

# 10 Ways to Double your Sales in 60 Days or Less



**BY VINIL RAMDEV**

Sponsored by

StartUp Growth  
Expert.com 

© Copyright 2010 Vinil Ramdev

## Letter from the Author

Dear Friend,

One of the greatest copywriters in the world, Ted Nicholas once said “The easiest thing to do is to get a great product. But the hardest thing to do is to sell it.”

Sales is one of the most important skills in life. If there is just one skill that can have a direct impact on your income, that one skill is sales. Most businesses fail because they run out of orders and paying customers.

So, it is absolutely crucial for entrepreneurs, sales people and almost every body to invest their time, energy and money in developing this important skill.

In this report, you will find 10 ways to improve your salesmanship skills that will take you to the next level of sales success.

I hope you will enjoy this report. And, don't forget to follow me on twitter [@VinilRamdev](https://twitter.com/VinilRamdev)

To your continued success,

Warmly,

*Vinil Ramdev*

Vinil Ramdev,  
CEO, StartUp Growth Expert



Find below, the 10 Ways to Double your Sales in 60 Days or Less:

## **1. Identify Your Target Market**

A famous marketer once said “If your target market is everybody, then your target market is nobody.” So, take some time, sit down and identify who your target market is. Find a group of people who are most likely to buy your product or service.

## **2. Make Your Product or Service Great**

Now that you have identified your target market, have a honest discussion with a member of your target market and ask them what they like about your product or service and what they don't like. Try to take positive feedback from your prospective customers and refine your product or service to make it better.

It is NOT that difficult to make your product great. It only requires little effort and time.

If you are in the retail business and you are a reseller of products, discard or put on sale NON-MOVING products and keep only products that your prospective customers have given positive feedback about. It is amazing that so many retailers have products sitting on their shelves that have been around for several years. Don't make this happen to your business.

## **3. Do a Time Sensitive Product Launch**

This is much easier in some businesses and a bit more difficult in other businesses. But it can be done in almost any business.

The way a product launch works is, you take a product and you create an incredible buzz around it over a short period of time. The product has to be unique, limited edition, available only for a short period of time. If the product is available even after the launch, then there has to be some offer to go along with it that is available only during that time.

Universities and colleges the world over do it so often, “LAST DATE FOR APPLICATIONS.”

Automobile companies do it too... The LIMITED EDITION PORSCHE, ONLY 200 CARS.

Retail Businesses do it too “50% OFF ON ALL BRANDED MATERIAL, 2 DAYS ONLY”

I do it too, “My Entrepreneurship seminar is available less than once a year in each city.” If you miss it, then it’s only next year or the year after that.

The way a product launch works is, it is

- a. Time sensitive – The consumer has to act within a deadline.
- b. Limited edition – it could be a limited edition watch, or a limited edition offer. If you are in the insurance business, you could give an additional accident insurance for the same amount if you buy life insurance on that day.
- c. Massive but focused promotion during the launch period – the launch should be preceded by aggressive promotion before the launch. You’ve got to prepare your audience for the launch way ahead of the launch.

The launch has to be so good that people should talk about it even after the launch is over and they should look forward to your next big event.

Every launch requires elaborate planning. This is a whole vast topic by itself.

A good product launch can take you from absurdity to fame.

There are companies that specialize in product launches and I can proudly say my company [StartUpGrowthExpert.com](http://StartUpGrowthExpert.com) is one of the best among them.

## **4. Clarify your Message to your Audience**

Lot of times, I see emails and sales brochures and I have NO IDEA what they are selling. If your audience has no idea what you are selling, they will NOT buy from you.

Your sales brochures and sales copy should communicate the following clearly:

- a. What is your product or service?
- b. What is the benefit to the user?
- c. Why should the user buy from you and NOT anybody else?
- d. What is your offer?

I suggest hiring a professional copywriter or a copywriting firm that understands how to write sales copy. Your web designer or administrative assistant is probably the worst person to write your sales copy.

## **5. Write down your Sales Objectives**

Write down your sales objectives the night before or the first thing in the morning. Most sales people just don't have a plan or a TO DO list, this is vitally important to manage your time and focus ONLY on the activities that get you results rather than waste it on tasks that will not get you results.

Once you write down your objectives and goals, pick 3 to 4 of your most important objectives. Then, write down every single task you need to do to achieve these objectives.

Once you have these tasks in writing, all you need to do is go ahead and implement these tasks throughout the day as fast as you can with a sense of urgency like your life depended on it.

## **6. Focus on Lead Generation**

If you are in business, your target market needs to know that. You need to ask yourself, where do I find my target customers? Where do they hang out? What media sources do they use – online, print, radio, etc.

Then, make a list of the sources of leads.

For example, your list could be,

a. Family gatherings – You might be surprised, how many of your family members may require your services. They are probably the easiest to sell to, because they want to be connected to you and they have an affection towards you.

b. Trade shows and conferences – Lot of networking is done in trade shows and conferences. If you are a b2b service provider, this might help you find some wonderful potential customers. Don't just pitch your products upfront to them, instead make friends with them and stay connected. They could even give you some referrals as well.

c. Email marketing to Opt-In Lists – This can be another source of lead generation for you. You can email to other people’s email lists if your product is relevant to them. It can be done for a fee or by a list swap where you exchange messages on each other’s list.

This is just a sample of what your Lead Generation List can look like. Whatever it is, make sure you get a list and work your list diligently.

## **7. Train your Sales People**

This is one area I see so many companies fail to do effectively. They either get an internal trainer who trains their sales people only about their new products or an external low cost trainer at a bargain price who does a poor job in training.

The best sales trainers in the world are all highly compensated because they get you results.

The low cost trainer might turn out to be more expensive because he is a waste of company time and resources.

## **8. Track your Performance**

This is another area most businesses especially small businesses miss out on. They DO NOT track the performance of their sales people.

You’ve got to measure the performance of all your sales people. Some of the measures include, how many leads did they generate in a day, how many sales did they close and what is the conversion rate.

Once you have these numbers, you can focus on increasing leads and increasing conversions.

## **9. Build a List**

This is another critical area that often gets neglected.

Great sales people always have a list of all their important customers and prospective customers.

Once they have a list, they mail their list often. There is no point having a list and NOT doing anything with it.

Yes, there is a big difference between being a pest and doing a professional follow up. Don't be pushy or obnoxious, some customers like to take their time before making a decision. Follow up with an offer or a gift that is going to benefit your prospective customer rather than trying to push your product desperately.

## 10. Network, Network and Network

Lot of big deals and strategic alliances happen through networking. Try going out of your office once in a while and attend social gatherings, fun and charity events. These are places where you meet people in a relaxed setting, where you can have a meaningful conversation and start a relationship with someone important.

The CEO of a large corporation may not be able to give you 10 minutes of his time in his office, but in a social setting, he may be able to have a longer conversation with you in an uninhibited manner.

### About the Author

Vinil Ramdev is an entrepreneur, author and speaker who has been involved in starting over 3 businesses. He is author of several [ebooks](#) and training programs on sales, marketing, finance, business planning and entrepreneurship.

He is founder of [StartUpGrowthExpert.com](http://StartUpGrowthExpert.com).

[StartUpGrowthExpert.com](http://StartUpGrowthExpert.com) helps organizations improve their revenues *dramatically* by helping them with their sales training, product launches and marketing strategy.

Please [contact us](#) today to improve your top line and take your company to the next level.

Email: [info@startupgrowthexpert.com](mailto:info@startupgrowthexpert.com), CEO Phone: +91-98860.84813, Website:

<http://startupgrowthexpert.com>

You can also stay in touch with us on social media:

Facebook: <http://facebook.com/committosuccess>

Twitter: <http://twitter.com/vinilramdev>

LinkedIn: <http://in.linkedin.com/in/vinilramdev>