



Hi there!

It's hard to know when you run a business if you are spending your time in the right places, isn't it?

We hear about creating sales processes and strategies and when it's not our area of expertise it can start to feel overwhelming.

The good news is that **'There is so much more to a sale than the final transaction'** with many other factors that we need to consider when reaching out to our audience. With that in mind I created this quick, simple **checklist** which asks you 16 thought provoking questions to help you identify what you have covered, what you haven't and what doesn't apply to your business.

Score yourself out of 10 for each question (10 being the highest and most accurate). It's broken down into sections - drop me an email and let me know how you got on!

Your why, your brand and your outcome – they are all part of your 'identity' and how people remember and recognise you.

I am very clear on my branding it tells people exactly who I am and what I do

I know who my 'ideal' clients are

People buy because they are looking for an outcome - we are all different and won't necessarily be looking for the same outcome, even when we are buying the same thing.

I'm clear on the problems/solutions I provide for my clients

I have my 'great questions' that help me understand my client's needs

Understanding what would stop someone buying is essential - 'knowing your NO's'

I know the reasons people haven't bought from me in the past

I revisit my customer journey often

Where are the people you are solving the problems for hanging out?

I know where my ideal clients are hanging out - i.e platforms/groups/forums etc

My 60 second pitch is clear and everyone 'gets' what I do

Having an expected outcome of your actions is important – it helps you make meaningful decisions

For every piece of marketing or networking activity I do I have a goal/outcome in mind

I've changed some of my strategy and processes based on the outcomes

Follow up is key – so having a process that works for you and your clients is essential

I have a process that I use to follow up with potential clients

I contact my existing clients on a regular basis, sharing tips/info etc





Know your time stealers – we all have them what are yours? 'Procrastination isn't the problem it's the outcome of another problem'

I know what my time stealers are and how much they impact my business

Procrastinating – I know when and why I do it and I have a strategy to overcome it

Analysing and reviewing your actions – are you checking that what you're doing is working for you?

I review, revisit and analyse my business regularly

I invest in advice and support when I need it

Overall total ___ / 160

So how did you measure up? Were there any surprises? Yes/no/maybe?

The real success story though, doesn't come from the checklist itself. It's what we do after with the information it's given us.

2SummitUP – Let's be honest running a business and wearing all the hats can be overwhelming at times. It would be unrealistic to think we could be good at everything – we just need to know who to ask. After all, most of us started our business because we are an expert in our field, we saw an opportunity, or we watched someone else do something and thought we could do it better.

I've certainly surrounded myself and continue to do so with a network of people who I know can help me in the areas that are not my strongest. Equally it's not always easy to be objective when you are immersed in the detail and very close to something is it? I certainly wouldn't be without my 'go to' challengers and cheerleaders. For others of course I am their 'go to' person.

Maybe this checklist has given you more questions than answers or perhaps you've got the answers, but you are not sure how to put them into action - either way I may be the person who can help you?

I've created an online sales programme which is '**There is so much more to the sale than the final transaction - 10 minutes, 10 days, 10 actions**', which will be released very soon. It's an easy access programme to help all those small business owners out there.

I'll keep you posted!

My very best

Elaine

2SummitUp

If you'd like to know more about me go to www.2summitup.com/about or contact me at elaine@2summitup.com

