keep your Smartphone constantly hooked up to the Internet. The ‘G’ stands for generation, so the higher the number, the faster and more advanced the technology, meaning the faster you can connect and download or upload information. Phones like the Blackberry and iPhone come connected to a 3G/4G network that allows your phone to be hooked into a wireless connection at any time.

Other wireless options include a plug-in USB stick, which offers a sort of dial up connection to a network that is available wherever the signal carries. These sticks plug into your device and create a connection that you can sign in and out of and is secure to your device. Hot Spots are public areas in which an internet connection is available but in order to tap in you have to pay for a password and

username. These are not usually worth the price and are last resort options considering all the other convenient possibilities on offer.

TAKE A TECHNOLOGY BREAK

Studies show that ‘turning off’ for at least a small part of your day can help you relax and return focus during hectic work hours. Select a time every day where you will power down all of your devices. Combine the time with your coffee break and maximize your rest period, returning to your day revitalized and refreshed.



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