

SMALL BIZ OFFICE HOURS WITH KATE

5 WAYS TO GROW

YOUR SMALL BUSINESS

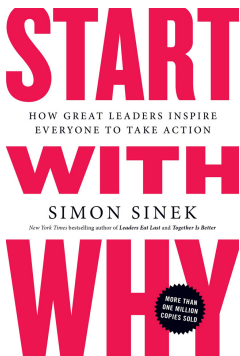


1. GET PERSONAL

SHARE WHY!

We want to know the story, the why, behind a product or service. What makes it different from the others on the market? Why is this “the one?” It’s not about having the best product on the market, it’s about having the most compelling story or why. Always, always infuse the story into what you are sharing or marketing.

RESOURCE



DIRECT SALES/MLM

You are not HQ, you do not need to regurgitate the info from the company. People want to understand *your* experience with the product or service. Why do you use the product? Why do you partner with the company?

2. KNOW. LIKE. TRUST.

BUILD REAL RELATIONSHIPS

Have you ever heard that a customer must “know, like, and trust” you before they shop? It’s true! How do you build that trust? Build an authentic relationship. Become a true friend of your target customer. A true friend is someone you genuinely know, enjoy being around and with, and trust to tell you the truth or follow-up on promises. Make sure you incorporate each of these into your customer interactions!

DIRECT SALES/MLM

Share more than just your company or their products. YOU are the consultant that a customer is shopping with, they want to feel like they know and are comfortable with YOU. This doesn’t mean you have to suddenly become a lifestyle blogger. You can do this even within an event. Share personal stories and anecdotes that will connect with the people present

RESOURCE

"5 ways to
build trust
with your
audience"
-jenna
kutcher

3. LISTEN

MORE THAN YOU TALK

In sales, your job is to provide a solution to a problem. Asking the right questions and genuinely listening to your potential customer is the name of the game. Talk less, listen more. Pose questions that will actually decipher if you have a good solution to their needs... and it is totally okay to say “I don’t know if I can help you.” Just don’t give up at the first objection, because people likely will hesitate. The LEAP strategy (Listen, Empathize, Ask, Produce) is a great way to overcome objections.

DIRECT SALES/MLM

Is your product a genuinely good fit for the potential customer? Sometimes the answer is no, and that is okay. You and your products are not for everyone. In fact, saying *“I’m not sure this would be the right fit for you”* is a great way to build trust. A story: I was working with a customer who complained after her first order. I worked with her, but also told her *“It is okay if Beautycounter is not a great fit for you.”* She’s since become one of my best customers and has been considering the consultant role!

RESOURCE

23 questions

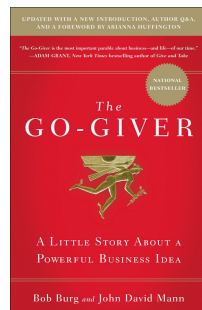
4. PROVIDE SERVICE

+ VALUE

Always operate from a place of service. How can your offering enrich the life of your consumer beyond the obvious? This involves step 3 of listening and offering help beyond what is “expected.”

DIRECT SALES/MLM

Create your own unique way offer value to your customer separate from what the company is already doing. For example: With Beautycounter, I offer my own free skincare and beauty consultation form. HQ has a quiz right on their website, but I go the extra mile to make it more detailed and person, keeping budget and needs in mind. This connects really well with my customers.



5. CREATIVE + CLEAR

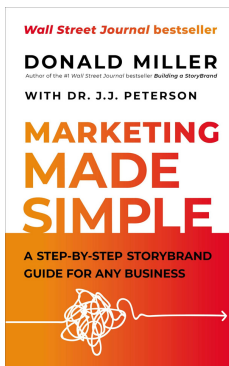
COMMUNICATION

Think about your “sales” strategies as sharing or communication... after all effective communication is a huge piece of the puzzle. Did you know someone needs to see or hear about a product 7 times before they take action (well research has shown between 5 and 12, but an old marketing adage is The Rule of Seven). How can you creatively, yet clearly, talk about a product SEVEN times? Don't get too wordy, dramatic, or secretive. Clear is better than cute.

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Choose one product from your lineup and jot down 7 unique ways you can talk about that product... actually, for fun, let's make it 14 because it's realistic to assume someone won't engage with each talking point.

RESOURCE



HI, I'M KATE!

AKA HOLISTIC KATE ON THE INTERNET

Is your head spinning from the To-Dos of business-building? Business plans, sales, social media, customer service... where do you even begin?

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I'll help you every step of the way!



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