

Getting your first two customers

Kadeza Begum

11th November 2024

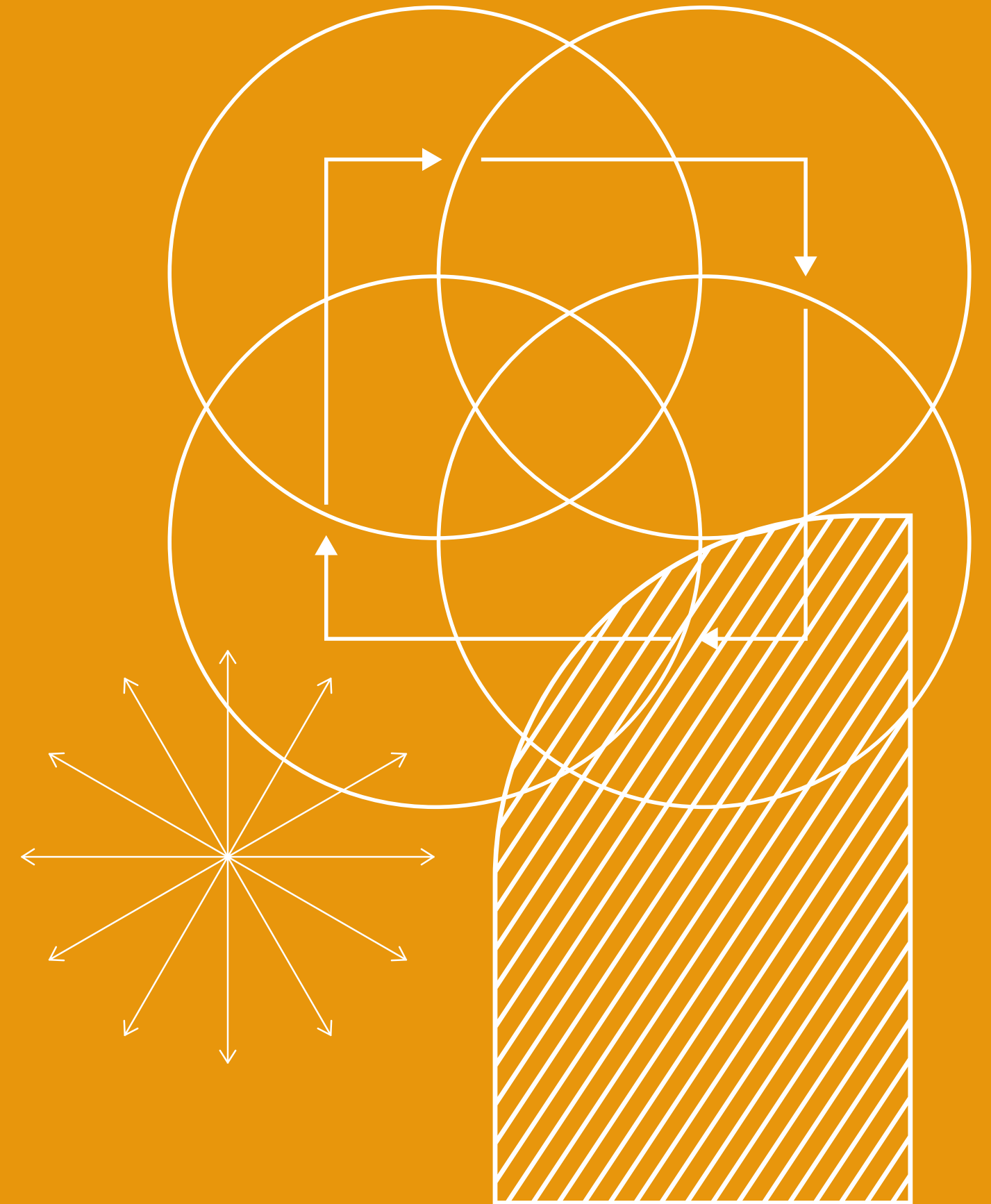
Enterprising
Futures at **LSBU**



Masterclass

Getting your first two customers

With Kadeza Begum



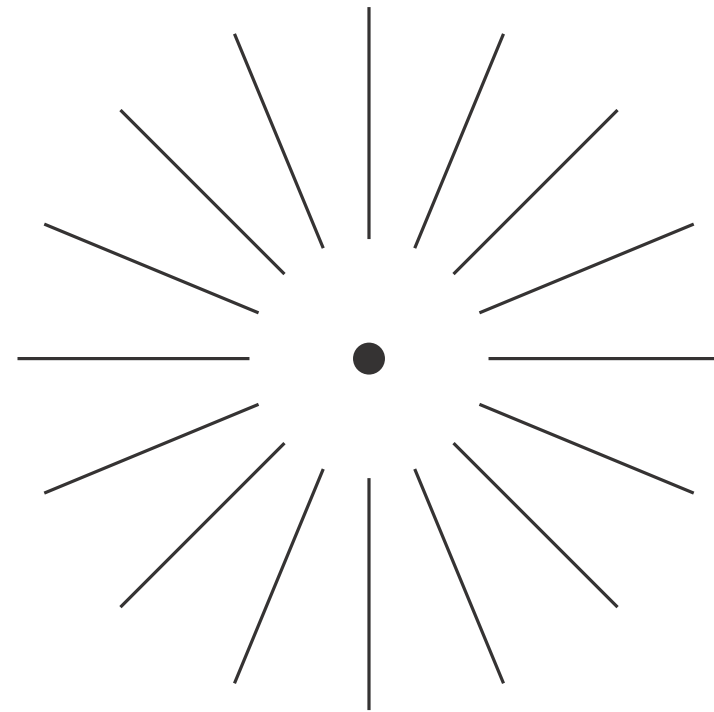
**WHO HAS
ALREADY SOLD
SOMETHING?**

Share

Reflect

How much was intentional? What do you remember, how did they react? Would it work again?

How did you feel in the process?



**WHAT ARE YOUR FEARS
ABOUT SELLING?**

Dissect

Why do you feel like this?

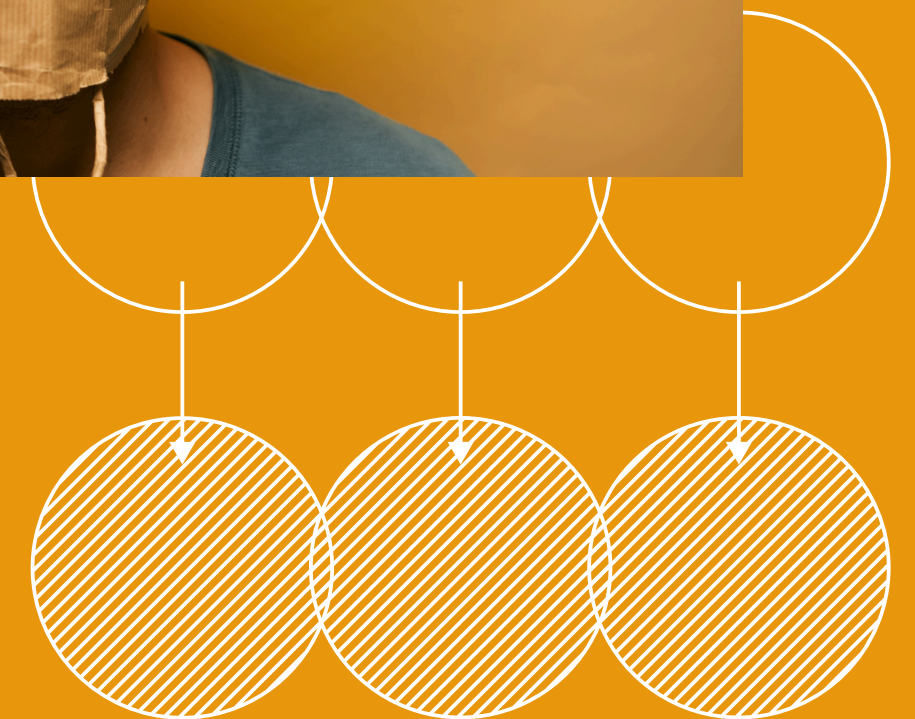
What is your ideal sales pitch?

**Are we more comfortable
selling someone else's
product / service? WHY?**

Unknowns make it harder

How are our customer personas looking?

Who has validated their customer?

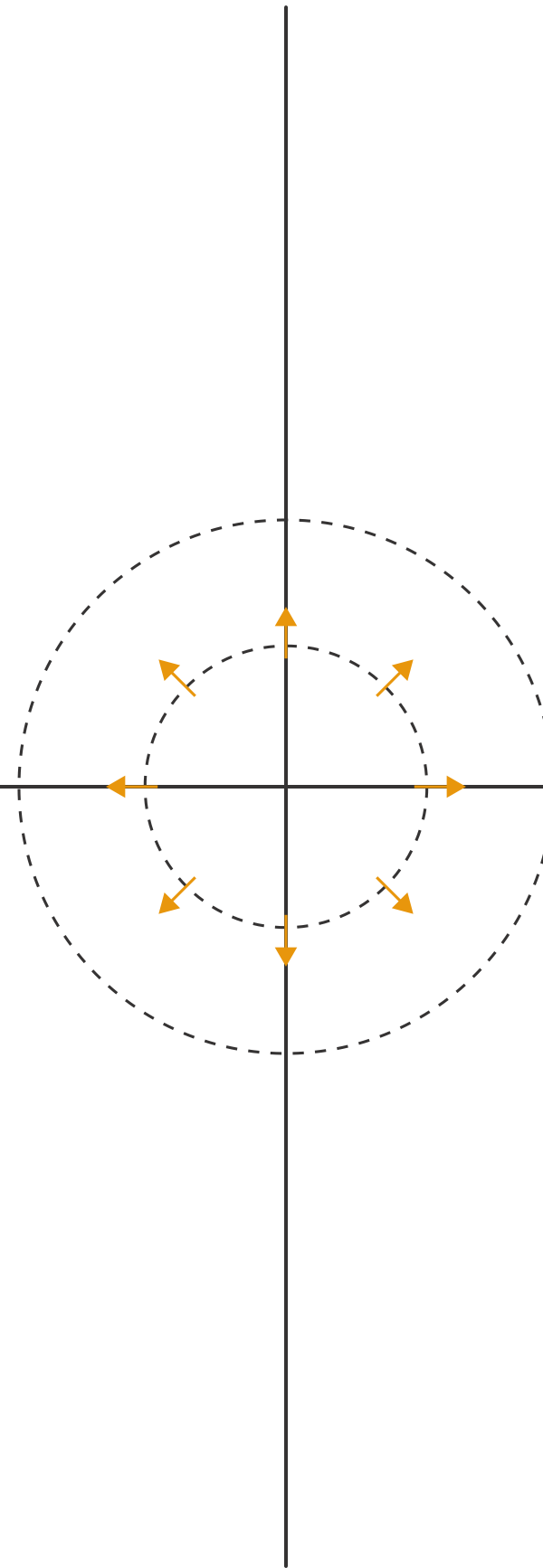


STEP 1

Clear understanding of who your customer is, as well as wider customer pools

STEP 2

Research backed information on where they are, their values and drivers



STEP 3

A strategy on how you will enter their lives and present your product / service?
Where/what do they currently buy / do?

STEP 4

Supporting strategies to allow brand awareness to increase and desire to buy

Models

The AIDA model, a classic marketing framework, was developed by E. St. Elmo Lewis, an American advertising and sales pioneer, in the late 19th century. Lewis introduced the model in 1898 as a way to understand the stages a consumer goes through when making a purchasing decision.

Lewis initially created this model to optimize sales conversations, but it has since been widely adopted in advertising, marketing, and sales to guide strategies across various industries.

The AIDA Buyer's Journey



Create your own



How will you create awareness?

Where do you need to be visible, and what messaging needs to be communicated to the customer?



How can you increase their interest and desire for your product?

People need to see something on average 7 times before they actually buy?

How can you create trust and

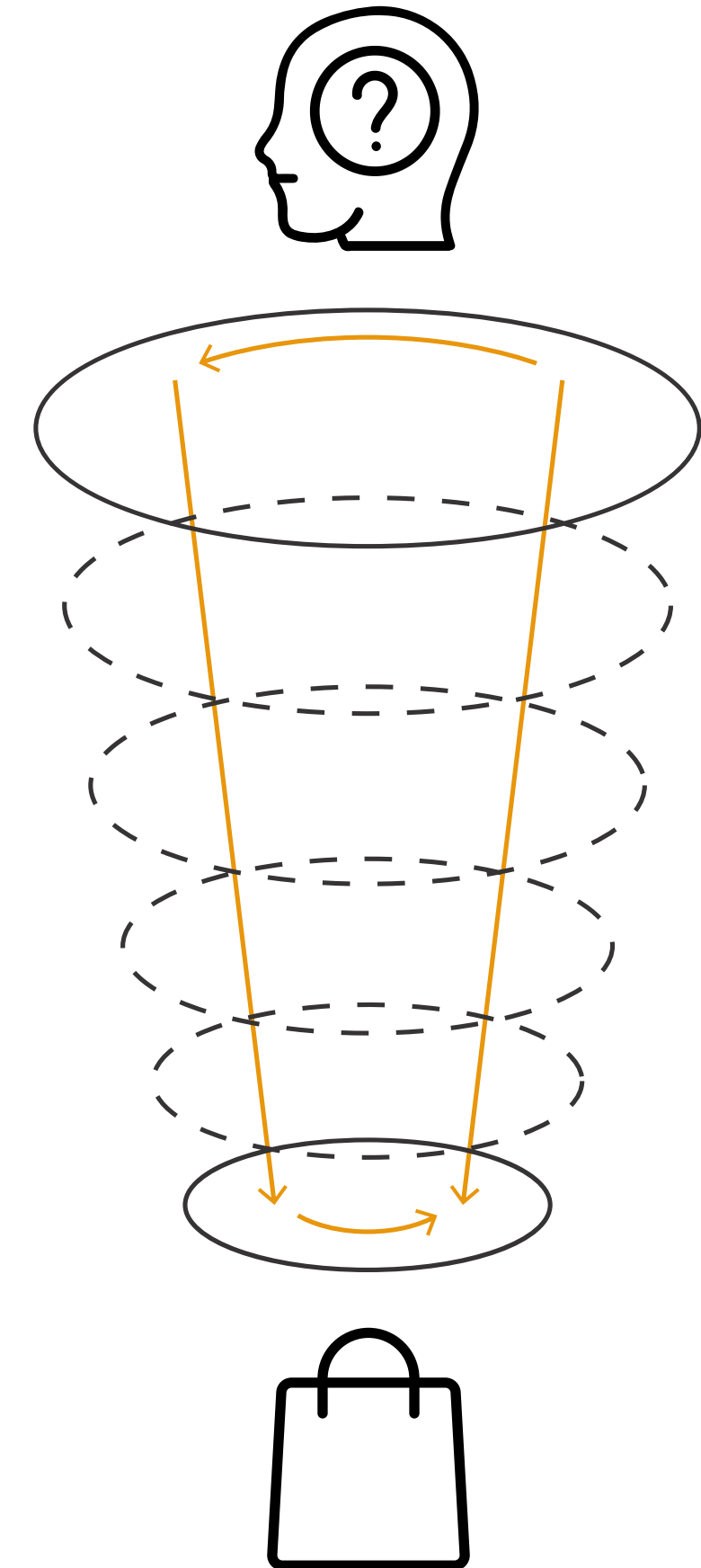


Where will they take action (buy) your product?

What is this experience like for them? Have you accessed it, how can you make it enjoyable and lead to future sales?

Where are your customers stuck in the funnel?

What is the action needed to keep them moving along?



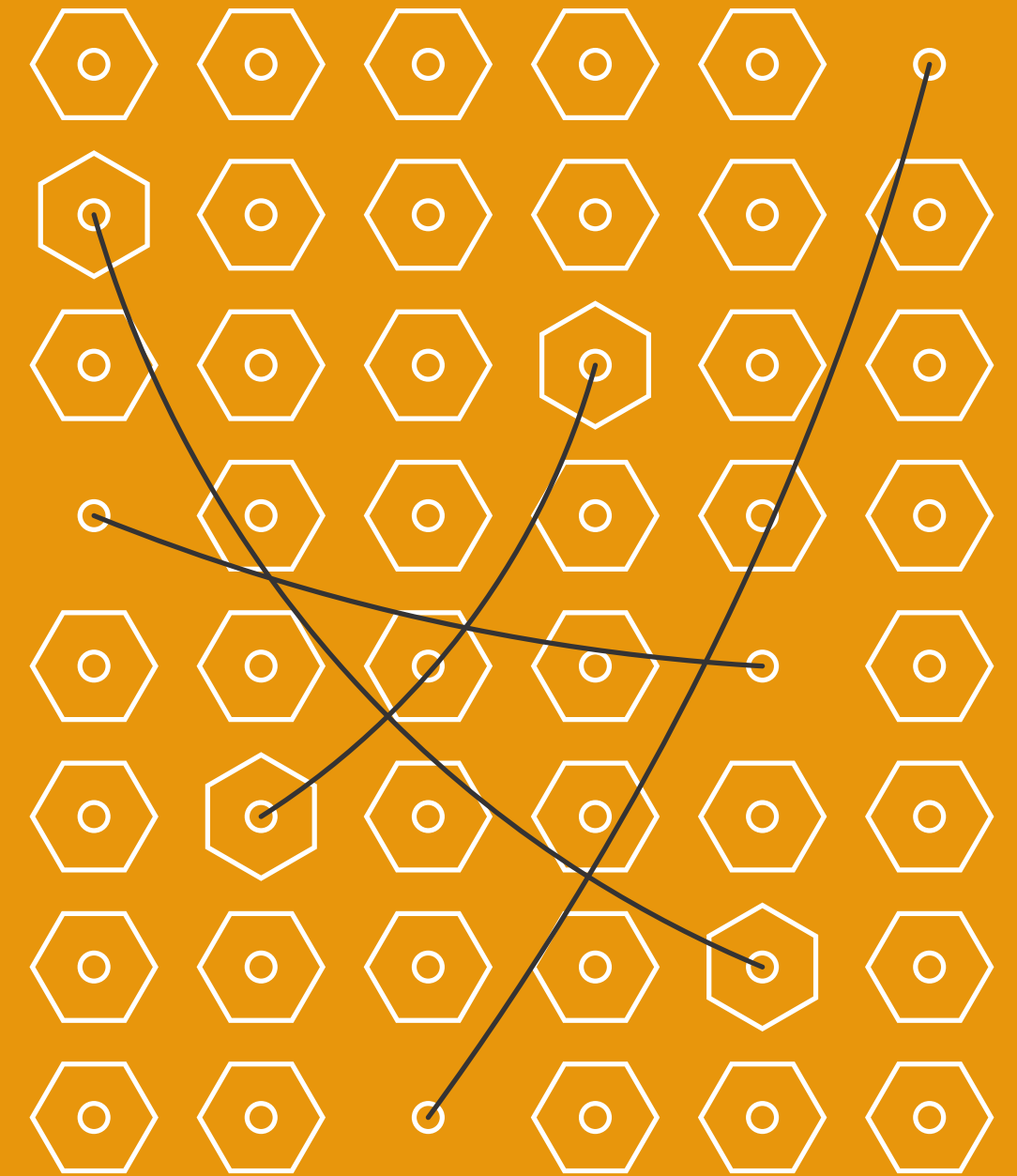


10min break

If you go out to buy something see if you notice AIDA tactics in use!

Let's test your selling skills!

The person who gets us to the end of the funnel wins!



Tip: Think about how you avoid pushy sales and also what tactics work on you?







Dropbox

[^]casestudy

Get more space

You currently have 2.25 GB of Dropbox space.







-  **Upgrade your account**
Upgrade to Dropbox Pro to get the most space **50 GB**
or more
-  **Refer a friend to Dropbox**
Spread the love to your friends, family, and coworkers **16 GB**
500 MB per friend
-  **Connect your Facebook account**
Share folders with your friends and family in a snap **+ 125 MB**
-  **Connect your Twitter account**
Invite your friends to Dropbox with a tweet **+ 125 MB**



Using referrals grew Dropbox 3900%!

At a time cloud storage was a new concept (2008) they made joining easy and inviting friends even easier! It was a win-win for both users and created a viral loop.

Referral programs from consumer unicorns

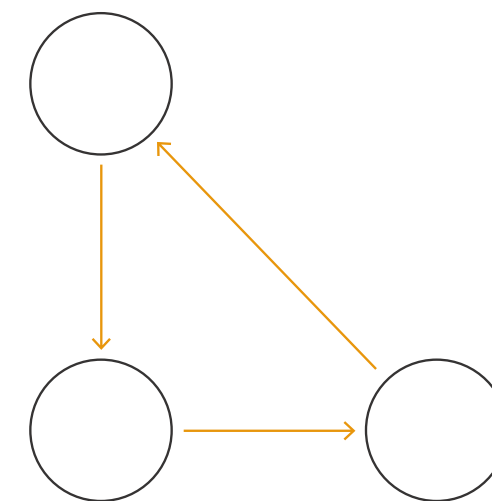
COMPANY	REWARDS	VALUE (to referer)
	Ride Credit	\$5
	Ride Credit	\$10
	Travel Credit	\$20
	Bitcoin	\$10
	Instacart Credit	\$10
	Credit	\$100

Do these appeal to you?

What would you do for these rewards?

What could you offer?

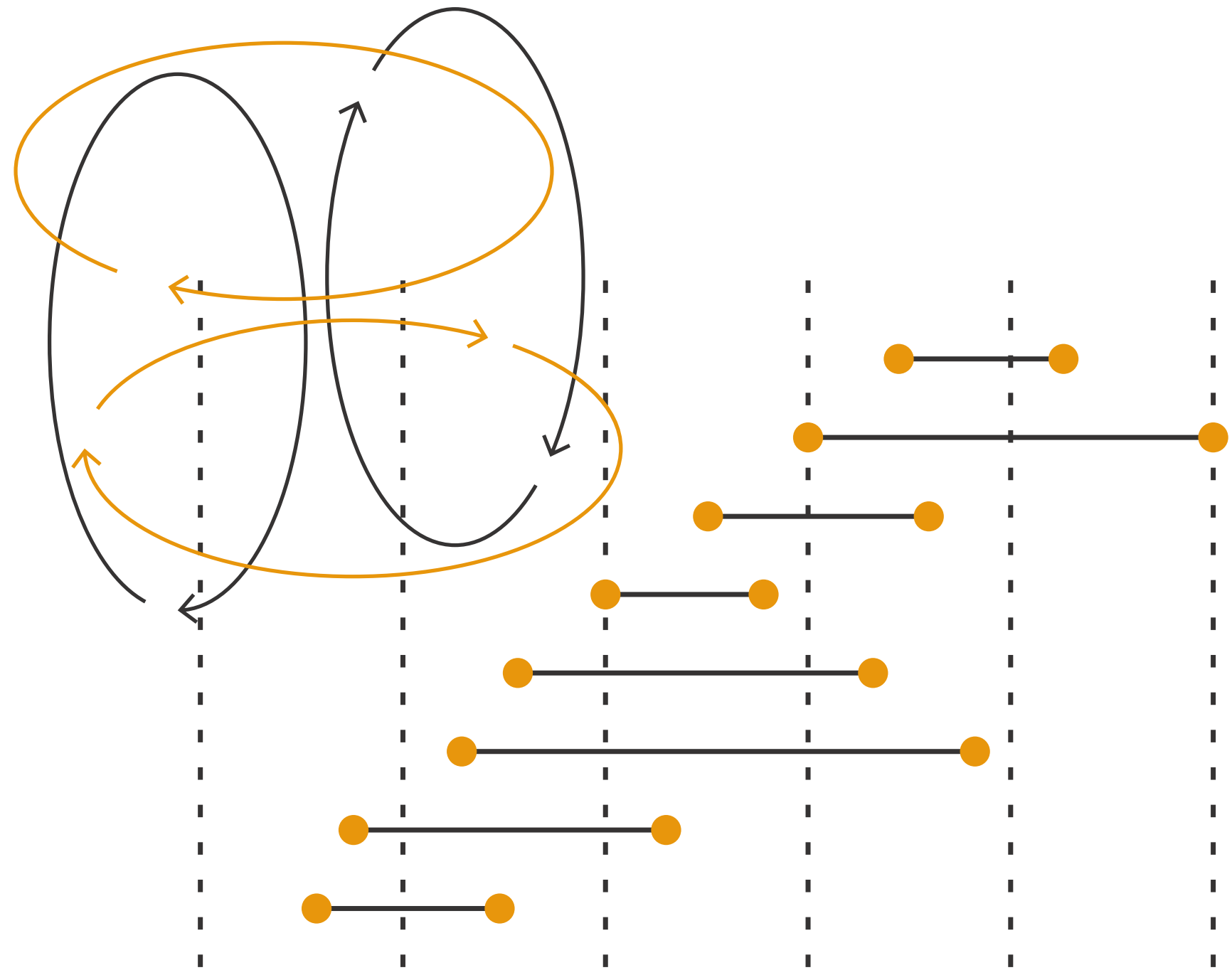
What is the cost to you? Is it seen as a valuable incentive to the customer?



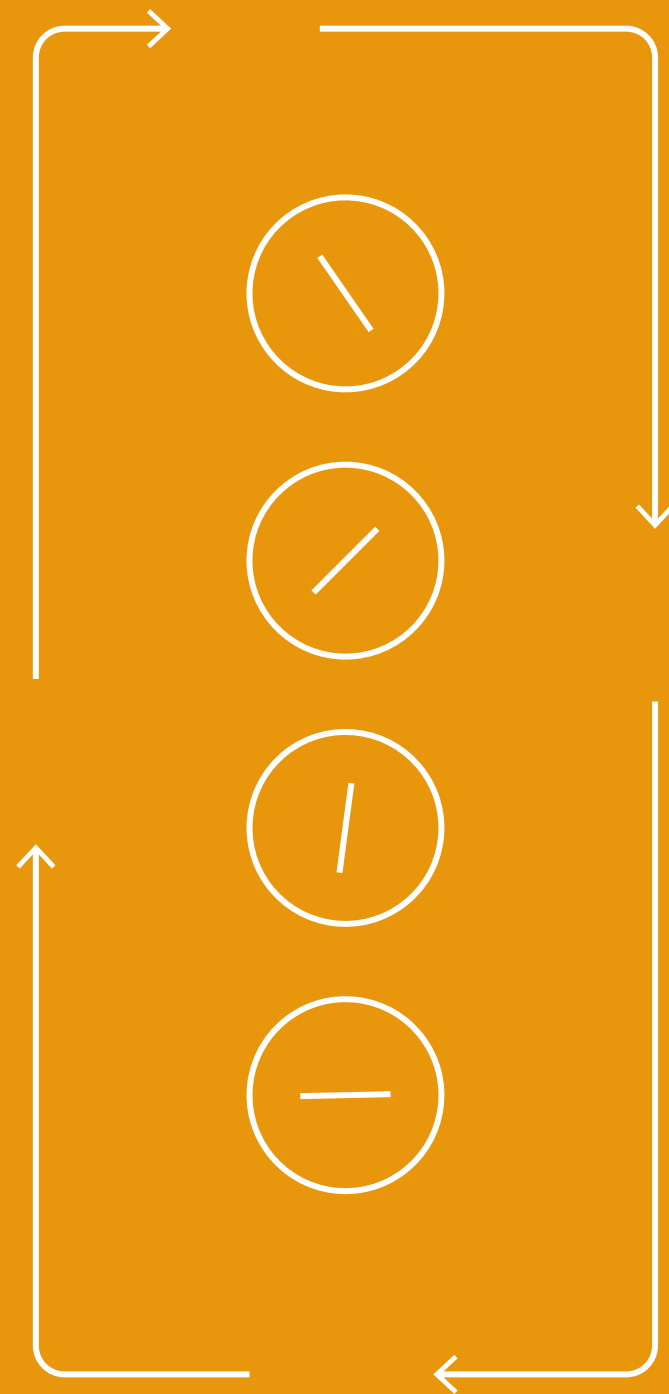
Making the first sale:

List how you plan to meet your customers- make it SMART

What would you say? What supporting information do they need? Are you ready to fulfil the sale?



Supporting strategies



01

‘Plan A’ will be the ideal customer journey

Not all sales are smooth but there will be a path that is less taxing for you

02

‘Plan B’

What happens when the sale falls through, how to you reengage customers, where can you improve your offer?

Social Proofing- show 'Happy Customers'



Isabelle Casarez
Optometrist

Build trust with reviews



Teddy Yuhui
Creative Director

Find customers that reflect your
target market

© Kadeza Begum



Daniel Loveland
Chief Financial Officer

Use 'successful' role models to
build aspiration and show
results

Ad break*



What are the pros doing?

Open your phone- yes really!

01

Find the first ad
you see /
sponsored content

-Is the ad relevant to you?

02

Define the content
type

Is it static, a video? What
is the format- text, image,
review?

03

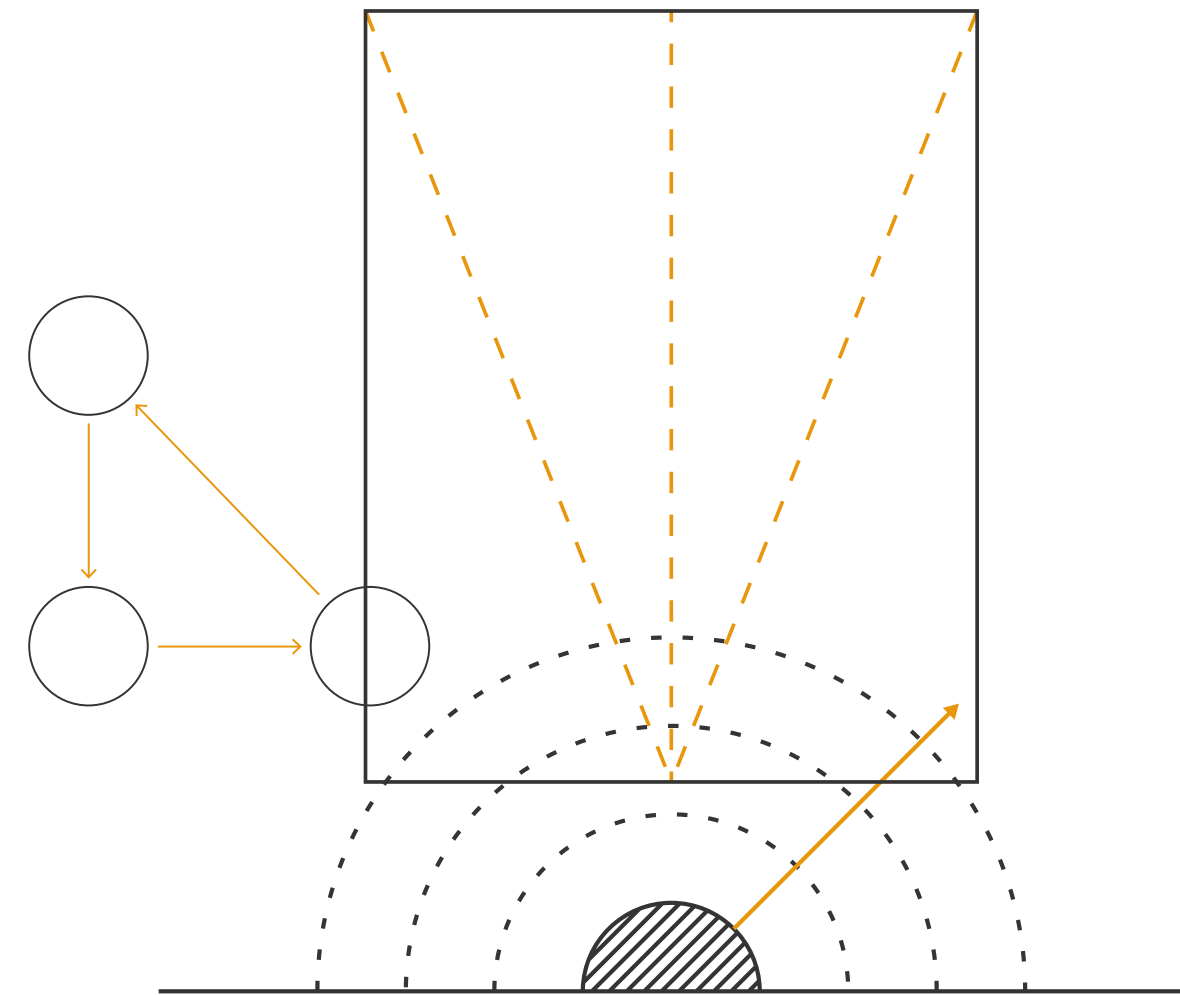
Where in the AIDA
funnel is it
focussing?

Breakdown the tactics
used, was it effective?

Sales strategy cheatsheet

Which could work for you?

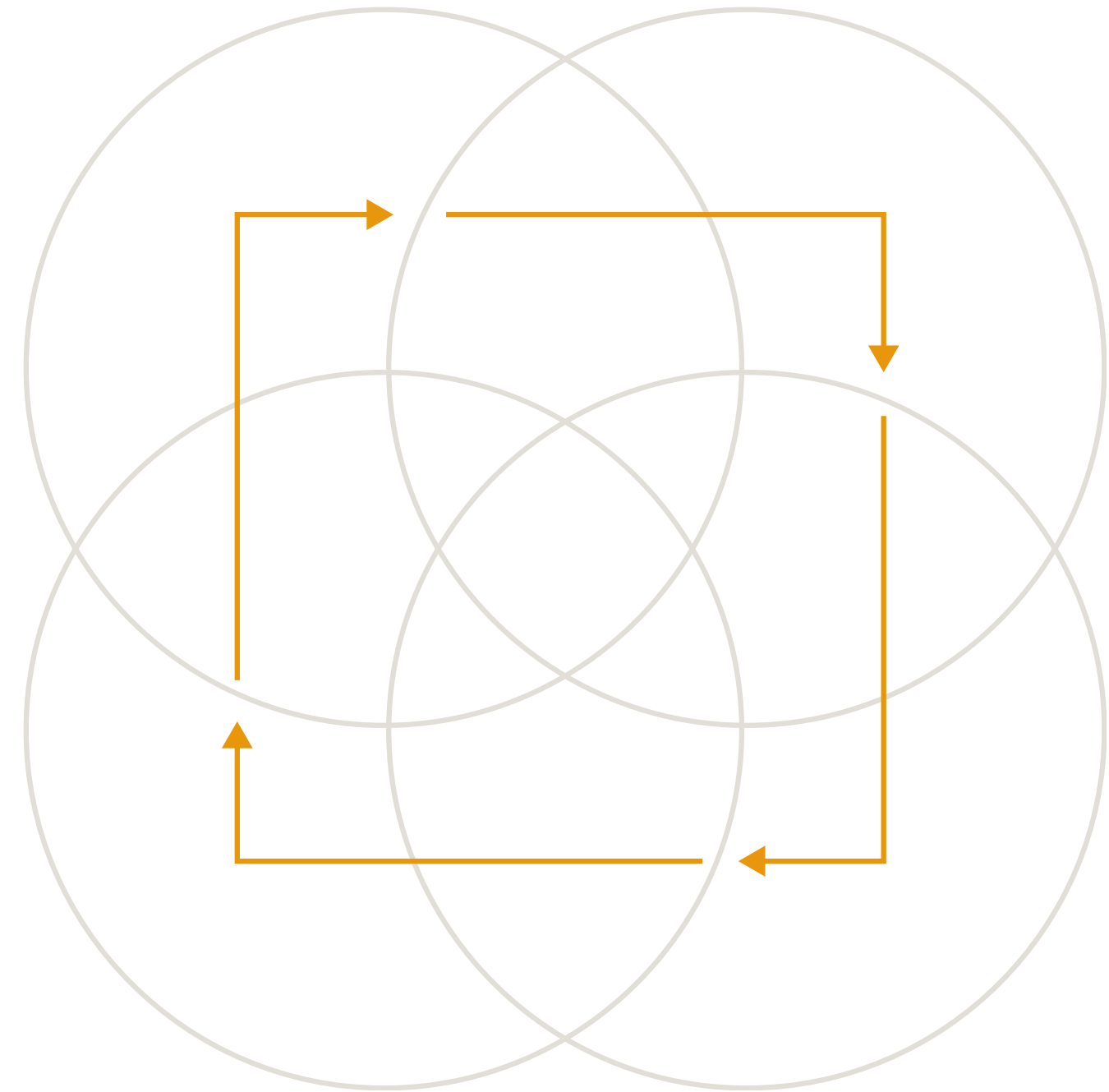
1. Increasing online sales through social media
2. Create referral program
3. Becoming a thought leader
4. Researching and qualifying prospects
5. Implementing a free trial
6. Offering a product demonstration
7. Providing a clear end result
8. Being willing to adapt your offering



Bring your plans together

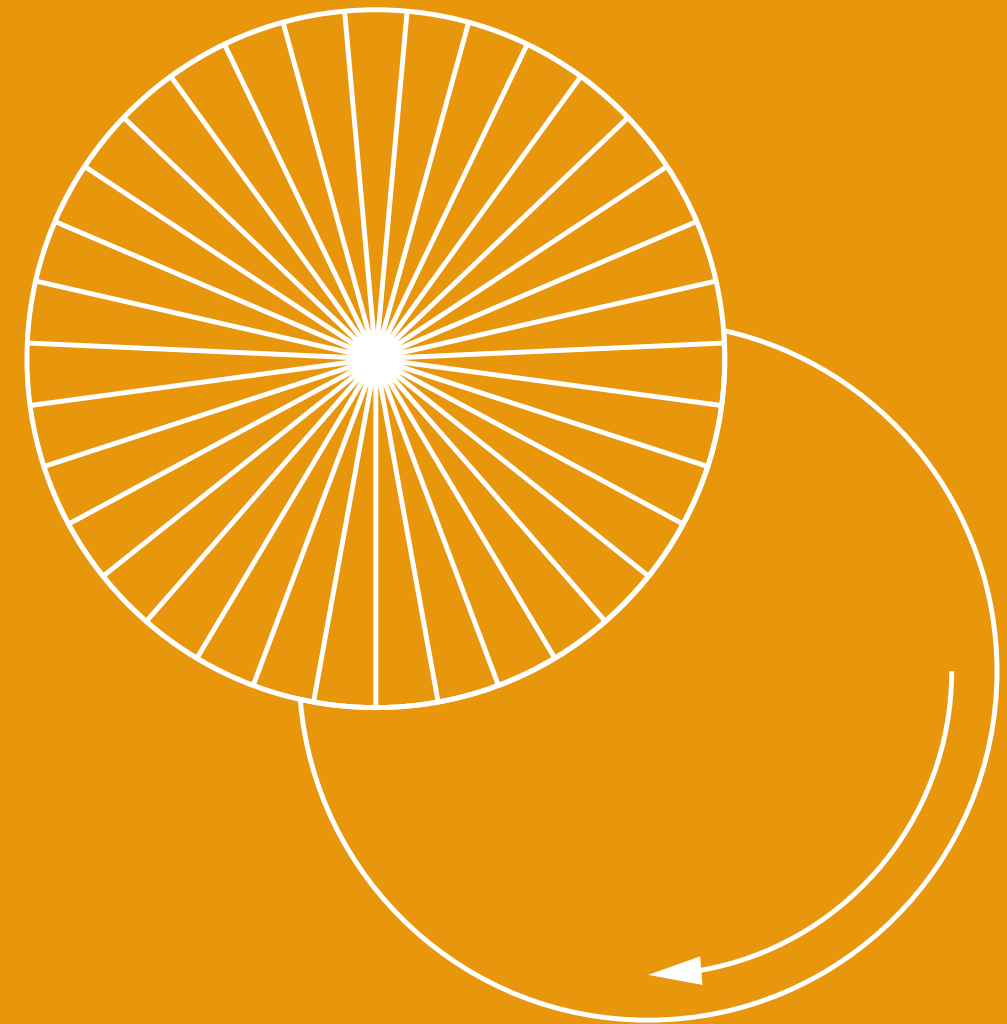
Reflect on how sales ready you are?

What habits and actions will you take to get sales ready, what skills will you build on to increase and sustain your sales?



Remember a
goal without a
plan, is a wish.

Good luck!



Your HELP means a lot to us.

Share your FEEDBACK about this session and win one £50 online voucher!

2 prizes of £50 online voucher available

How to participate and win £50?

- Fill out the feedback survey after attending **each Monday Masterclass between October and December 2024.**
- Individuals who attend and **complete the feedback form for ALL Masterclasses** will be entered to win a prize drawing. Two winners will be announced on 17th of December 2024*.



- Scan the QR code
- Or access to survey via the link <https://bit.ly/feedback211024>

[*Terms and Conditions apply](#)