Guest,

Welcome to:

What Needs To Be Looked At To Drive Sales Up, Up, Up?

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here:

Featured Guest:
Michelle Horn
Marketing Evangelist
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Host:
Dana Borowka, MA
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- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance
Trends

- More participation & control
- Business with a person
- Higher expectations
- Perfect is a myth
Open Line

Interruption doesn't work anymore

- I want to find you when I need you
- I want you to work my way
- I will always have other options

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New Buying Stages - Hourglass

- Know
- Like
- Trust
- Try
- Buy
- Repeat
- Refer

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What people really buy?

It's not about the products you sell, it's about the problems you solve!
New Messaging

- Problems you solve
- Remarkable difference
- What do I get – WIIFM

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How to Stand Out in a Crowd

- Understand your ideal client
- Differentiate yourself
- Add true value
- Proper messaging for your ideal client
- Repeatable, definable processes

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Ways to Increase Revenue

- Decrease cost
- Increase price (stop discounting)
- Increase profit
- Increase sales to new customers
- Increase sales to existing customers

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How to Increase Sales

- Generate Leads
- Increase Lead Conversion
- Increase upselling or cross-selling
- Create predictable referrals

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Fill In the Gaps

- Know
- Like
- Trust
- Try
- Buy
- Repeat
- Refer

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Thank you for attending
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Click Here to contact our Featured Guest directly.

Click on this link to sign up for our upcoming Open Line: 'Selling Secrets - Connecting UVP With Style!'.

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