

# EVERYBODY WORKS IN SALES LTD

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## What's The Best Way To Make More Sales?

Social Selling? Cold Calling? Emails.

I have 6 sales coaching clients booked in January 2019. It's important to know your numbers and the reasons why in sales, so here's the results:

Client 1 and 2: Rebooking. People spend so much time trying to win new business. It's vital to take care of your existing customers. This is your biggest upsell and growth. I'll be doing LinkedIn sales for Client 1. Running an effective sales cycle for Client 2.

Client 3: Referral. Kindness is underrated in business. I helped a client's husband who went through a mid-life crisis. He recovered, told a friend in the pub, who owns a small business of 9 people and I got hired to help them write sales plans to hit their targets.

Client 4: Networking: People will always buy people. You need to be networking at least once a week. There's so many networking events in Milton Keynes, yet so many people don't have a compelling 45 seconds pitch. I'll be teaching presentation skills.

Client 5: Social Selling. I put out so much valuable content on LinkedIn. This led to the client reading my articles, then purchasing my Amazon bestseller, Everybody Works In Sales. I'll be teaching effective email writing, why you need to pick up the telephone and what to say.

Client 6: Cold Calling. It's harder than ever. Yet it's that small difference that often takes you to target. Another telephone training session, followed by 121s.

Potential Client A: Letter. Not closed this deal yet. Spent months calling. No Luck. LinkedIn. No luck. They don't go to networking events. So I wrote a letter. That got me a 10 minutes Skype call and a proposal sent over for a follow-up meeting.

Potential Client B: LinkedIn. A client asked for sales training companies on LinkedIn and I had to compete with over 20 companies. So I sent a copy of Everybody Works In Sales since most trainers don't have bestselling books. I'm shortlisted for a day of objection handling and opening sales calls.

Multi-touch points are vital in business. Make sure you are not using just one method.

Warmest regards  
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