

# 2SummitUp!



*If we don't change anything, nothing changes.*

*So, we've come to the end of the programme. Hopefully the sessions will have allowed you to have a good look at your business and put an action plan in place. This worksheet will go through all of the steps we've talked about - use it to keep a track of your actions as you move forward.*

## Your brand, your why and your outcome

Look at your website, your social media platforms and any other visuals, and think about the following questions:

- 1 Is it clear on the platforms you use, what you offer and who you offer it to?
- 2 Is your messaging, both verbal and visual, consistent and recognisable?
- 3 Is it clear what solutions and outcomes you are providing?

## Why do people buy and what stops them buying?

- 1 Revisit your customers journey and see what it looks like. Or better still, ask someone else to do it. Be sure to choose someone who will give you honest feedback.
- 2 For those who have said no, do you know why? Did you know what was on their important list?

## The problems you solve

- 1 Get yourself a large piece of paper and write the services or products that you provide in the middle. Around each one, write all of the problems that you solve for your clients.
- 2 Are these solutions clear on your website, your social media and in your literature?

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## Who are you talking to and where are they hanging out?

- 1 Take a deep dive into your ideal clients. Do some research on the places they are hanging out. Remember this could be online or physically.
- 2 Consider some options for collaboration - which businesses provide services for the same client base that you do?

## Spreading the word with an end goal in mind

- 1 Review where you are investing your time and money to promote your business and decide if they are working for you. If not, think about why not.
- 2 Think about what changes you could make to more effectively promote your business.

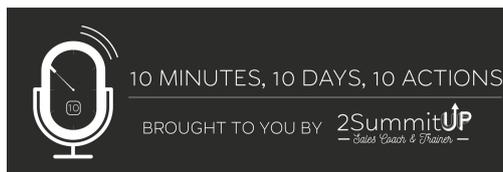
## Know your time stealers

- 1 Take a look at the areas that you know are cluttered, disorganised and creating negativity. If you haven't got the answers yourself, seek advice or opinions from others in your field about what they are using to keep them on track. Bear in mind that sometimes it might be more cost effective to pay someone else to do it for you. Take some action to change things if you know they are slowing you down and making you less effective.
- 2 Think about what you are procrastinating about. If it's a particular task, break it down in to steps and take action!



### Remember...

**Now we're moving on to having those conversations with our potential clients. The print out for session 7 has a useful step by step guide.**



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## Planning your sales conversations to take you nearer a yes

- 1 Review your sales conversation steps. If they are working, that's brilliant. If not, they may need some tweaking. Have your buyer in mind when you think about your process.

## Spending time in the right places

- 1 Look at how much time you spend with your different types of client. Are you happy with the split and how you are supporting them? Don't forget the future opportunities!
- 2 Looking at your potential clients, think about whether your current process works for you. Are you missing people because it's not strong enough?

## Review, revisit and analyse your results

Review, revisit and analyse your current activities.

- 1 Think about what is really working for you. Can you plan to do more of this?
- 2 Think about what you are doing which just isn't giving you results. Investigate and understand why - is it time to stop them?
- 3 Consider your current offerings. Is it time to add some more, or make some changes?



## Over to you!

***I hope that after following the steps in this programme you will be feeling less overwhelmed and more comfortable in that sales hat! I'd like to wish you all the very best in your business.***

*Elaine xx*



10 MINUTES, 10 DAYS, 10 ACTIONS

BROUGHT TO YOU BY **2SummitUP**  
— Sales Coach & Trainer —