

## Module 10 Text

### Understanding Marketing

- Marketing is an easy concept. Select a specific group of customers. Find out where they are. Meet them there with an irresistible offer. Through this course, you should have all this ready to go, so now you just need to get it out there.
- Remember the P's: Product, Price, Place, Promotion. Product: What do you have to offer? Price, what does it cost? Place: where can you reach your customers? Promotion: how can you get your customers to respond?
- Product/Price –this is where you check the waters to see if what you are offering fits in to what the world is expecting. This is the research phase. What are others charging for the same type of thing? What are they doing to get others to notice them? What is their irresistible offer, or do they even have one? Search online, call some other businesses and talk to your neighbors friends and family.
- Place/Promotion – this is where you get your stuff out there. Remember, market where your customers are. Do they hang out at the mall or in Starbucks? Do they go to the flea market or grocery store? Do they visit certain websites? Are they on facebook, twitter, Youtube? If you know where your customers are the possibilities are endless. You can put up flyers with tear strips. If they are more modern, use QR codes that they scan with their phones that immediately plays a humorous videos about your business that they will want to share with their friends. You can go old school and go through your neighborhood, this is called canvassing. You can ask questions about the services they are getting or you can leave information on their doors. You can have creative business cards. Be ready with a receipt book in case someone wants to purchase right then and there. Also, create referral sheet that you leave behind with bonus or discounts as well as other services that you offer. I could go on and on, but you need to find what works for your business.
- Do you have good Abs? ABS- always be selling. I know when people think of selling they think of a used car salesman. THAT IS NOT SELLING. You sell yourself to your teachers for a better grade. You sell yourself to your parents so you can stay out a bit later. You sell yourself to a girl or boy when you convince them to go on a date with you. You are showing your benefits, right? Let me give you a new way to think about selling. Selling is just teaching!! You sell best by informing your customers. Remember the sales process from the previous module (Awareness,

research, alternatives, and Purchase)? If you can teach them the information they need to get through those phases quickly, you have a customer for life. So always have good ABS: Always be selling (or should I say teaching).

- Always be ready to tell others about your business. Know exactly what you would say before the question comes up. I want to introduce a simple thing called an elevator pitch. Basically, you should be able to tell your entire business in a sentence or two. Make it interesting enough that someone might want to know more. “I help people grow their businesses.” (How do you do that?) We help leveraging the power of the internet for more leads and better customer connections. Memorize this, so that when you are at networking events, you are ready to tell others what you do. The fact that you are a teen and in business will be intriguing for most people. Tell them, “I am a teen entrepreneur with a business that . . .”
- Have you ever seen a webpage with a section called FAQ’s? This stands for Frequently asked questions. These are questions that they can answer one time instead of repeating themselves over and over when someone calls their business. What questions might a customer want to know about your business? In the last module, you created the problems/solutions page. We will expand on that and create a page for your FAQ’s. Think about things like, what do you do different, why did you get into business, and how do you handle business differently because you are a teen. Let your mentor come up with questions and read through the answers to make sure you are answering the question that is asked.
- We talked about selling being teaching. If you want to teach, you have to know what you are talking about and keep informed about trends in your business. If there is new developments, you need to be one of the first people to tell your customers about it.
- You have to believe in what you do more than anyone else. You should know the benefits but don’t be afraid to show the weaknesses and how you can solve those things. All of these kinds of things will come out in your FAQ’s.
- Sales means you will have to talk to people on the phone. Text messages are good for reminders, but not for business connections.
  - Keep good records when you talk to people. Put their name, return number, time and date they called. Then jot down notes about what you talked about.
  - Keep customer records. Create a system where you keep all of your customers. This can be something like an excel sheet, a file folder system or you can install or buy a CRM. A Customer Relationship Management program keeps track of contact info like

address and phone number as well as when they were last contacted. You can even put dates when they purchased and it can send you a reminder a week later to call and check in on them. You will want to research what is best for your business, but keep in mind there are many of free services out there. Use the free versions and see if they meet your needs before purchasing anything.

- If you are making sales calls, practice what you want to say ahead of time. I suggest having a script. You can do this by typing it up or video yourself going through it. Cover all the questions and understand your flow. If you ask and they say no, what do you do? If they say, yes, what do you do? Let your mentor help you set up a call sheet.
- When making the call, start by greeting your customer. Don't be quick to get to the sale, you want to get to know them. It is like dating. You don't ask a girl to marry you on the first date, do you? If you do, you are more brave than I am. Get to know your customer, call for a reason other than selling. You can even send them something to their office and call to follow-up and see if they got what you sent. You will want to keep in mind the ROI and Lifetime value of your customer.
- Personalize what you have to offer for their service. Use their name or business when talking to them. Talk directly about what they said they needed or wanted from a new service. Show them how you go beyond what they expect. Always give them more than they expect!
- Handle objections gracefully. If they are not happy with something you said or something your business did, be respectful. Don't pop off and say, "Well, you don't know what you are talking about." They may not know what they are talking about, but they don't know that and you don't want to be the person to tell them. Be respectful. Say things like "I'm sorry about that. I did not know that happened. Please tell me more. Thank you for bringing this to my attention."
- Just because the person purchases your product or service it is not the end of the relationship. It is just the beginning. We have already talked about strategies to keep in contact with them. We also talked about ways to grow your business. One of those is to get those customers to buy again. If you have a continuity program or a regular service, this is easy. But with a product or one time service, you will have to think more creatively. If you sold them a dog bowl, have you thought about selling them dog food, dog treats, collars, ect. Think about 'what else' that specific customer may want or need

and how you can connect with them. You want to keep in line with your goals, but expanding your business to meet larger goals is always a good idea, when you are ready. If you keep in touch with your customers, you will know what they need and when they may need it.

#### ACTIONS TO TAKE

- Set up a webpage. (There are even free ones you can create.) Get some online places, like a facebook page, twitter or Youtube, where your customers may be and begin connecting with them.
- Research blogs and websites where your customers are. Leave comments and share your expertise.
- Create a list of at least 10 FAQ's based on your current understanding of your business. Talk to your mentor and come up with questions that may come up from your business. Look on your competitors webpage and see what FAQ's they have.
- Create a comparison sheet for your business and your 3 main competitors. If you don't know what they do and what you do differently, how can you do better?
- Set up a basic call sheet. Use your adult mentor go through a phone call with different responses to yes or no comments. It is a good strategy to go through, even if you don't use it. What if you could hire a salesman to get customers for you? Now you have a script they can work off.
- Google Alerts Introduction. Set it to alert you about trends in your business. Put in keywords that focus on your areas of specialty. Use this information for your social media strategies as well as informing your customers. (Twitter, Facebook and Youtube)