

Intro:

Slide One of Powerpoint

- Robert Moloney, 2 years a member of DLR COUNTY Chamber and Capital Credit Union
- working as “Selling Solutions” for 17 years,
- an engineer by training and “accidental” salesman for 30 years earning him the title of “Old Man of Marketing”
- yet in recent times becoming more the Doctor of Digital.

Born, bred and living within a mile of the Capital Credit Union, he knows a bit about a lot of things:

- a “Deep generalist”, I think they call it.
- prominent in Kilmacud Crokes as player, coach, match commentator and accredited with helping to relaunch the All Ireland Football 7s a few years back and continuing to work with sponsors.
- social media shows you are always out about socially, networking or working on events as diverse as operas and funerals!

Contents

Intro:	1
Ten minutes:	3
Today:.....	4
Situation: Where are you now?	4
Vision: Where are you trying to get to?.....	4
Obstacles or Stepping stones?	4
NOW:.....	4
How do you sell?	4
Offline, Analogue selling	5
Online, Digital marketing	5
Consider:	5
How do you do it?	5
Free ebook:	9
13 PROVEN STRATEGIES to improve conversions.....	9
Outsource?.....	10
Your next step	10

Presentation: Facts Tell, STORIES SELL!

Slide Two

- I have heard it said that an expert is a man in a suit...
 - Pulling back the veil of secrecy about how the internet can help you sell:
 - Removing the FUD factor

Slide Three: Death by PowerPoint

- "Most Irish SMEs, are unwittingly making their websites hard to find. Unless a customer is searching for a specific business in a specific area, an SME is unlikely to be found." - iedr. Digital Health Report 2019

Slides:

- You all know how to use digital
- Yet 60% of you don't even promote our services online!
- And 73% of those who do say it helps get "Offline" Sales!
- Who has enough time, but what could you be spending time on that is more important than getting business?
- You do know what your digital presence can do for you, right?
- You do realise you are leaving money on the table? This is costing you BIG TIME!
- death by PowerPoint.....

Ten minutes:

You are asking

WHAT'S IN IT FOR ME?

Every time you contact your customer or prospect, he is asking the same thing.

If you take nothing away today, remember that!

- I am not here to sell you anything, I want you to get something you can do yourself out of this, apply the principles, even minor work can make a major difference. I can't get it all across here.
- I am looking at the typical Owner Manager who knows there is an opportunity online, but has not monetized it Yet!
 - This could include the journey to ecommerce, or selling while you sleep.

Today:

- Where are you now?
- Where are you trying to get to?
- What is stopping you?

Situation: Where are you now?

- audit

Vision: Where are you trying to get to?

- Lead generating 24 x 7
- 4% of your customers!
 - The top 20% of the top 20%
- 4% of your activities “move the needle”
- Systems of selling: People, process, Technologies
- From “Just looking” to “Take my money NOW!”
- A solid strategy to attract traffic, create leads, convert into customers and gather revenue.

Obstacles or Stepping stones?

- What is stopping you?
- Why do people not buy from you? -Zig Ziglar
 - They don't have money
 - They don't have a need
 - They are not in a hurry
 - They do not trust you.
- I add like and know you.
 - They may not know they have a need, because they have not heard the STORY of the problems you solve!
- Objections?
 - You know them, write out the 20 questions YOU KNOW they need to ask and remove the objections before they even think of them!
 - Reduce expected price issues to the ridiculous! “So the difference is ten cent a day and you get all this value....”

NOW:

How do you sell?

- Why do people buy from you?
- Who is your ideal customer?
 - 20% of your customers give you 80% of your business
 - Who are they? What sectors are they in? How do they learn? Who influences them? How do they want you to get in touch with them?
 - What do they struggle with?
 - Assumptions, research, validate.
- What are your numbers?
 - What does it cost you to get a client?
 - What is the lifetime value of a customer?
 - Do you have a recurring revenue stream?
 - How could you make a customer into a monthly service?
 - How many proposals do you need to submit to close a deal?
 - Do you send them or present them?
 - How many people do you need to talk to, to get to a quote?
 - How many people do you need to approach to get to talk to them?

- How many contacts do you get to talk to every day to progress through the sales funnel?
 - How many money making conversations do you target a day?
- If you are putting a euro not marketing and getting three back, why wouldn't you put every euro you can get hold of, into marketing?

Offline, Analogue selling

- How do people find you?
- How do you generate leads?
- How do you get your message across?
- How do you develop KNOW LIKE TRUST in your prospect?
- What are your personal and business Values?
- Feature, Benefit and what this means to you
- How do you get these across?
 - Word of mouth, referrals, case studies.

Online, Digital marketing

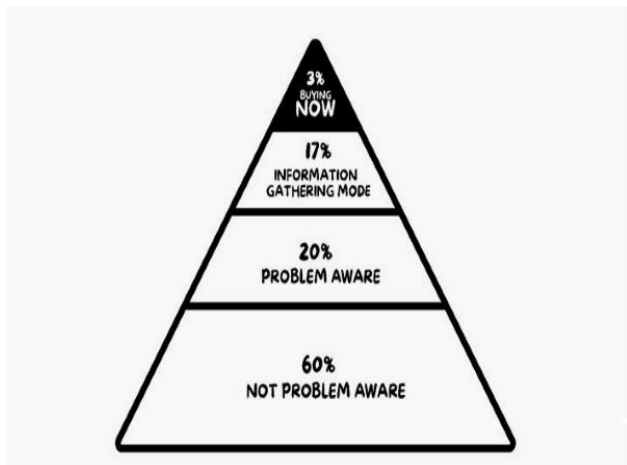
- SAME BUT DIFFERENT
 - Sell the next step only!
 - **"We spent a fortune on a website and it does nothing for us. When we want to make changes, the rate is extortionate!"**
 - Lisa Cunningham LEO: "..... it then needs to do something".
- Online the ultimate and only metric, is
 - Are you getting more sales?
 - How many leads do you get through your online presence
 - What are your numbers?

Consider:

- Ever heard of Pain? Latent Pain?

How do you do it?

- SEO-see audit
- Facebook Ads
- Google Ads
- YouTube Ads
- Amazon
- Retargetting
 - Sales Funnels
 - Landing Pages
 - HVCO
 - Triple the conversion rate
 - Else 3% based on a CTA
 - Power Guarantee
 - Splinter offers
 - Value based marketing



Google Ranking:

- “In order for you to achieve first-page rankings, you have to be better than the guys on the first page. And that’s all of these;
 - you have to index better,
 - your content has to be better,
 - your technical superiority has to be better,
 - but more than that,
 - your digital footprint has to be better
 - “Even small local businesses can see outsized benefits with sufficient attention to their presence in search results.”
 - “Clients care most about conversion and revenue, than rankings or traffic!” MOZ The State of Local SEO | Industry Report 2019
 - Search engines are the bazaars users navigate when they’re looking for a specific product or service, how will you get their attention?
 - The higher your rank, the more leads you get. In fact, 75% of leads never scroll past the first page of search engine results. These leads, if successfully retained, are what turn into paying customers.
- First page? Above the fold
 - Now only seeing ads, should you be there, how much would that cost, how do you do it?
 - Map to the right or next
 - Are you there?
 - Ever heard of Google my business or Google places? HUGE impact today!!!
 - Reviews
 - Get 50, get 100
 - Handle negative reviews, honestly.

Remember the cost of acquiring a lead? Cost of acquiring a client? The Lifetime value of a client? What would it be worth to you to have an ideal client stand up and ask for you?

- Now you know what you can spend on advertising.
- you're putting one dollar into your advertising, and your earnings per click are essentially \$ 12. Meaning that, when you're running Google Ads, if you can get clicks for anything less than \$ 12,

Research by imFORZA reveals that 70% of search engine visitors ignore ads when browsing through search results. Ad blocker usage has risen by 30%, with millions and millions of desktop and mobile devices worldwide routinely blocking ads.

- Facebook ads work, but they are to drive suspects to your sales funnel!
 - Does my copy look like news and demand attention?
 - Are my Facebook ads selling the click?
 - Is my tracking in place so I can determine which audiences and ads are generating sales?
 - Is my focus on earnings per click (EPC) and sales volume?
 - Is more money coming back to me than I'm putting into Facebook ads?
 - Is my copy the perfect bait for my dream buyer?
 - Are my conversions increasing? Is my cost per conversion decreasing?
- Google
 - Am I getting more money back than I'm putting in?
 - Do my keywords match search terms my market is using?
 - Are my conversions increasing every month?
 - Is my cost per conversion decreasing?
 - Are my visitor's needs aligned with what I'm offering?
 - Does my copy demand attention and sell the click?
 - Is my PPC strategy geared for sales?
 - Is my tracking in place so I can determine which keywords are generating sales?
 - Is my focus on EPC (earnings per click) and sales volumes?
- LinkedIn can specifically target suspects.

Email marketing

- Farm your existing base of customers
- Farm your previous customers
- Get suspects to stand up and ask for some High Value Content (HVCO), trading their email address for say, a free ebook.
- And then nurture their interest, bringing them from Latent Pain to the 3% club over a period of time that suits them and you!
- Doesn't matter how good your design is, if you can't get your email delivered and opened!
 - How do you get your email opened?
 - Personal emails tailored to the person you are sending them to
 - Mailchimp for one type of email user or active campaign if they are a gmail user

Now, remember I am a salesman, down and dirty, foot in the door. I have been thrown out physically, from a place on Dame Street, I am not a snowflake. So when I tell you all the design in the world won't get your email opened, you may well believe I have a point!:

- Email Checklist:
- Make sure you use a personal sender name.
- Send your emails on Tuesdays at 10 am.
- Make your subject lines are either two to four words or super long in length.
- Nothing in between.
- Write preheader text that burns with intrigue.
- Above all, write emails that entertain, excite, and engage your readers.
- Ask yourself when sending every email:
 - 'Will this email get into the 'Personal attention' group or die in the 'Commercial/Promotion' group?'
- Make your emails plain text instead of visual masterpieces.
 - I know I know, designers will quote the likelihood of click through from a beautiful newsletter, I use them myself, but, focus on what will get attention and sell, spend your time there!
- Talk to readers as you would your best friend.
- Make your emails about your readers — not just about yourself.
- Study the herd and do the opposite.
- Make it visceral and bring your email copy to life with specifics.
- Don't ask them to buy, click or act. Tell them!

Free ebook:

13 PROVEN STRATEGIES to improve conversions

- When you are looking to boost your sales by as much as 50%, what's the trick?
- value proposition: why should they buy from you?
- Testing: what, how?
- Look and construction of your website
- Language
- Fly fishing, lures, ground bait.
- Sales are closed somewhere between the 5th and 12th contact.
- Pain and moving to buying
- provide genuine and valuable content
 - Google will send your customers!
- Proof: testimonials, Google reviews.
- Make it easy to buy: KISS
- Decrease or eliminate risk..... Vision, Promise, Guarantee,
 - Mind blowing guarantee that resonates with customers!
- How soon could they act? "1 seat left at this price".
- KISS: get rid of distractions.

Outsource?

- How many of you service your own car?
- Jill Lush: When to outsource? “When it ceases to be fun!”
- Partner, Intern, retainer +Bonus
- Must be consistent
- Service charge, no PAYE or stories, just delivery.
- Funding available

Your next step

What you can do TODAY

- **TAKE ACTION**
 - **Audit:** SELLING SOLUTIONS.IE top of the webpage
 - Run it and see where the room for improvement is.
 - **Free** ebook & strategy session:
 - 13 PROVEN STRATEGIES to improve conversions
 - Threefive.ie about half way down the page
 - At the bottom of the book there is a Free Strategy session:
 - <https://www.threefive.ie/30-minute-strategy-session/>
 - I will post the **PowerPoint** and **word** documents to
 - DLR County Chamber News page: dlrchamber.ie
 - LinkedIn
 - Sellingsolutions.ie
 - Facebook/sellingsolutions.ie
 - **ACT NOW!:** Google my business page
 - Fill in everything, every detail
 - Images
 - Properties/info
 - Post often
- **Funding**
 - LEO: Trading Online Voucher
 - Skillnet: pay 20% of my fee
- Coffee? I am not selling you anything. Take what you want. Introduce me where you can. Buy me coffee! 0862525665