

**CLEAR
SALES
MESSAGE**

4 WAYS TO MAXIMISE YOUR NETWORKING

1. WHAT DO YOU DO?

“I’M A SALES CONSULTANT”

“WHAT DO YOU DO?”

“WHAT ARE YOU?”

SIMPLE TEMPLATE

I HELP **<CLIENT>** TO ACHIEVE
<BENEFIT> BY **<METHOD>**

FOR ME IT WOULD BE..

**I HELP SMES TO INCREASE
THEIR SALES WITH CLEARER
SALES COMMUNICATION.**

“I’M A SALES CONSULTANT”

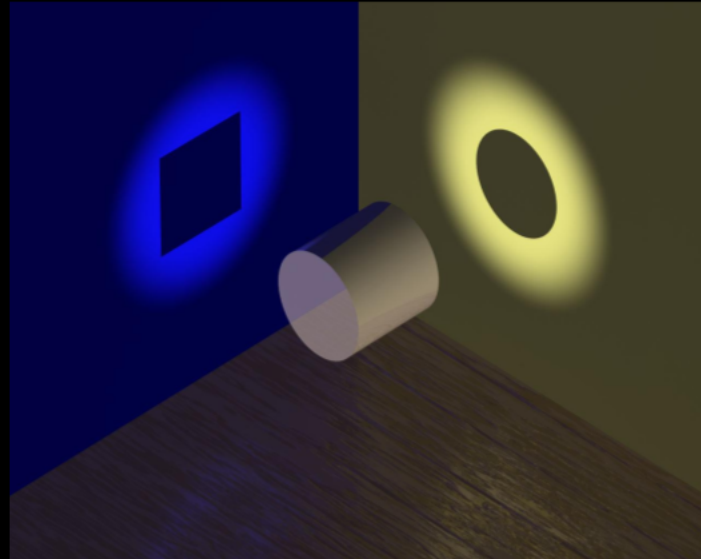
2. SELL THE RIGHT THING

**YOU'RE NOT SELLING WHAT
YOU'RE SELLING...**

BASEMENTS

SPACE

THE FALSE CONSENSUS EFFECT



THE BELIEF THAT OTHERS SEE
THE WORLD THE SAME WAY
THAT YOU DO.

AKA: ASSUMPTION.

YOU NEED TO ADOPT THE
CLIENT'S PERSPECTIVE TO
SUCCEED.

AIRLINE ADVERTS

MEETING THE LOCALS HAS NEVER
BEEN MORE MEMORABLE.

SINGAPORE AIRLINES



A great way to fly

THERE'S NOTHING
LIKE AUSTRALIA



EXPLORE BEAUTIFUL PEBBLY BEACH AT AUSTRALIA.COM

**“SELL THE DESTINATION.
NOT THE JOURNEY.”**

3. QUALITY > QUANTITY

**DON'T HAND OUT
100'S OF CARDS**

BE SPECIFIC

WHO HAS AN AVATAR?

WHEN DO YOU NEED THEM?

**WHAT'S THE
TRIGGER POINT?**

- 1. A DATE**
- 2. AN EVENT**
- 3. AN EMOTION**
- 4. ABUNDANCE/LACK**

4. FOLLOW UP

ACTUALLY FOLLOW UP

**DON'T SELL
LEAD WITH VALUE**

**LINKEDIN IS BETTER
THAN EMAIL**



James Newell - Clear Sales Message • 7:34 AM

Hi Nik!

[Redacted]

Have a great day.

James



Nik [Redacted] • 12:05 PM

[Redacted]



THANK YOU

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