



Motherbase.

THE icehouse

FUELLING YOUR BUSINESS - powering up your sales

Kevin D'Ambros-Smith

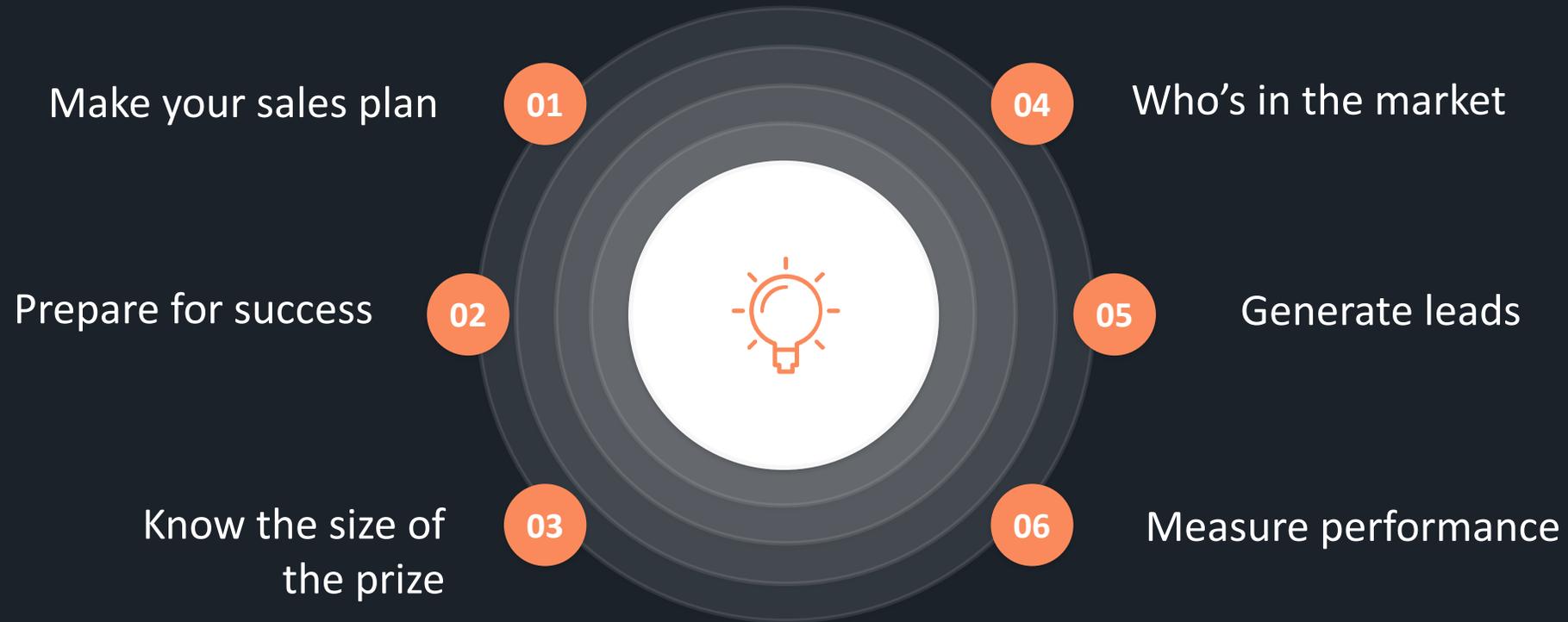
22 April 2020



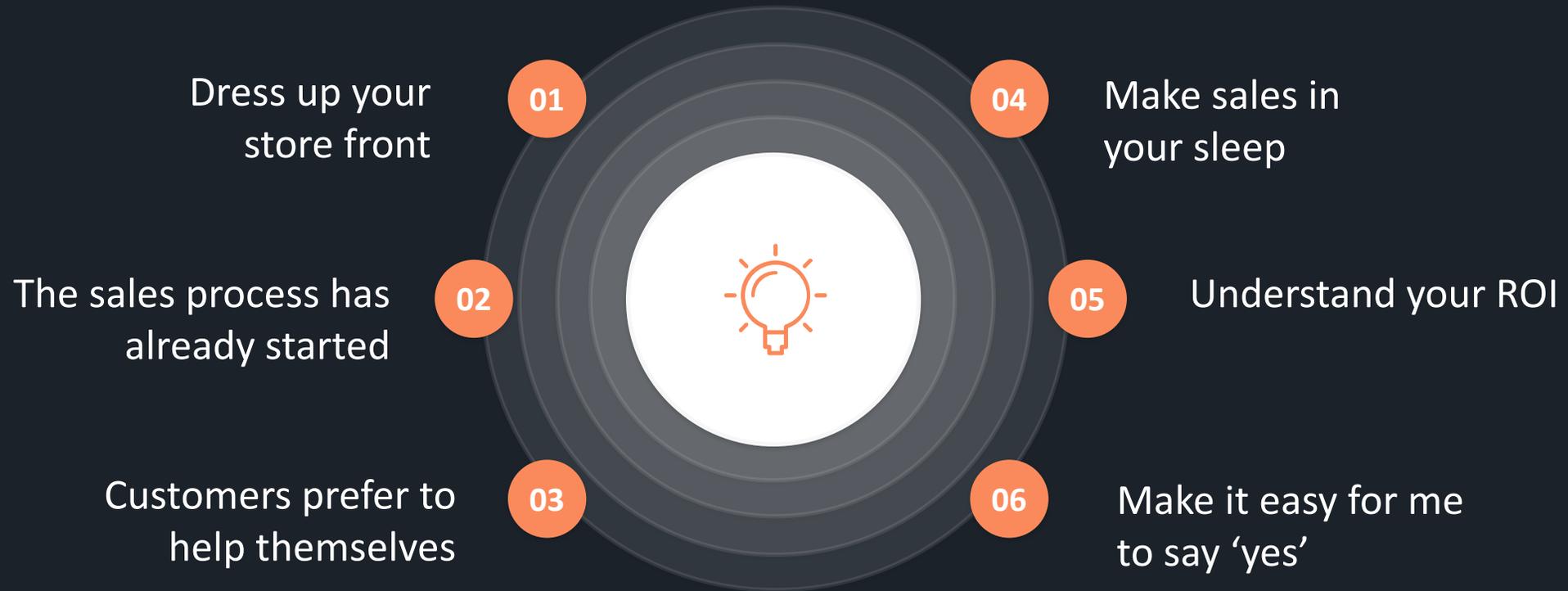
Agenda:

- 01 Planning for sales success
- 02 Converting leads into sales
- 03 Quick Wins - sales drivers you can try today

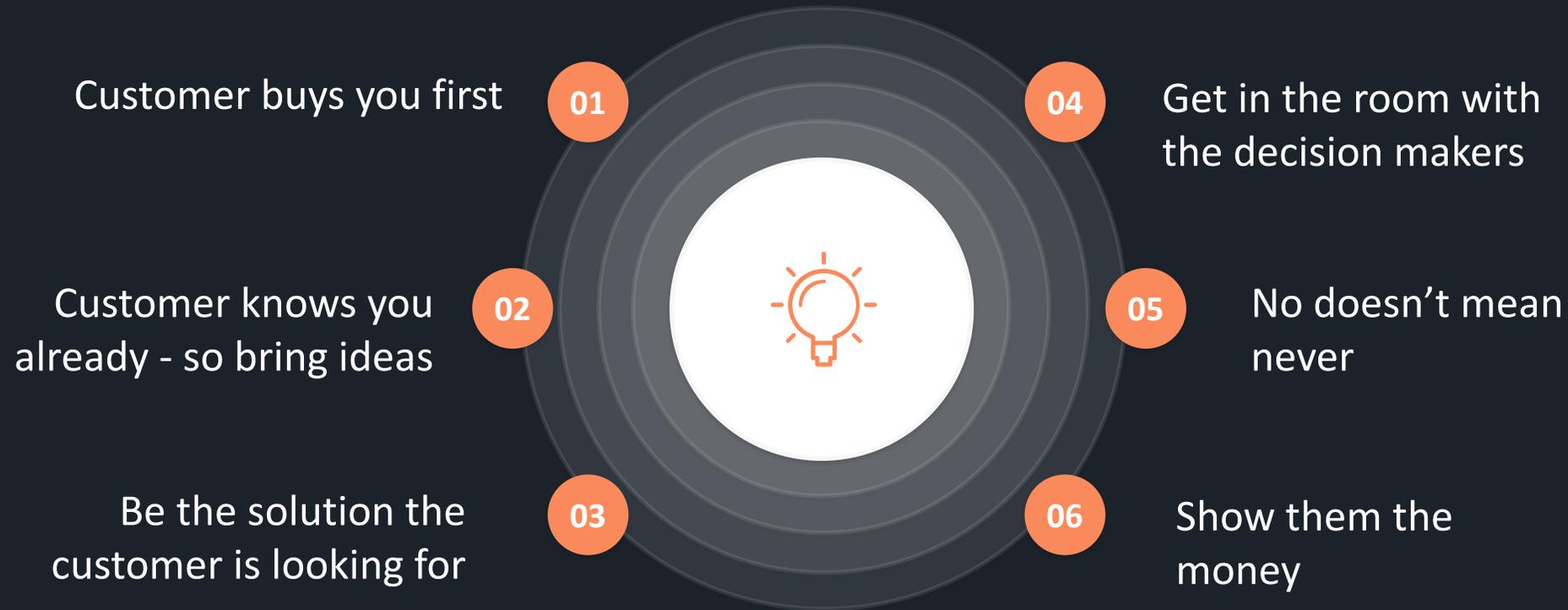
Planning for sales **success**



Converting Inbound leads into sales



Converting outbound leads **into sales**



Quick wins - try one today

1. Put the price up,
FOMO, GWP

3. THE
POWER
OF 9'S

4. Highlight customer's
upcoming needs

6. Pre-sell – make
money now

5. Tailor your offer

7. MAKE YOUR
PRODUCTS SCALABLE

2. The price is
right

9. Sell the idea

8. Look for
reoccurring revenue

Quick wins - try one today

10. Keep it simple

17. Help people reassess
their options

12. Stay on message

11. Pass the
elevator test

13. UNDERSTAND WHAT
BUSINESS YOU ARE IN

14. Focus on
loyal customers

16. Look for
your pivot

15. Ask for
the referral

Fuelling your business

- Plan for sales success
- Convert your leads into sales
- Make some quick wins

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Quick Wins List: www.motherbase.net