

I want to thank Business Coach Rebecca McClain for being our Guest Speaker on Friday March 16, 2012!

She did an outstanding job with giving us biz sales and marketing tips!

Here are my notes – ***20 tips from Business Coach Rebecca McClain:***

1. Establish a strategic plan for sales and marketing each year and track your progress
2. Have a mentor(s) and get a coach(es) ..if there is someone who is successful that you admire, sit at their feet to learn!
3. Invest in others and they will invest in you!
4. The secret to success is building strong relationships
5. Create and grow a list of contacts; and leverage the contacts in your list
6. Create informational products to sell (ecourse, home study program, books).
7. Offer something for every budget.
8. Use speaking engagements to build your contact list and to get customer prospects. Send speaker one sheets out to organizations that have prospects you want to meet and sell to. For example, offer to talk at chamber functions.
9. Offer free 30 min consultations; but do not give away too many solutions for free – know your value
10. Ask questions during the free consultations so that you can get to know the prospect better. Control the conversation.
11. Share tips, newsletters, and other relevant content with your contacts on a regular basis
12. Use social media and email marketing to increase visibility and to grow your contacts list
13. Ask for referrals. Be specific. For example, say “tell 5 of your friends about my business”.
14. Form strategic partnership. For example, Rebecca is now a Constant Contact authorized rep and also has a partnership with a bank.
15. Make your website about what problems you can solve. What can you do for your website visitors?
16. Make it easy for your website visitors to sign up to be on your mailing list.
17. Send personalized requests for referrals. Do not mass email. These are more likely to get ignored.
18. Keep business cards in your car.
19. Get testimonials and put them in your promo materials, your website, and social media pages.
20. Create scripts.

- Clovia Hamilton, President Lemongrass Consulting