

GLC Webinar



Business Development and Client Retention Strategies

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15 June 2023

Chat



Name

Where you are

Selling how long?

A business development/
client retention challenge
you're currently facing?

Chat



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IFC Master Trainer
IFC LPI TPMA Assessor
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Sales since 2003 – Banking and
Business




You can't say you're in business if you're not selling!

Check in



Run training organizations and/ or handle business development?

A photograph of a stone wall under a bright blue sky with a sun flare. The wall is made of large, rectangular stone blocks. The quote is written in white, hand-drawn capital letters on the wall.

IF YOU DO WHAT
YOU'VE ALWAYS
DONE, YOU'LL GET
WHAT YOU'VE
ALWAYS GOT!

Tony Robbins

We shall cover...

- Sales & marketing
- It starts with YOU
- The sales cycle
- Taking action



Webinar Objectives

For you to be able to:-

- Identify ways to grow sales;
- Use the sales cycle to create a sales growth and retention strategy
- Outline effective ways of implementing the strategy in your training business



Webinar benefits



- Clarity on what's great and what needs to improve.
- Improved client relations.
- Sales growth.
- Faster achievement of life goals.

Chat review



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Sales and
Marketing

Chat: Understanding Sales & Marketing



How are sales and marketing related?
How do you carry out business development?

Definition of Marketing



The Chartered
Institute of Marketing

“....the management process responsible for identifying, anticipating and satisfying customer requirements profitably.”

Poll: Marketing



Based on the definition, how effective is your marketing?

1-10.

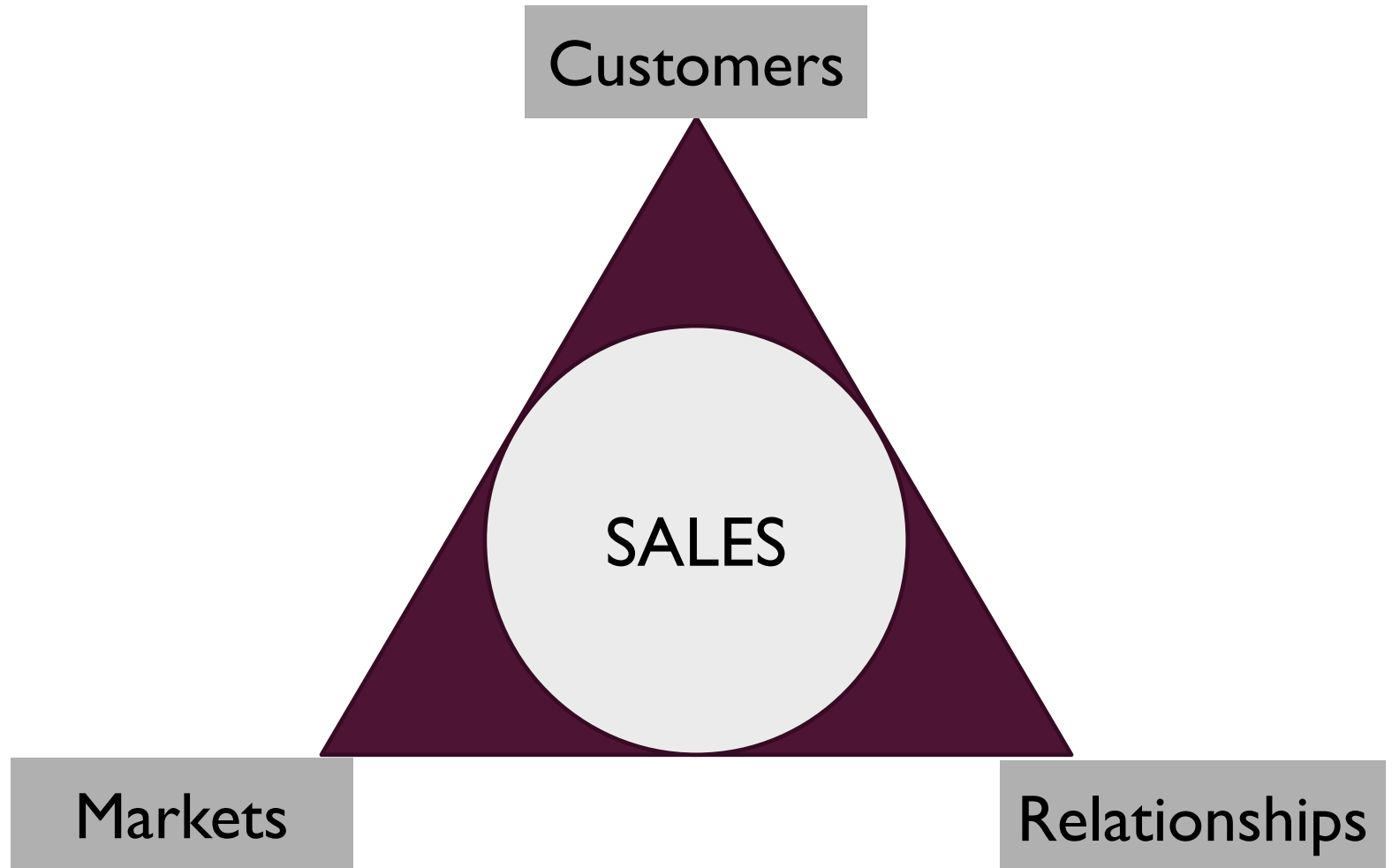
Definition of Business Development



“The creation of long-term value for an organization from customers, markets, and relationships.”

Forbes.com


Core elements of business development



Target market

- Client profile **B2B/B2C**
- Positioning
- Demand
- Growth trends
- Critical success factors
- Competition

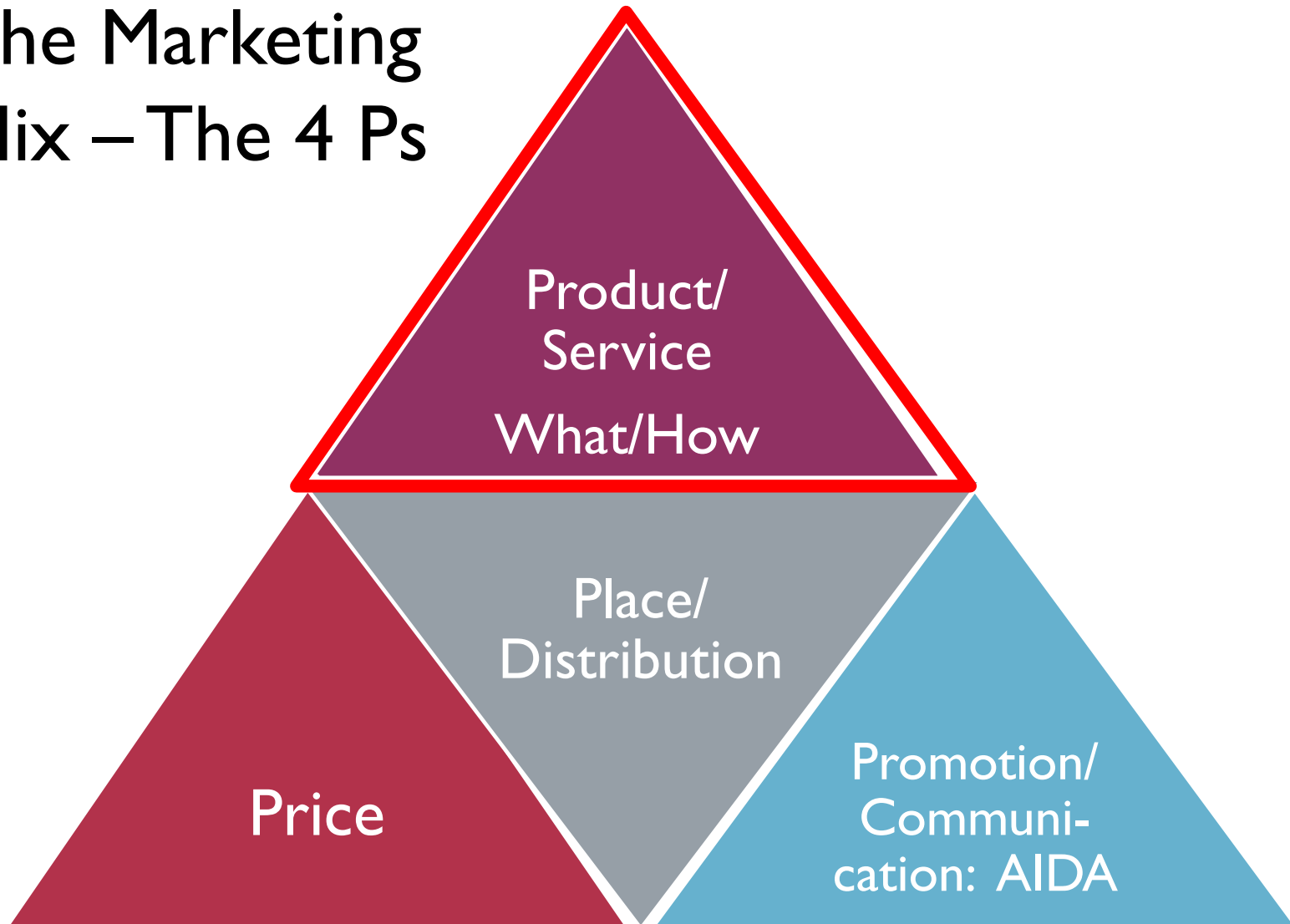




“If you don’t know your target market well enough and figure out what they exactly want, you’ll commit entrepreneurial suicide and the business will inevitably fail.”

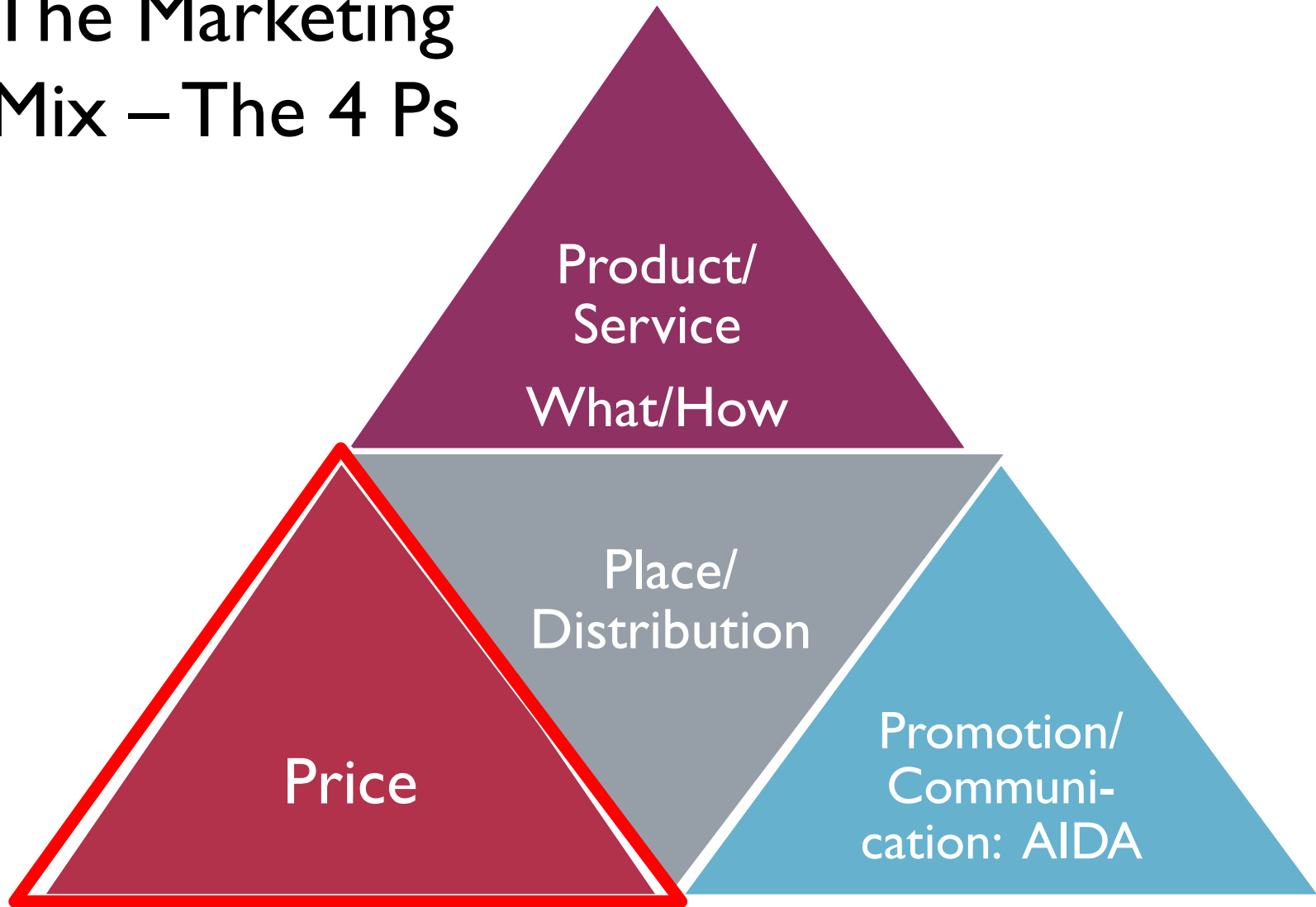
Marketingmix.co.uk

The Marketing Mix – The 4 Ps



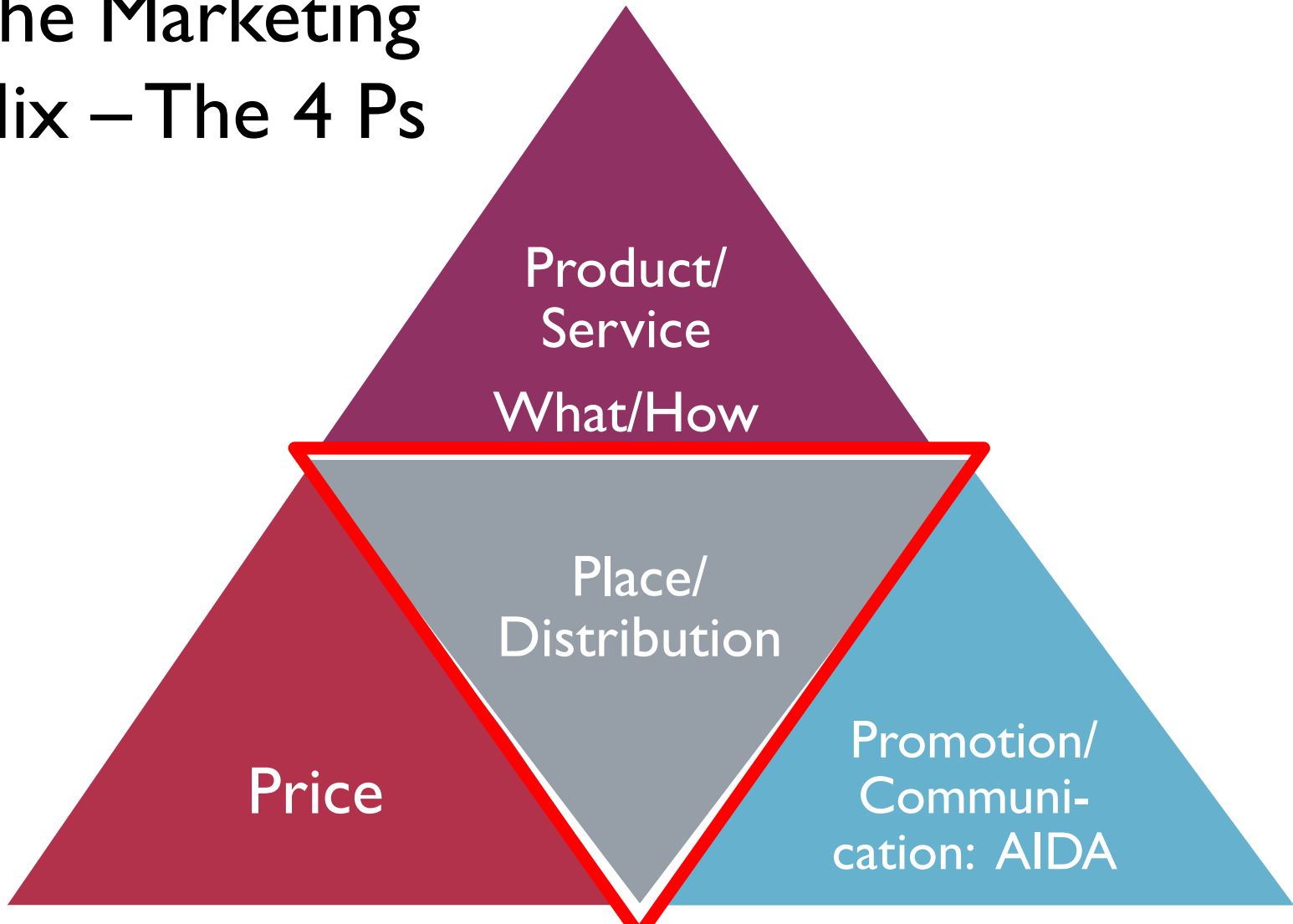
BRAND AND POSITIONING + COMPETITIVE STRATEGY

The Marketing Mix – The 4 Ps



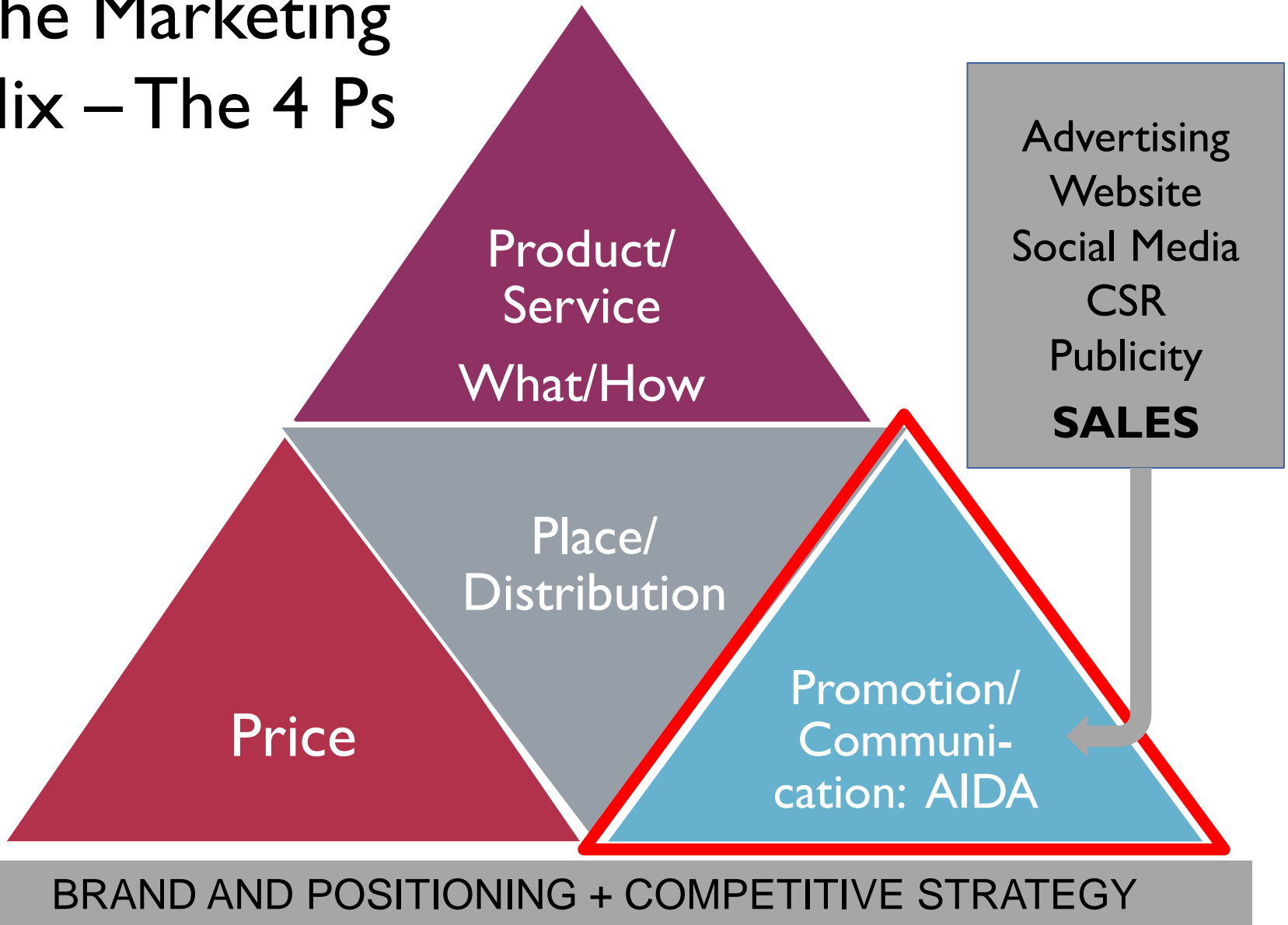
BRAND AND POSITIONING + COMPETITIVE STRATEGY

The Marketing Mix – The 4 Ps



BRAND AND POSITIONING + COMPETITIVE STRATEGY

The Marketing Mix – The 4 Ps



Market Growth Strategies – Ansoff Matrix

PRODUCTS

Existing

MARKETS

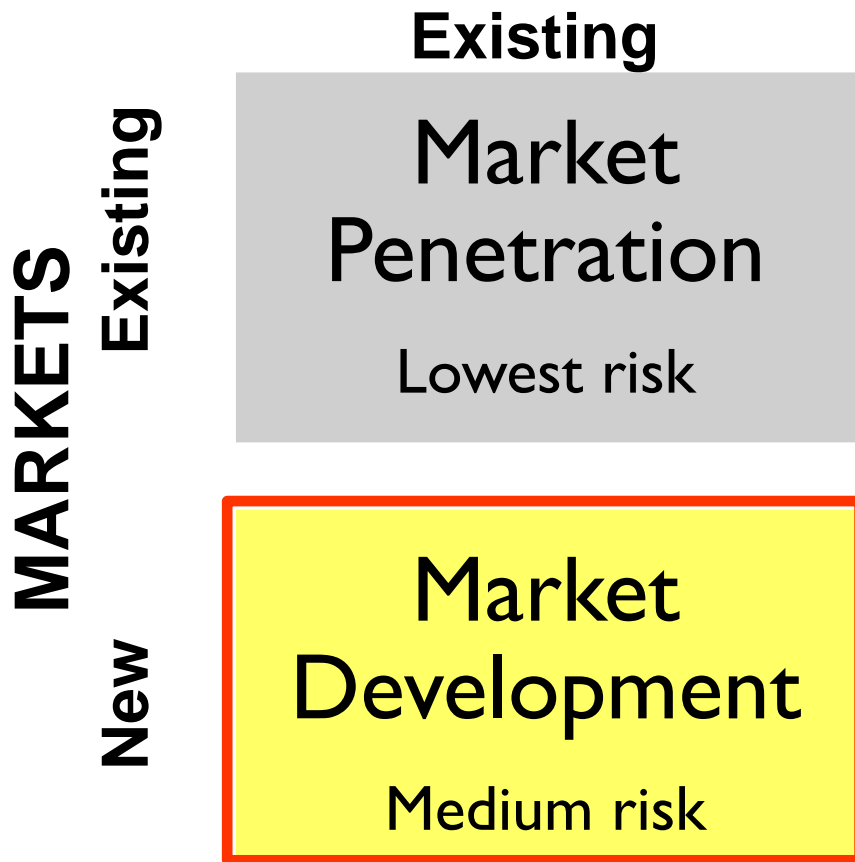
Existing

Market
Penetration

Lowest risk

Market Growth Strategies – Ansoff Matrix

PRODUCTS



Market Growth Strategies – Ansoff Matrix

PRODUCTS

Existing

New

MARKETS
Existing
New

Market
Penetration

Lowest risk

Product
Development

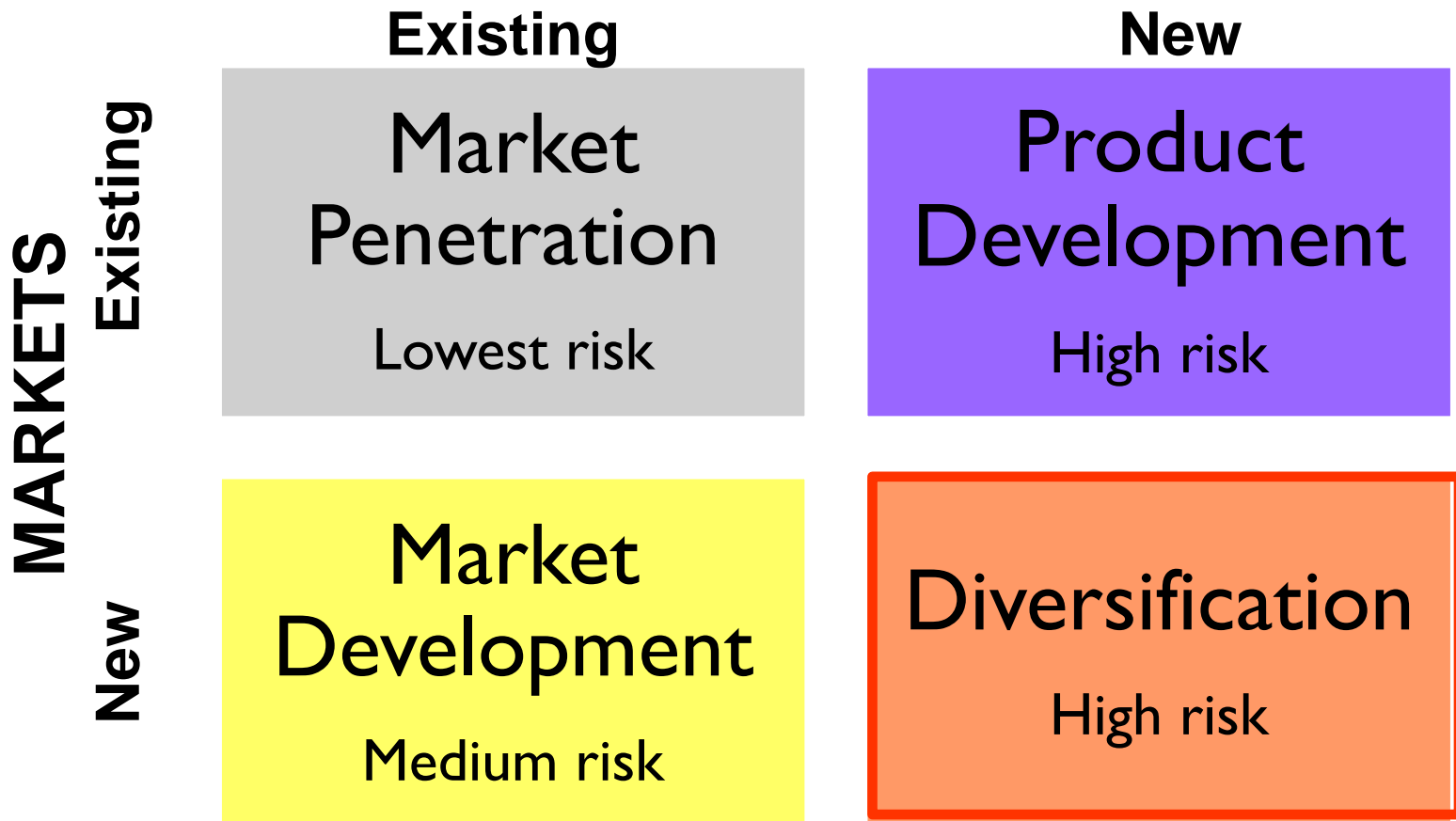
High risk

Market
Development

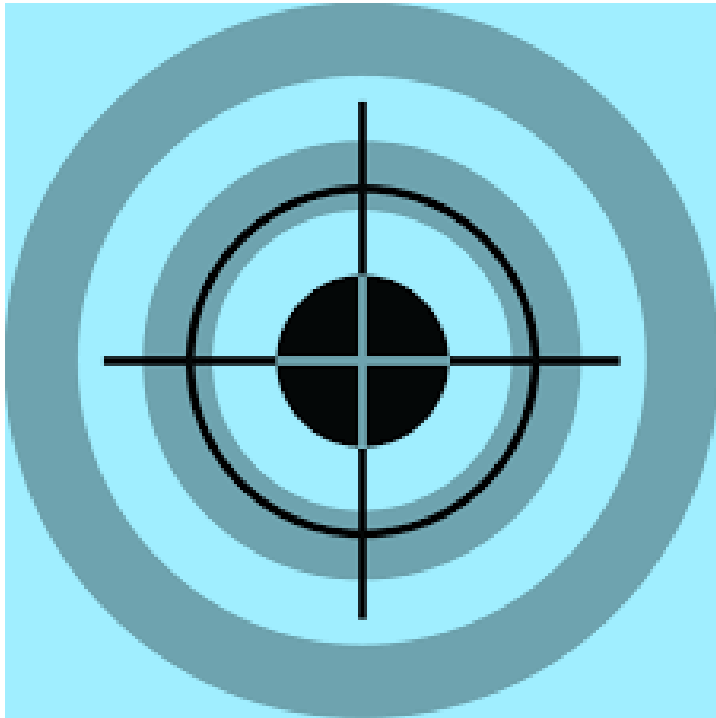
Medium risk

Market Growth Strategies – Ansoff Matrix

PRODUCTS



Poll – Marketing strategy



- Which is your current marketing strategy?
 - Penetration
 - Market development
 - Product development
 - Diversification
 - Not sure
- Which other strategy(ies) can you easily adopt?

Sales are essential!



- Without sales there's no profitability, growth
- No **sustainability!**

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It starts with YOU

Poll



What is your attitude to sales/ business development?

- Disinterested
- Minimal
- Neutral
- Positive
- Passionate

Comment in chat.

Your attitude affects
you, your team –
your business!

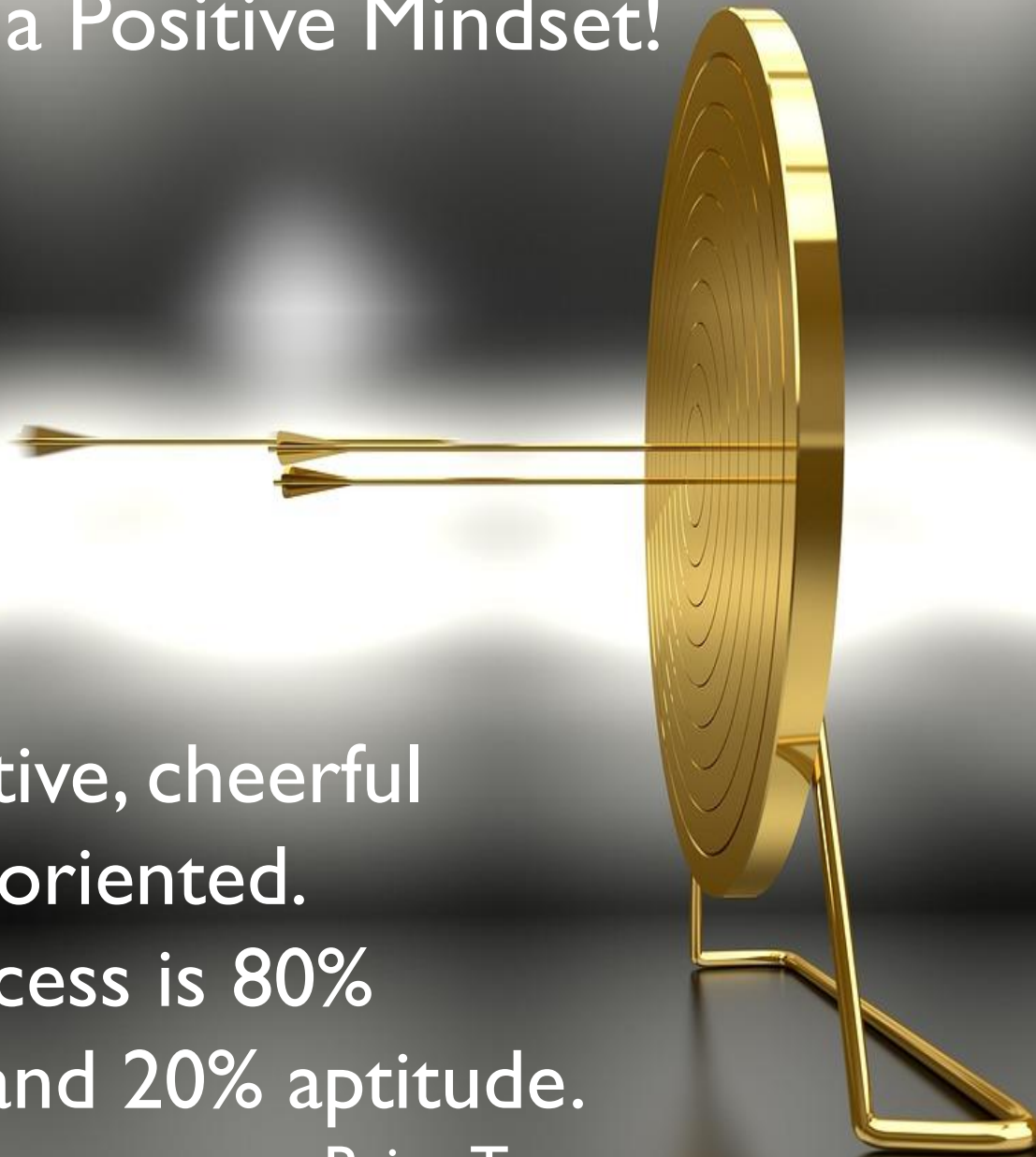


Develop a Positive Mindset!



- **Believe** in your business and it's products/ services.
- Be **positive, excellent, confident and enthusiastic** – expect to succeed every day.
- **Embody** what you want your team to be

Develop a Positive Mindset!



Stay positive, cheerful
and goal-oriented.
Sales success is 80%
attitude and 20% aptitude.

Brian Tracy

People do business with people they...



- Know
- Like
- Trust

Chat



What skills are
critical to sales
success?

Critical Skills for Sales Success

- Presence
- Relating
- Questioning
- Listening
- Positioning
- Checking



Where are you/ your team strong/ weak?

Sales is **communication**.

All these skills can be improved with practice!

Also essential...



- High emotional intelligence
- Superior product knowledge
- Excellently and consistently delivering on promises!

Pause for reflection



- Questions?
- Comments?

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The sales cycle

Stages of the Sales Cycle

I. Preparation



Stages of the Sales Cycle

1. Preparation

2. Engaging the customer

Stages of the Sales Cycle

1. Preparation

2. Engaging the customer

3. Closing the sale

Stages of the Sales Cycle

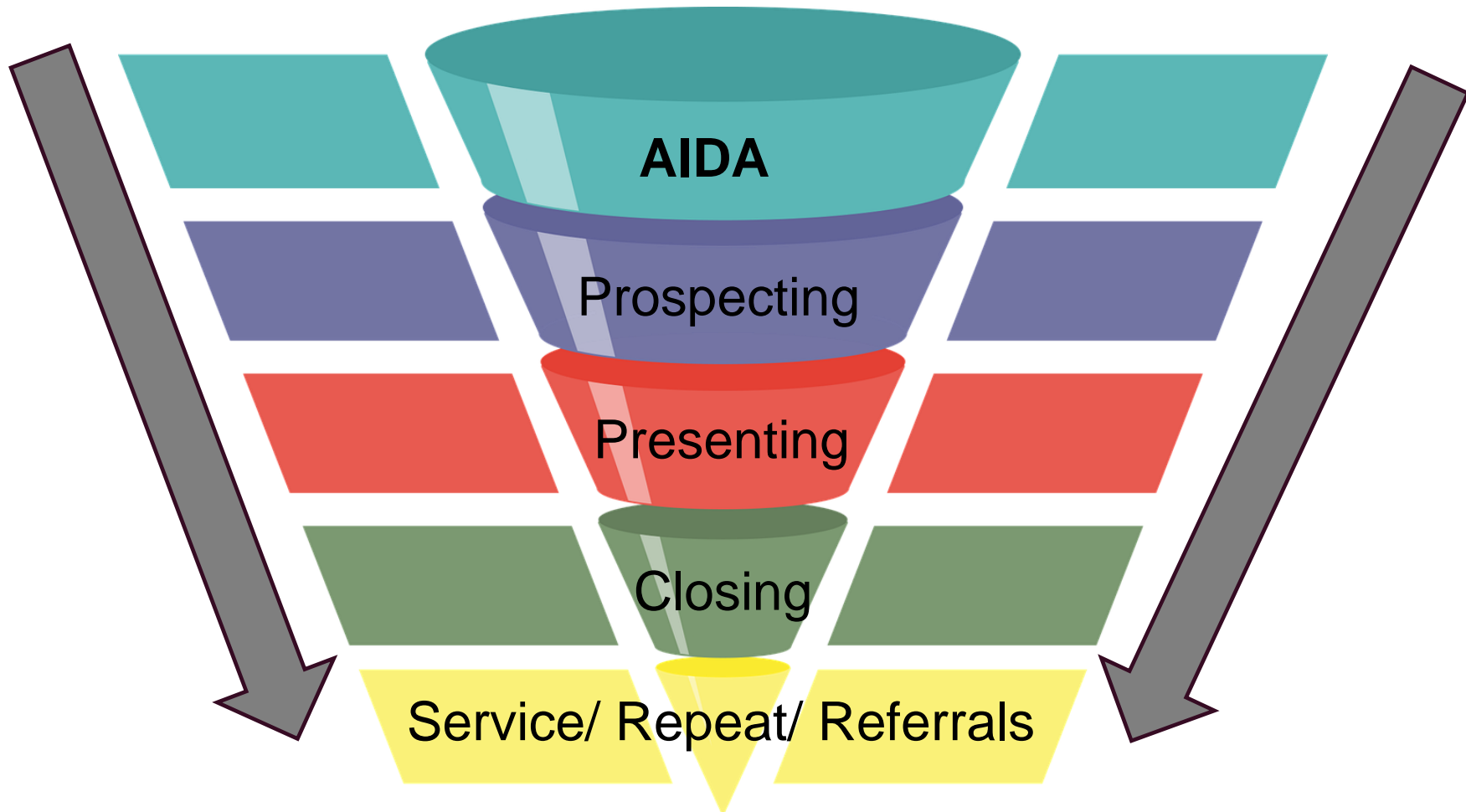
1. Preparation

2. Engaging the customer

3. Closing the sale

4. After the sale

Fill your funnel and keep it filled!

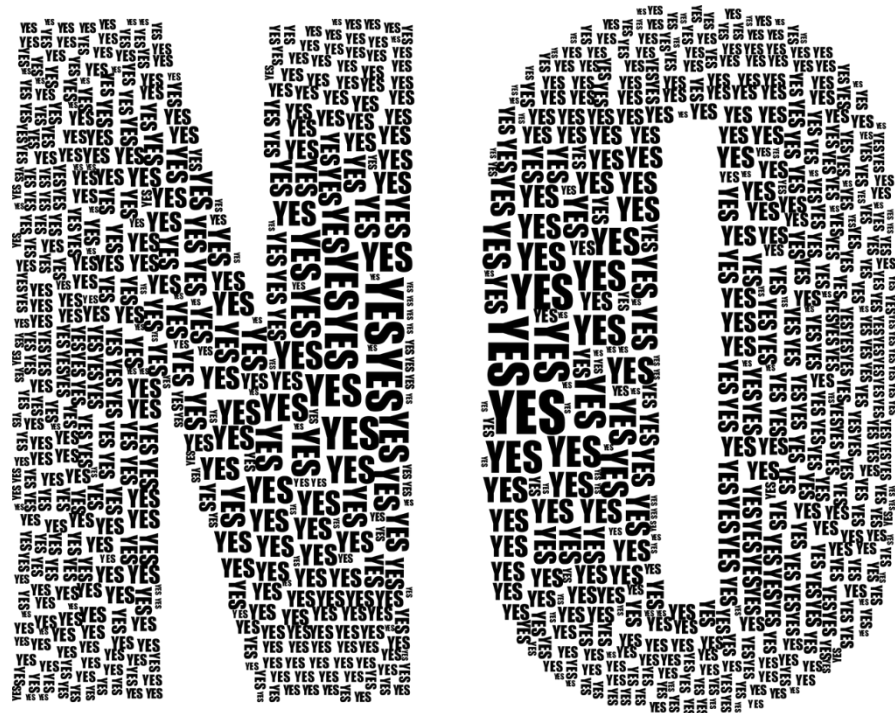


Clients don't care how much you know until they know how much you care



Make them feel special!

Key things to remember: Handle objections confidently



- Client's reasons for not buying
- Part of the sales process
- Shows they are thinking about it
- Don't give up!

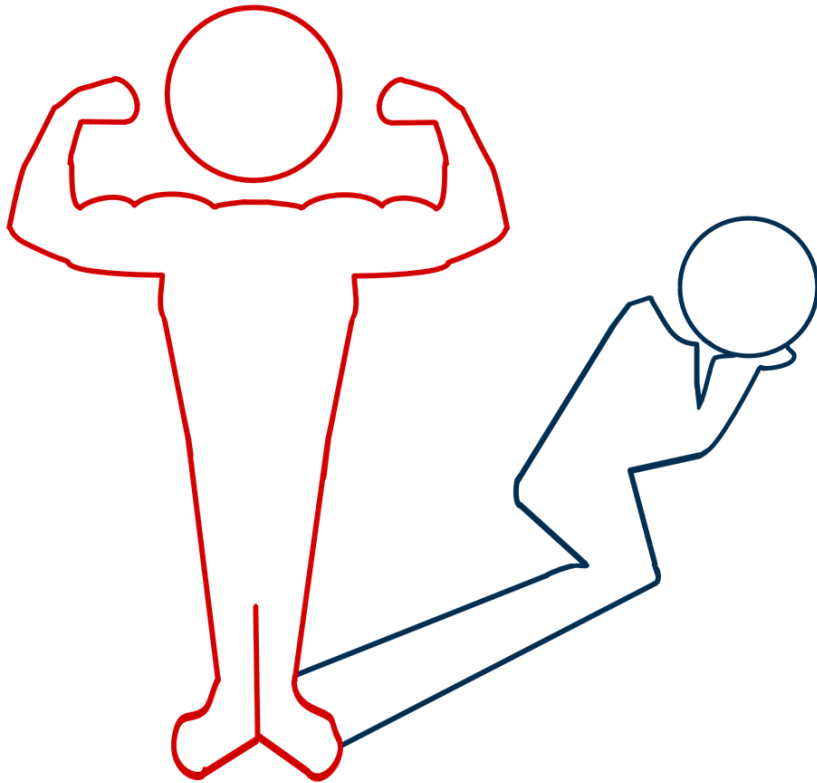
Chat



What common objections do your prospects raise?

How do you typically respond?

Don't give up yet!



Don't shrink

Stay present

Stay curious

Continue engaging

Objection Handling Model - LAPACT

- **L**isten
 - **A**cknowledge
 - **P**robe
 - **A**nswer
 - **C**onfirm
 - **T**hank – and proceed with the process
- 

Closing the sale

- The whole aim of selling.
- **If you're not closing you're not selling!**
- Confidently move towards closing without rushing client.
- Match client's pace.
- Follow-up and follow through.
- Apply the skills.

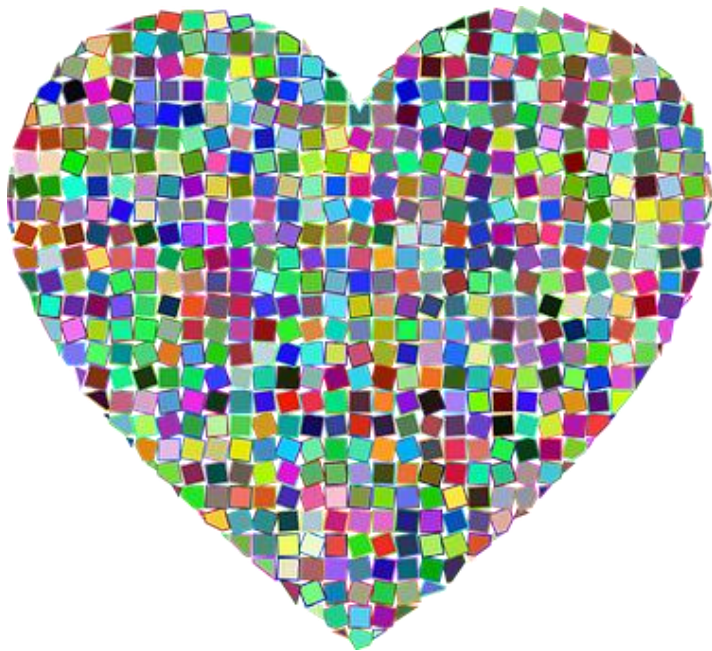


What if you don't close?



- It's not the end of the world
- Part of the process
- What did you do well?
- What should you improve?
- Learn, dust yourself off
- Rise
- Press on

Key things to remember



Do all you can in your customer engagement to build strong, authentic connections.

Focus on understanding, meeting needs and adding value to clients

Train your team too.

Create effective systems and processes to support sales and service

Selling online



- E-commerce accelerated by COVID
- Opportunity to reach more clients
- Place/ Distribution – 4 Ps
- Website/platform/ landing page
- Drive eyeballs there
- Email/ Social Media Marketing marketing e.g. LinkedIn
- Focus on **Client Engagement**

Selling online



Ensure smooth operations

- Query response
- Order processing
- Payment processing
- Delivery
- Follow-up/ After sales support

After the sale, deliver!



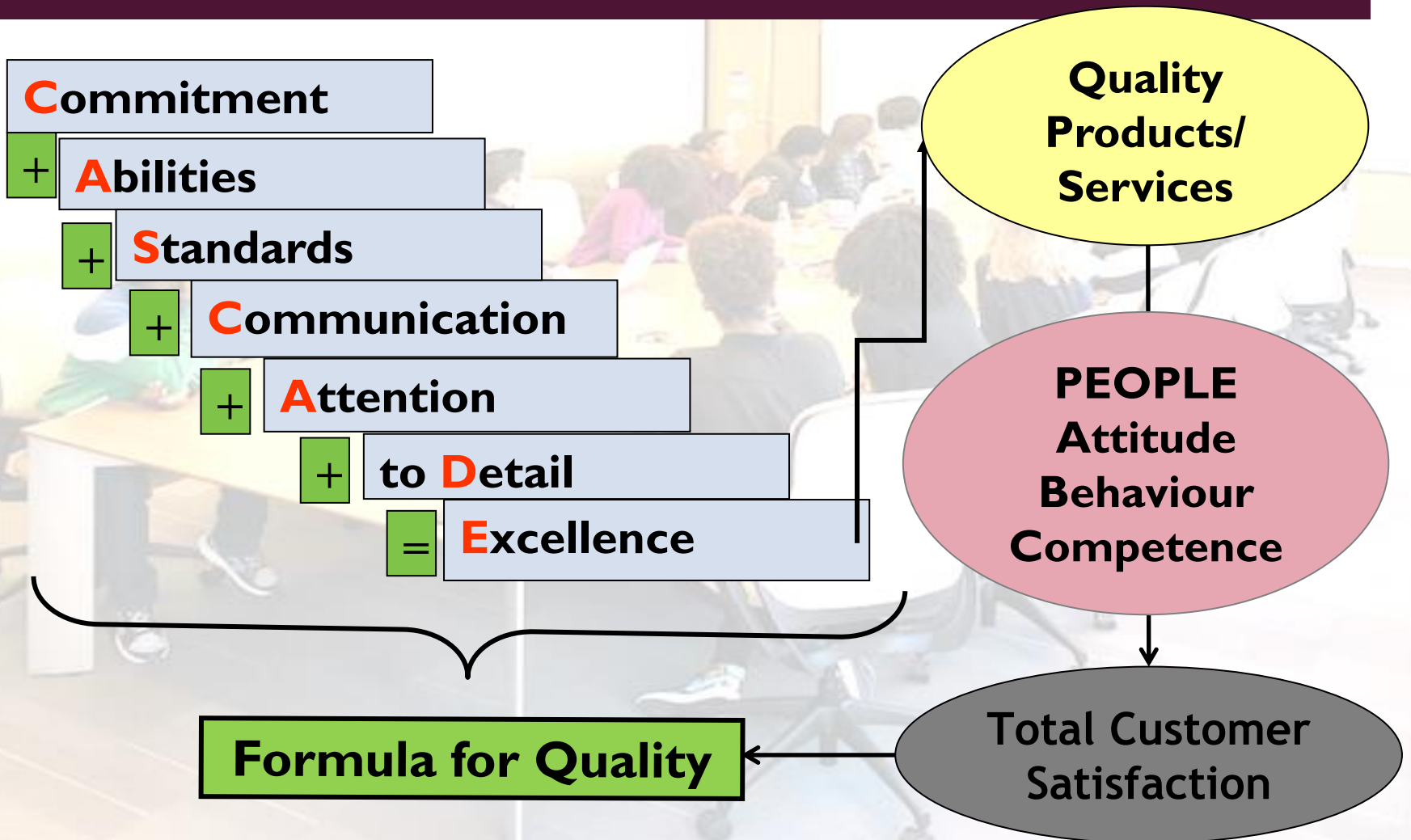
Customers want to
be served as
expected...
Delight them for
repeat business and
referrals

Service is key!

- What are the essentials for serving your customers excellently?
- Is your team on board?
- Ongoing feedback and improvement - clients and team.
- Request for testimonials.



The formula for total satisfaction



All 4 stages matter

1. Preparation

2. Engaging the customer

3. Closing the sale

4. After the sale

Poll: Performance in the 4 stages



Preparation
Engaging clients
Closing
After Sales

Doing well?
Needs to improve?
Max 2

Pause for reflection



- Questions?
- Comments?

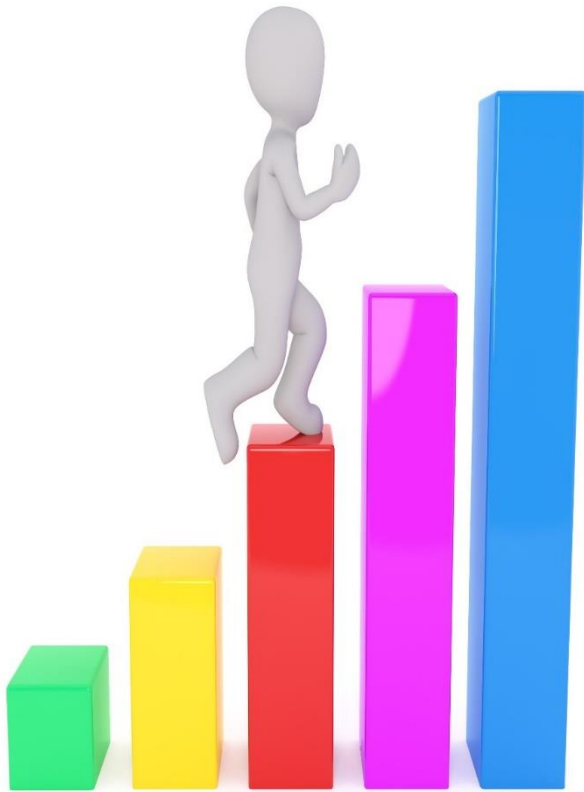
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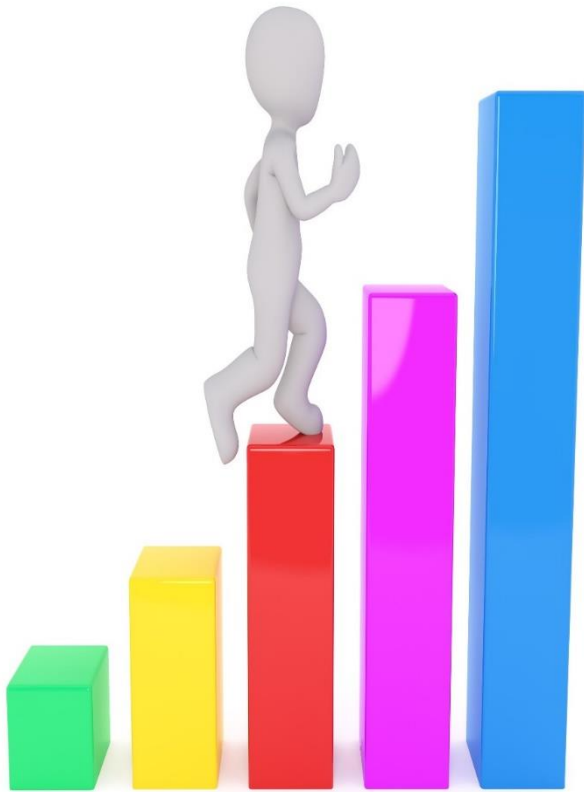
Taking action

Steps to implement your strategy



- Analyze where you are
 - Marketing and 4Ps
 - Sales and service
- Set clear, realistic goals
- Develop strategy

Steps to implement your strategy



- Implement focusing on priorities and quick wins
- Track regularly
- Celebrate wins
- Analyze challenges
- Learn
- Repeat - better

What should Michael do?

XYZ Learning Solutions has been in business for the last 10 years, mainly running training for small and medium-sized business owners and their teams. They have struggled to achieve their sales targets in the last 2 years, which is why Michael Rainmaker has been hired as business development consultant to support sales growth, in collaboration with XYZ's founder and 2 sales executives.

What should he do to effectively deliver on his brief?

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Wrap-Up

We have looked at...

- Sales & marketing
- It starts with YOU
- The sales cycle
- Taking action



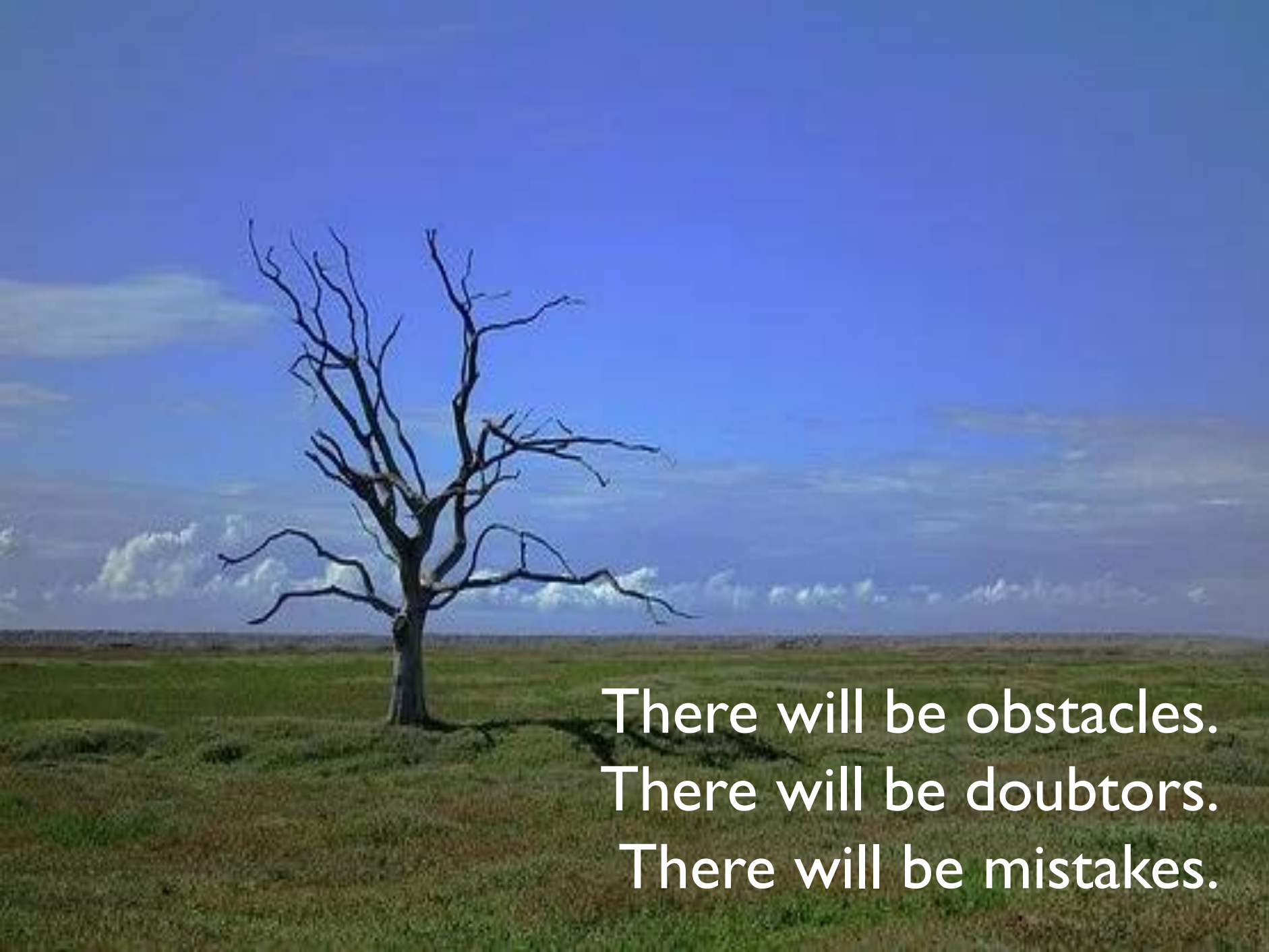
Reflection



Where are you in
business
development? **1-10**
ONE thing you'll
do differently?
Questions?

Resources

- **Brian Tracy video: The 3 qualities of successful sales professionals**
<https://youtube.com/watch?v=mXX6t5kOqV0>
- **What is customer service? The 7 essentials to excellent customer service:** https://www.youtube.com/watch?v=tn0veQ7_stl
- **Google Digital Skills for Africa: Fundamentals of Digital Marketing**
- **Using the Ansoff Matrix to develop marketing strategy:**
<https://blog.oxfordcollegeofmarketing.com/2016/08/01/using-ansoff-matrix-develop-marketing-strategy/>
- **What, exactly, is business development? Scott Pollack.**
<https://www.forbes.com/sites/scottpollack/2012/03/21/what-exactly-is-business-development/?sh=303e0df7fdbb>
- **Business development planning tool**



There will be obstacles.
There will be doubters.
There will be mistakes.



But with hard work,
There are no limits
Michael Phelps

Let's Connect!



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Thanks!