A Digital Sales Course for September 27, 2022

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Introduction: What do I know about sales?

I grew up in the family pharmacy business. I sold myself on excellent customer service and dealmaking.

1. **What is digital sales?**
    a. Recession-proof selling
    b. Sales that take place online and either are physical, ex: a DVD, or digital copies, a streaming movie.
    c. It's a growing industry
    d. The job market has grown exponentially for digital sales.
    e. Sell from anywhere. Youtube, apple, google, microsoft online. These are growth industries.
    f. Old methods new economy

g. Growth

h. Change

i. Innovation

j. Create don't compete (earl nightingale)

k. The future is customization of the internet

l. Finally, Subscribe, Like and Comment to my YouTube Channel, facebook page or linkedin.com or twitter for more original courses and ideas.

2. Sales is like dating. So is digital sales

a. In sales, like dating, you have to prospect, present and follow-up for successful selling. I will address each step you need to take to be successful in dating and sales.

b. First you have to prospect for potential matches to get a sale or date.

c. Secondly, present yourself successfully to get an offer of interest for dating or buying your products.

d. Finally, you need to follow-up with your date to get a second date. Or to follow-up with a client to get repeat business.

e. Remember, to succeed at dating or sales you must be able to prospect, present and follow-up.

f. If you follow these basic steps, then your sales team members will supercharge your enterprises growth and success. While enjoying the process.

3. What is the right Digital Sales attitude?

a. Be positivity-minded

b. Professional

c. Polite

4. Is selling learnable?

a. Anybody can learn to sell

b. It’s an art and a science

c. Practice failure (Earl Nightingale)

d. Read as much on the subject

5. How to sell effectively?

a. Know your audience

b. Identify needs

c. Fills those needs

6. How to grow in selling?

a. Learn more about your product each day

b. Identify features and sell benefits

c. Continue to read books, courses and audiobooks on selling.

7. How to sell online?

a. Set up a store

b. Participate with amazon, apple or others

c. A growing and updating section yearly

8. How to Market your selling?

a. Have a word-of-mouth campaign

b. Develop a simple marketing plan

c. Invest in Research and Development

9. How to get potential clients?

a. Have a lunch and invite your friends to bring along one person.

b. Have a FaceTime conference

c. Build a rolodex of partners

10. How to Ask for the close or sale?

a. Ask for what you want the potential client to do

b. Ask for the order

c. Follow-up

11. How to deliver Excellent customer service?

a. This is the best way to build brand awareness

b. This will outlive your products

c. Protect your reputation (Buffett)

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