



TURN AROUND YOUR SALES

TEXTBOOK



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Introduction

In many businesses, there are cycles of average and above average sales. Some are naturally seasonal and predictable.

The purpose of this Profit Planner Series is to share with you successful ways to fill in the gaps and turn your business sales around. These methods are each designed to provide you with results you can see after implementing them.

Business slumps can be terrifying to business owners. Even worse, they may serve to shake your confidence. The sooner you correct your sales slump and get your business back on track, the better it is for your business, your finances, and your morale.

In this textbook, you will learn methods to help you turn around your sales quickly so that a small slump doesn't become a major stall for your business.

These methods are designed to provide positive ROI and results you can see quickly in your business. While slumps are difficult to experience and may leave you in defensive positioning rather than going on the offensive, the methods we discuss today are the bolder and wiser courses of action.

While you're in business to serve your clients, it is, at its core, YOUR business. YOU are the only one who can correct the slump and create the success you know you are capable of achieving. This slump may be your first real challenge as a business owner. Following the steps in this guide can help you pass that test.

Fast action is essential when attempting to correct a slump in your business and to get things back on track. These methods work and they can work fast. The key is that you **MUST** apply what you learn here to your business right away to enjoy ***maximum impact*** quickly.

Be Bold with Your Asks

When was the last time you asked your clients to buy your products? Do you ever ask? Many in business, whether you're new to business and just

starting out or have decades of experience, forget the basics of asking people to buy your products or services.

Why aren't you asking?

People are reluctant to ask for help and many feel that asking people to buy your products is the same thing as asking for help. It isn't. You're asking them to purchase products and services that will help them address needs or fulfill wants. You're not asking for a donation. You're offering a value-to-value exchange.

There are many other reasons people fail to ask, including all of the following:

- Too shy
- You don't want people to think you don't NEED their business
- Too embarrassed to ask
- You don't know what to say
- You don't want to seem pushy
- You find it too awkward

Your reasons may be completely different. You need to break down those mental barriers if you intend to grow a successful business. The sooner you understand why you don't ask, the sooner you can address that issue and put a plan in place to correct the issue.

You don't just ask, you ask **BOLDLY!** ***It's about **HOW** you ask.***

For the sake of your business and lifestyle, you cannot be subtle. It's imperative you tell people exactly what to do. Be specific and confident. Use a big colorful button that says, "Get this now! You need it!".

Avoid giving them an excuse not to buy.

For instance, these statements scream lack of confidence and actually can prevent an interested visitor into not purchasing:

- “You probably don’t need this, but ...”
- “This might not be everything you’re looking for, but...”

Instead, approach it from a different position of knowledge, power and authority.

Try something like this:

“I have _____ product I believe it will be a great fit for your situation because _____.”

See the difference? You are showing product knowledge while understanding your client’s needs, plus the confidence in your product being able to solve their problem or address their needs. *That’s what your visitor wants to feel* – to feel like they are in the right place for what they need and want.

Keep in mind that you need to let visitors know the benefits your products produce.

- What are their pain points that your product will relieve?
- What can they expect when they invest in you?

Focus on one specific pain point and how your product relieves that and you don’t need to worry about making a sale.

Overcome the Fear of Asking

Back to the fear factor involved in asking people to purchase your product. You are operating a business and there is no room for fear in showcasing your products and services.

You cannot make money if you do not create calls to action and give people the opportunity to be free of their pain points when you are what they need.

You have to be able to talk about what you do and offer. Social media is too large to ignore, meaning that you have to get over yourself quickly. Put yourself out there! Help your clients find you.

Ask for people to share your social media and blog posts. Communicate directly to your email list, which, by the way are hot leads and you should be communicating with them frequently.

Consider offering an affiliate program and recruit other people to share what you offer to their lists. The more avenues you produce, the higher the chance to reach people who need you or your product.

You need to make a living, right?

Consider this – your friends and family know you they...

1. BELIEVE in you,
2. LOVE you, and
3. Want to support you in your business.

You need to begin **asking**.

Connect with New Clients

You need to work on a plan to expand your reach beyond your circles and connections to promote your services and products to new audiences.

When you promote someone's products to your audience and they return the favor, it brings a new aspect of business. This technique is also known as cross-pollination. A JV partnership ideally complements each other's products and programs for their audience This is win-win-win situation.

Why are these connections so valuable?

Above all, this process allows you to reach out to an entirely new audience. It helps you build relationships faster since someone they already trust is introducing them to you. They are already interested in the products and services similar to what you currently offer.

They are targeted and interested in what you are selling. Even if they are not interested in purchasing at the moment, these connections can give you new subscribers and followers likely to purchase down the road.

Business today is all about building relationships. Each new relationship you build offers you opportunities for future sales. You're planting seeds today, even if you don't see the results for a few weeks, months, or even years.

Explore this opportunity with your current connections. You may still need to foster relationships with influencers before they will agree to cross-promote products, even if you've been a loyal follower for years. Building this type of trusting relationship takes time and effort. A good relationship is never one-sided, so show a natural interest in their business. Be choosy when it comes to asking people to cross-promote. Offer your affiliate opportunity as this might sweeten the deal, especially if you grant them 'super affiliate' status, which means you'll award them a higher percentage commission.

An important piece of building connections this way is the indication of trust.

You create an atmosphere of trust as you let them know of your offers. Be sure you partner with someone YOU trust and have vetted. Do not blindly enter a relationship with someone that is only out for a quick buck. This will ruin your reputation with your audience that took time to build and nurture.

When they lose faith in you, they will leave and most likely let people know about the lousy experience they had. Remember that their products need to deliver what they promise, or you will be the one to blame. Never give someone control of your reputation and business by accepting every JV invitation you receive. Do your homework and protect your list at all costs. You can't afford not to do it!

Connecting with new people and stepping out of your comfort zone can pay off long term.

Use Video to Make Introductions

Video is a powerful tool when it comes to speaking to the masses because you provide a sneak peek at your coaching style and your personality. If you record a video or livestream with the split screen feature activated, you can naturally introduce your cross-promoting partner to your audience quite easily. Discuss both of your businesses and the products you have chosen to

promote. When viewers see you as a real person as opposed to just a name on a website, you'll warm up those leads and bring them closer to wanting to buy from you.

But don't slip in to a hard-sell pitch. Just have a conversation with your JV partner about the wonderful features of the product and how it will help your market's biggest problem. Include a strong call to action at the end of the video and then reciprocate with the other partner's audience.

Connecting with new people and stepping out of your comfort zone by reaching new audiences will feel nerve-wracking at first but might just become the push you needed to spur sales again.

Repurpose Old Products

Have you looked at your older products and programs lately? You could be sitting on a gold mine!

Time to look and see how you can shine them up and get them out there again. Do an inventory of your programs and products using a spreadsheet, if you don't have one yet. Include columns to note evergreen programs that only need a little dusting or older programs or products that could be re-launched after some TLC.

You can create a special bonus bundle to existing products or surprise existing clients with a client special with a coupon. When you create the new bundles, don't forget to put it up on your website and announce it on social media.

When you consider packaging your new-found stuff, consider packaging them into big packages that offer great value to your audience without having to create something from scratch. All you need to do is put it on a sales page and put a link on social media, and suddenly you something valuable to sell. Don't forget to notify your email audience in case they missed something the first time you promoted it.

Consider products you already have on your hard drive:

- Webinars
- Courses
- Case Studies
- Articles
- Videos
- Workbooks
- Guides
- Handouts
- Ebooks
- Reports
- Podcasts
- Interviews
- Cheat sheets
- Templates
- Event recordings

Find the right combination and suddenly you have 4 or 5 bundles to introduce to your audience.

Consider your blog posts. Did you do a post series that you can convert into an ebook or checklists? Update not just the content, but also the cover, title and anything else that can enhance the product.

What if you are pulling products down for archiving? You could do a special retirement sale. Market it as a retirement party and have fun with it! If you enlist affiliates to promote it, imagine the value you receive. Once for a new audience member and second, for making sales on something you did not have to put a lot of time and energy putting it together.

How Does Repurposing Boost a Sales Slump

First of all, you have basically found money laying on your hard drive. Second, when done correctly, you have increased your list size and circle of influence.

Don't miss the opportunity to ask people what they thought of the product and specifically ask them what results you got from it. Get buzz going to find new customers to your program or products.

Feedback helps you know what your audience needs. When you ask your top 3 clients/customers to share what was the most valuable result for them, you now have a great testimonial to include on your sales page. Go one step further and ask them to post it on their social media platforms – no middleman, just straight from the mouth of a happy client!

Create Your Exclusive Membership

Your content can make you money over and over again. We have talked about transforming it into multiple formats, updating older content and using

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your past blog post series, lead magnets, ebooks, courses, etc. in a new way.

Basically, you could have an entire library worth of stuff you have produced. This is a goldmine waiting for you to create a membership program that collects consistent monthly revenue. You can deliver valuable content month after month, adding to your library as you go, that gives your followers the opportunity to explore what their current need may be.

You can add a private Facebook group that members are allowed to access, which gives them access to you in a new way. Add coaching on top and really witness the revival of a sales drought!

Of course, you need to determine how much access to you they can book per month. Hold weekly or monthly 'office hours' for one on one, if that is something you want to commit to.

Why is exclusively such a draw?

Not only do they receive personalized service and attention from you, it holds a significant psychological sway. Some may see this type of structure as a false sense of urgency or limited spots only so they will act upon this quickly in order to have access to you and your library. Your members will feel special and that is important.

Giving them a feeling of belonging is priceless. Think about it. When you structure your membership program, document exactly what they have access to in the library and with you. Keep your signature programs separate from a basic level membership. Save that for a higher-price tag and up level from a basic membership.

Your challenge will be following through with what you promise. If you say members only get a monthly challenge with digital deliverables, you have to create that every month just for them. Never make a promise, then change it up midway through.

Marketing Methods

There's something to be said about sticking with what works when it comes to your marketing methods, but if you're experiencing a sales slump,

chances are your same old marketing methods aren't quite as effective. It's time to mix it up.

Try using multiple marketing ideas. For example, if you count on blog posts and social media posts to attract traffic, try adding a video in the mix. You have so many outlets to put the video. Facebook Live, Facebook Stories, Insta Stories, and of course, YouTube. Create your channel and produce multiple playlists of similar topics.

Cross promote on your blog by embedding it on the post. They can stand alone or have a written summary about the video.

Prefer sales funnels? If things have slowed down in that method, try ads. When you take the time to drill down with your demographics, you will have higher conversions. You want a small, tight group that will respond to your efforts.

Are webinars your ideal client's favorite way to receive information and training, then roll up your sleeves and create a webinar. Be sure you include details in the text summary a strong CTA.

Turn that webinar into an email mini-course. Get transcripts to give away as a surprise freebie.

Consider sharing your slideshow on SlideShare by LinkedIn. You can create a page that features your best presentations. You can add a short bio and link to your LinkedIn profile. Talk about multi-purposed content!

You should always track your marketing methods to discover the best ones for your niche and customers.

Before you make changes, create a spreadsheet and document marketing baselines.

For example:

- How many visitors do you get to your website monthly?
- How many social followers do you have?
- Note each platform separately.
- How many subscribers are on your list?

Implement ideas one at a time. See how it performs. Adjust and go to the next.

Whatever you are doing now, try something else. Create a new strategy and track the progress.

Study the Competition

Not sure yet where to begin in a marketing strategy? How about doing some research of your competition? See what they are doing and perhaps it will inspire you on a new way to market.

Begin by finding your top 3 to 5 competitors and study their online presence.

1. Look at their websites and social pages. Take notes about their strategies.
 - a. How often do they blog?
 - b. Which social platforms do they focus on?
 - c. How often do they post?
 - d. What posts seem to get the most engagement?

2. Do you see their ads in your newsfeed?
 - a. How strong is their copywriting?
 - b. Which products are they linking to?
 - c. Do they have professional graphics?

3. Do they utilize videos?

- a. YouTube?
- b. Blog?
- c. Facebook?
- d. Instagram?

4. What type of videos do they produce?

- a. How much engagement do they have?

5. Sign up for their email list and analyze their emails.

- a. How often do they send emails?
- b. Do they have a newsletter?
- c. What types of email do they send?
- d. What is the writing style?
- e. Do you feel they email too much?

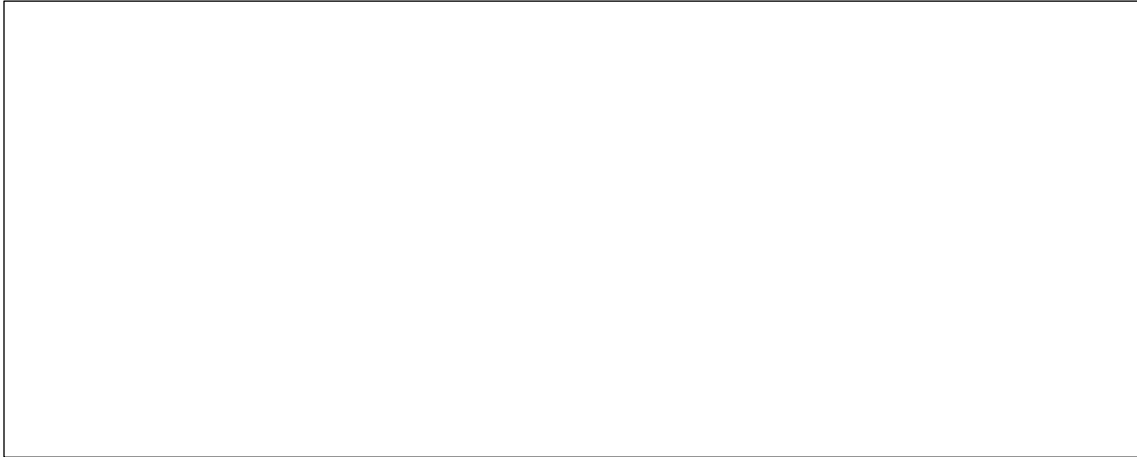
6. Do they have their prices on their sales page?
 - a. Do they have coupon codes or other discounts available?
 - b. Examine the quality of the material they produce and deliver to customers.

Next, look at their products.

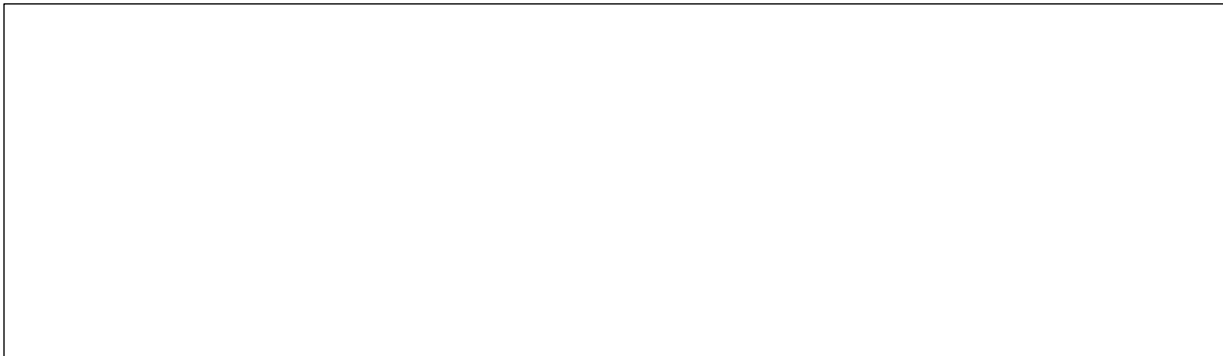
1. What do they sell?
 - a. What type of product do they have?
 - b. What is the format of their products?
 - c. Do they have an identifiable sales funnel?

2. Pay attention to overlapping offerings that you both have:
 - a. If they are selling a six-week course and you do too, how do they promote it.
 - b. Do they offer a class outline?
 - c. How does the program compare to yours?

d. What is different?



3. Read their online reviews: pay attention to the negative reviews to determine where you can improve a similar product you sell.



Note that research does not mean to copy what they offer. Be inspired and pride yourself on creating relevant, valuable products and programs.

Don't forget to research your customer service processes. You can learn what customers want from an online business. Read reviews and comments on their social media platforms.

1. Do they offer something more than what you offer your customers?
2. Make and purchase and note the delivery process and rate it.
3. What are the refund policies or other customer service managed?

Once you have completed the discovery experience, note what you would do after the point of purchase from a customer.

1. How do you encourage them to visit your site first when they need to make another purchase?
2. How do you become their go-to person in your niche?
3. How do you stay in touch after the purchase?
4. What improvements can you make so your customers have more raves than complaints?
5. Review your online reviews. Where is there room for improvement?
6. Do you need to better document and change any issues that are bumpy for the client to work through?

Now, you aren't researching the competition just to find things they should improve upon. Use the experience to improve what you are doing in your business.

1. Do you need to focus on client and prospect relationships?
2. Do you need more products?
3. Are you all about helping your niche or just in it for the money?
4. Do you have your Unique Selling Point (USP) for each product and for your company overall? Knowing how you differ from your competition can be used towards your marketing strategies.



Finally, find the client success stories of your competitors. Learn from the complaints of others in your niche so you can address those for your products.

Of course, DO NOT directly copy what your competitors are doing! Be inspired and informed to create what your clients want and need.

Let Your Followers Do the Work

Want to know what your customers and clients want? Ask them! Asking is easy. The return will be highly valued information. Consider this market research and approach with an open mind. Some of the responses can surprise you.

Social media is the quickest way to ask your followers what they want. Approach it with these ideas below:

1. Try open-ended questions first, such as, "What type of products do you want?" If this doesn't work, give them multiple choices to select from. These polls can be run on social media in your newsfeed, in groups you belong to and your email list.
2. Post the poll on your business page, then boost the poll. This allows you to select your demographics of the people you want to reach, the length of time you want the boost to run and the budget to use. General questions, such as, "What type of products would help you grow your business?" or "Which format do you prefer?" If your

questions are too specific to your business, newbies may not know enough about you to respond confidently.

3. Analyze hashtags and trends. Creating your own hashtags can work, however, selecting popular hashtags can get your post seen by new audiences. If you use your own, add a couple of popular tags.
4. Pin the poll to the top of your Facebook profile so it is the first thing people see. You can reset pins anytime, so change them as often as you like.
5. Cross promote your poll across all of your social platforms. Send your email list a link to the poll. You could end up with new followers.

Part of your research included pricing for products and services. You cannot pull a random number out of the air to just 'see' if anyone buys.

A way to test the waters is to offer a limited number of packages for a certain price you offer your list. If they bite you hit gold!

Pre-ordering has its perks. Customers get in on a sweet deal plus you can use them to iron out any kinks before doing a full-on launch at a higher price point.

You always want to ask for feedback from your customers. You want to know if the sales process was bumpy. You need to know how valuable the product was for the customer. Tackle all problems promptly!

In the end, getting out of a sales slump involves multiple avenues of reflection, planning, and changing course as needed. My advice is to gather your intel, change one course of action at a time, and most definitely track every little change. Once you see your changes working, your slump will dissipate and you'll rediscover your confidence.