

Sales Training 101

How to Sell Mobile Solutions to Local Businesses

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Today's Agenda

1. Strategy Discussion
2. Opening the Conversation
3. Digital Marketing Assessment
4. Sales Presentation
5. Questions & Answers



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DISCOVERY - what's your current strategy?



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We build mobile solutions designed to help
small businesses grow.

As a Bizness Apps Partner you are delivering
growth and prosperity to your local
community.

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Opening the Conversation -“3x3”

What is the 3x3?

- Research the business online
- Find three conversation starters to bring up during your call
- Use the digital marketing assessment to create intrigue



Hi, I was just checking out your business online and while it looks great I have a few suggestions...



I have a report I've put together that I'd like to share with you...

Digital Marketing Assessment - Research

Expand on the Research from your3x3

Operations

1. What are the key interactions points between the business and its customers (EX: ordering, reservations)?
2. How are these key interactions currently happening?
3. What processes could be streamlined if it was done through a mobile device?

Digital Marketing Assessment - Research



Expand on the Research from your3x3

Marketing / Reputation

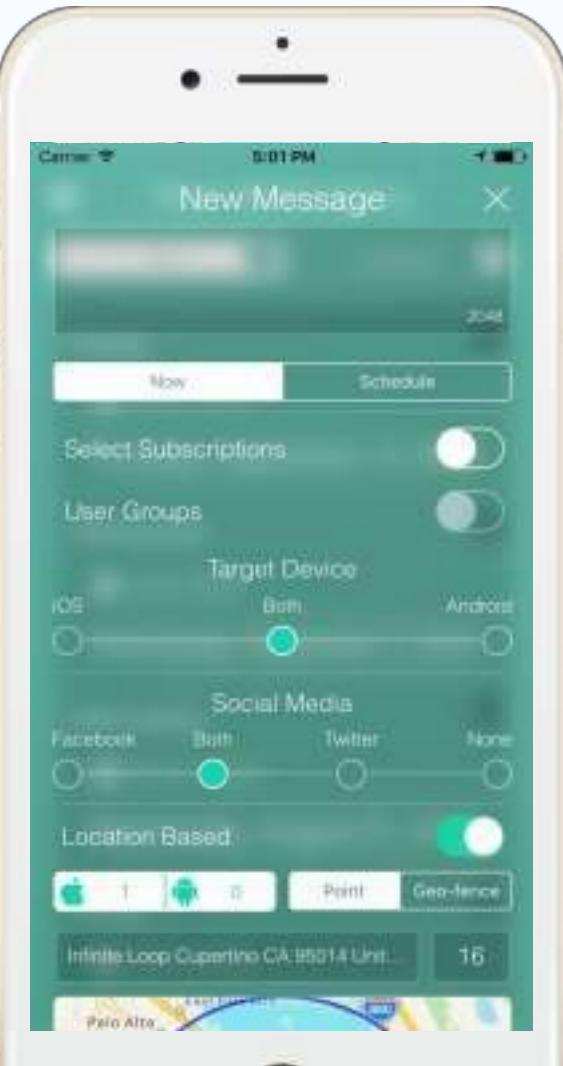
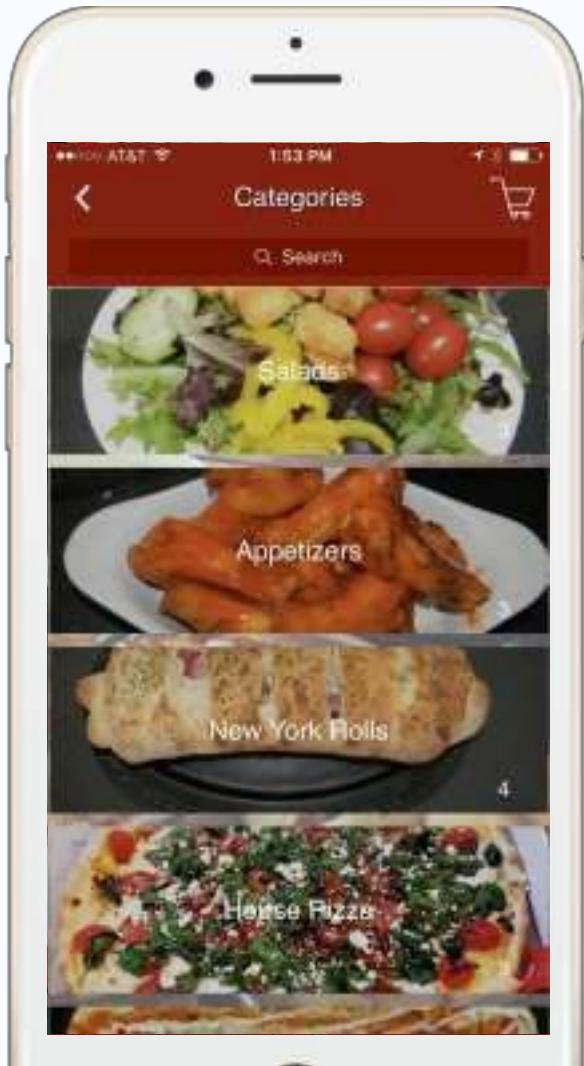
1. How is the business acquiring new customers?
2. How do they rank on Google? Review sites?
3. Are they active on social media?
4. Do they have a loyalty rewards program?
5. What marketing technologies are they using?
6. Are they running any campaigns or promotions on their website, social media, or through another marketing channel?

Digital Marketing Assessment - Scorecard

Business Marketing How important?	Today's score	Score you want	Observations/Quick wins!
Local Search - Are you found?		10	
Social media		10	
Reviews		10	
Loyal customers		10	
Engagement/Communication		10	
Mobile strategy		10	
Overall marketing		10	
Overall Customer Experience		10	

Solve the Challenges Presented in DMA

Operations Marketing Reputation



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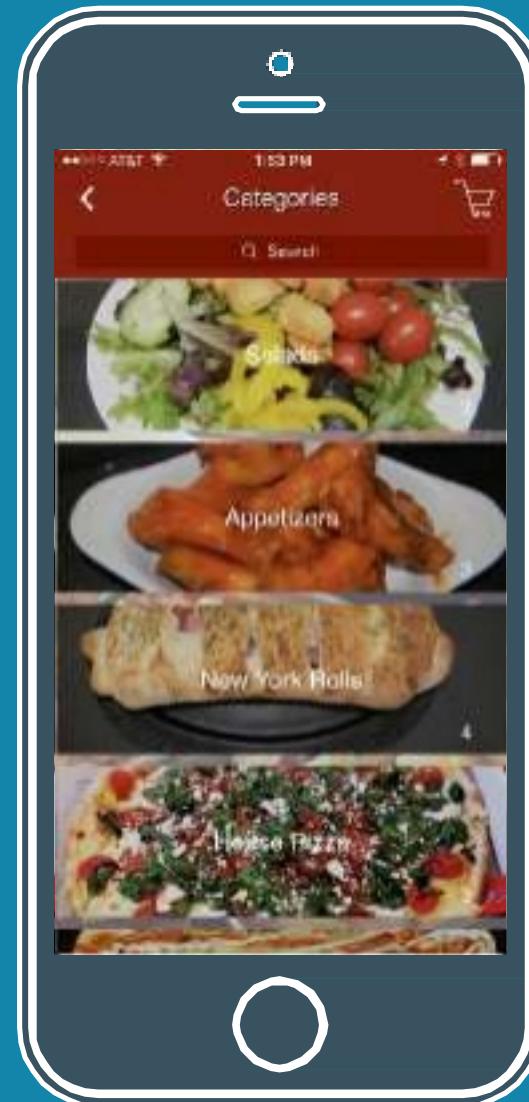
Operations

Value to the business

- Increase operational efficiency by automating key business functions
- Reduce labor costs or assign staff members to higher value activities

Value to the consumer

- Makes interacting with business easy and convenient



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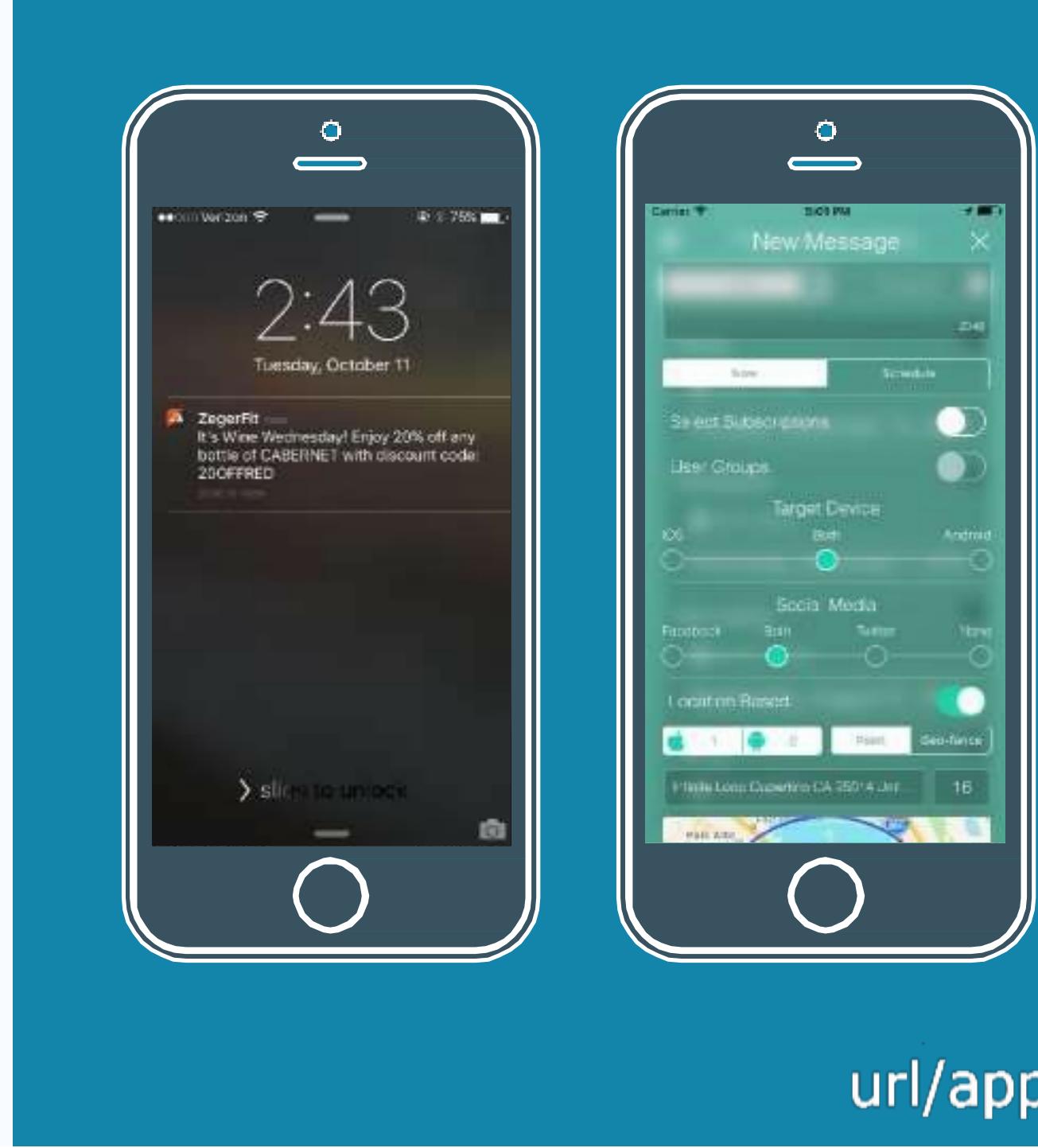
Marketing

Value to the business

- Send targeted offers and promotions to keep customers coming back
- Increased engagement through a direct line of communication with customers

Value to the consumer

- Receive promotions, discounts and special offers
- Rewarded for being a loyal customer



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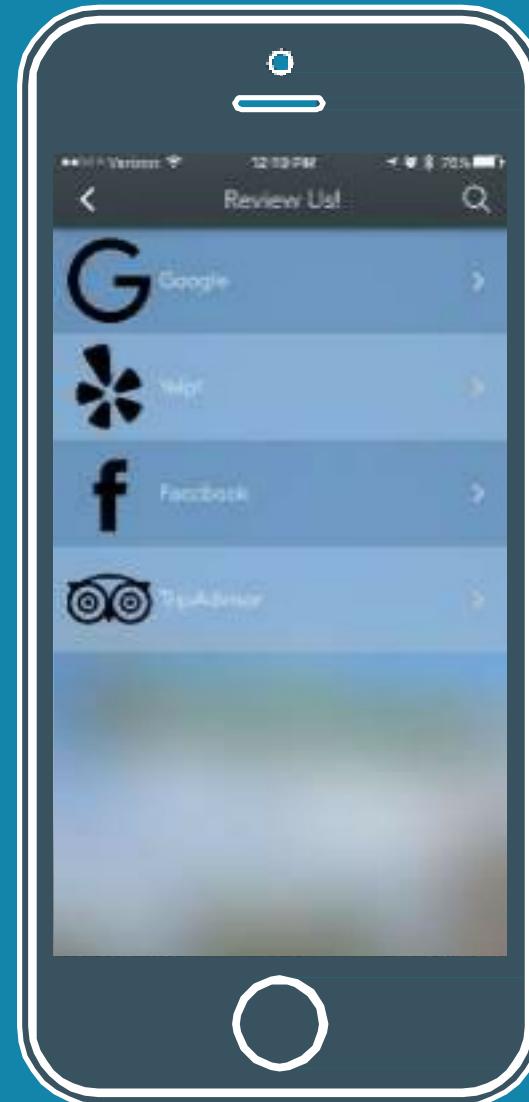
Reputation

Value to the business

- Turn your best customers into brand advocates
- Increase review volume / rating and climb the top of search results on Google by sending highly satisfied customers to review your business on sites like Yelp, TripAdvisor, and Google My Business

Value to the consumer

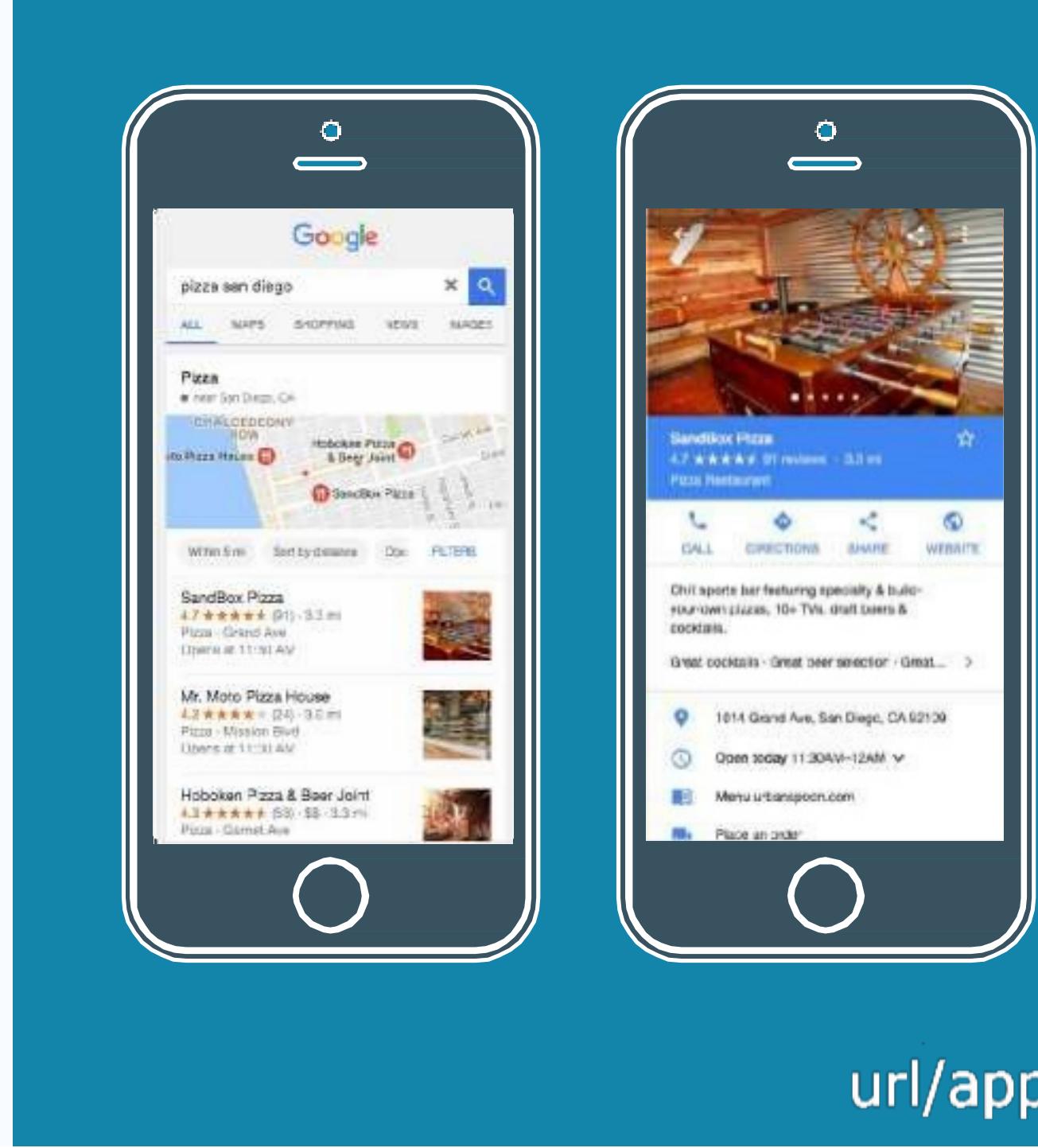
- Highly satisfied and willing to advocate on behalf of the business



Why Reviews Are

High ratings help you get noticed by prospective customers

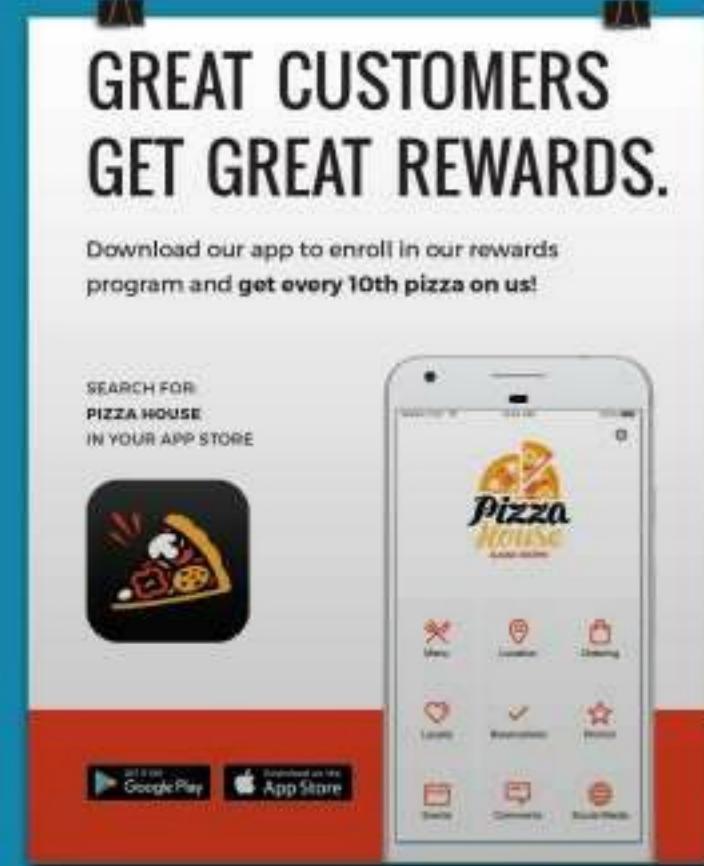
- Most new customers read customer reviews before visiting a business
- Variety of review sites (e.g. Google, Yelp, Facebook, Trip Advisor)
- Reviews are critical to business success



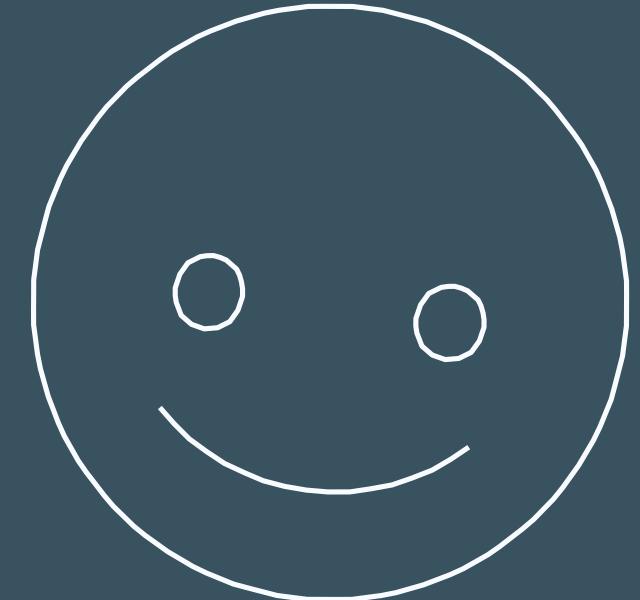
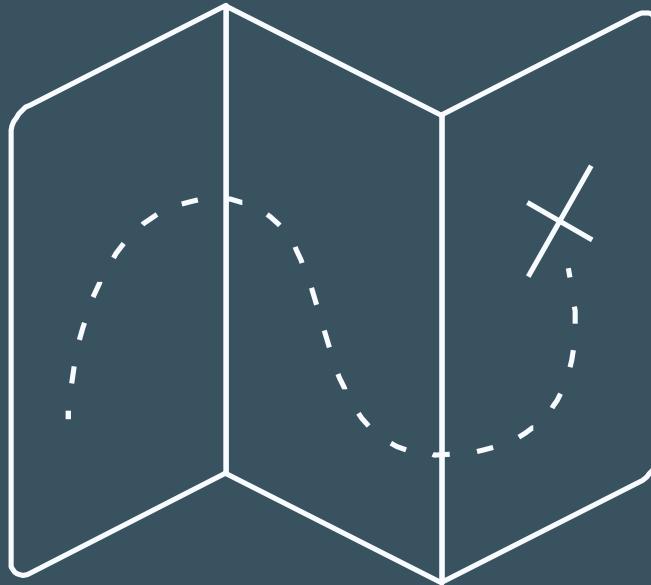
App Promotion Package

The first step in a successful mobile marketing solution

- Announce the app on social media
- In-store marketing promotional kit
- Messaging types: Discount, Rewards, Membership
- Display options: Poster, Table tent, Table card
- Staff training poster



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3x3 DMA

Quick recap of sales
training.

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Mobile Apps For Business Made
Easy.