

MODULE 6

Developing sales skills to achieve results

PRESENTER: OLA HARRIS, FOUNDER & SALES CLOSER, BOSS CONSULTING, SOUTH AFRICA

Sunlight | **Lionesses of Africa**

**WOMEN ENTREPRENEURS
START-UP
ACCELERATOR
PROGRAMME**

It's your time to shine!

ANTOGRACE
MORE THAN JUST FOOD

Unilever

Sunlight 2in1 Hand Wash Powder
Sunlight FABRIC CONDITIONER
Sunlight SOAP



Ola Harris

**Founder & Sales
Closer, Boss
Consulting, South
Africa**



Module Contents



1. Introduction
2. Statistics
3. Foundation of all successful sales strategies
4. How to not be a statistic

Question?



How many of you would love to make 6 figures in your business?

Introduction



How do you feel when you hear the word 'Salesperson'?

Introduction



What image comes into your head when you hear the word 'Salesperson'?

Introduction



Do you recognise these names?

Ray Kroc - Who is he?

Aliko Dangote - Who is he?

Khanyi Dhlomo - Who is she?

Patricia Bright - Who is she?

Introduction



What did all these names have in common?

Introduction



The question is:

ARE YOU SELLING OR ARE YOU SOLD?

Introduction



At every stage in your life, you will be required to do some form of selling or another

State of Entrepreneurship



Where we previously lived in a world where we could only create business solutions mostly for those surrounding us (ie. an accounting practice servicing customers just in Joburg because it is situated in Joburg)

We now live in a world where geography is increasingly becoming less of a barrier to our ability to provide business solutions (the latter can now practice anywhere from Cape Town to Bloemfontein, if he/she has Zoom and Quickbooks)

Some Statistics to Keep in Mind



According to data from the U.S. Bureau of Labor Statistics, about **20% of U.S. small businesses fail within the first year**. By the end of their fifth year, roughly 50% have faltered. After 10 years, only around a third of businesses have survived.

Some Statistics to Keep in Mind



MyBusiness 10

Why do 70% to 80 % of small businesses fail within five years?

...and what should be done to strengthen SMMEs in South Africa?

By Prof Christian Friedrich 27 Dec 2016 © 00:01

What does this have to do with you?



As the 4IR continues to open up new channels and ways for us to do business whilst displacing other industries entirely

One thing has been constant from the beginning of time - your ability to be human (also known as your ability to sell)

Who's Ola Harris?



- Girl next door 'Hey girl!!!'
- Mom
- Entrepreneur
- Daughter
- Sister
- Philanthropist
- African
- EXTREMELY PROUD SALES PERSON 24/7

The 5 Laws of Success



- The **LAW OF VALUE** - your true worth is determined by how much more you give in value than you take in payment
- The **LAW OF COMPENSATION** - your INCOME is determined by how many people you serve and how well you serve them
- The **LAW OF INFLUENCE** - your INFLUENCE is determined by how abundantly you place other's interest first, how many people you serve, and how well you serve them
- The **LAW OF AUTHENTICITY** - the most valuable gift you have to offer is yourself
- The **LAW OF RECEPTIVITY** - the key to effective giving is to stay open to receiving

Some Statistics to Keep in Mind



None of the steps I will give to you will work if you:

Have not done your due diligence to ascertain what is needed by customers; and whether your offer is wanted in the marketplace

OMG I need SALES!!!!



All successful businesses have the same sales strategy 🤯

They HUNT, They FISH, & They FARM

OMG I need SALES!!!!



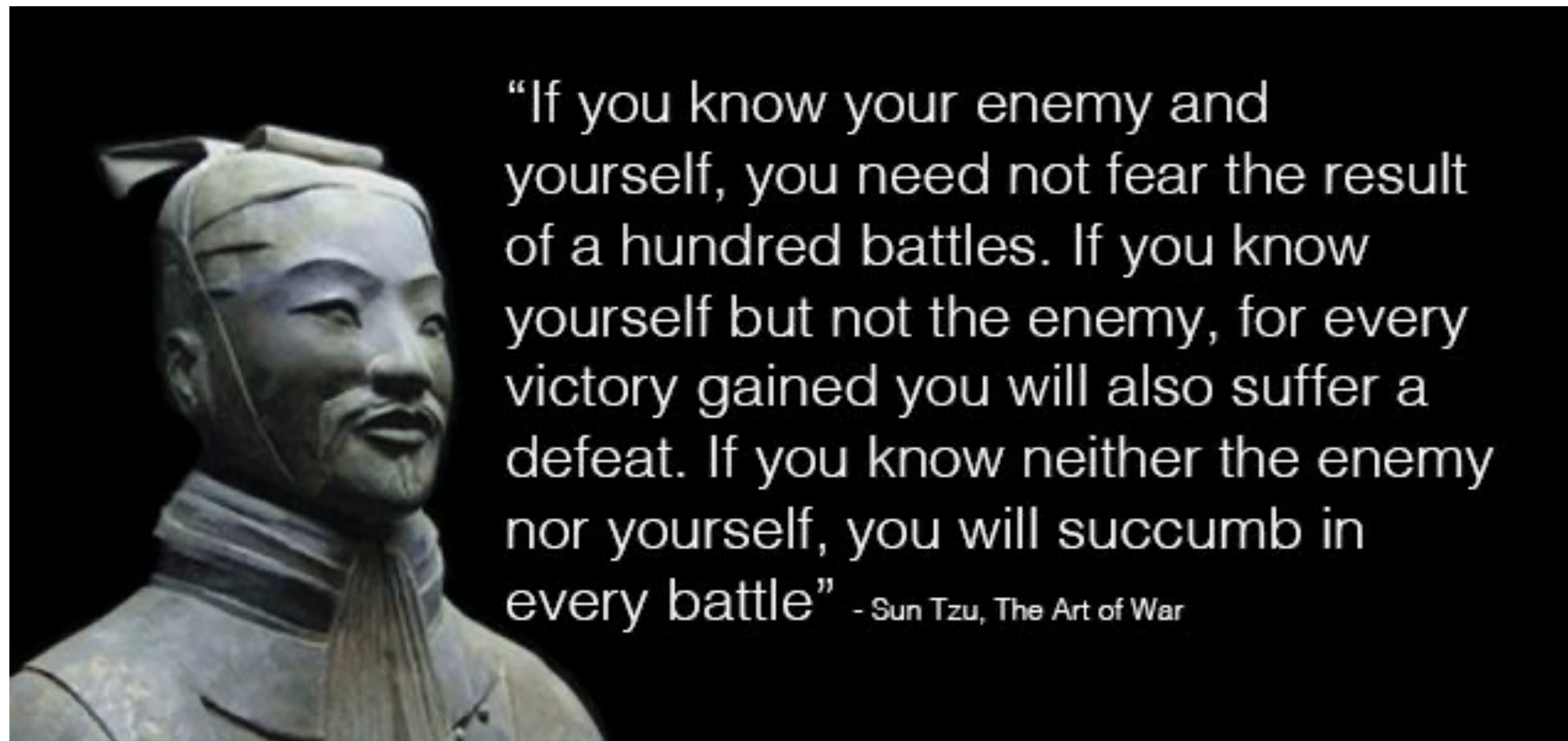
Step 1 : Identify your clients

(selling to everyone is a recipe for massive disaster)

A consumer who buys Sunlight is looking for a different thing to a consumer who buys Skip

Both Unilever, different avatar

OMG I need SALES!!!!



OMG I need SALES!!!!



Step 2 : What is their demographic?

OMG I need SALES!!!!



Step 3 : What is their psychography?

OMG I need SALES!!!!



Step 4 : Why YOU, WHY should they do business with you?

(Know Your USP - Unique Selling Point)

OMG I need SALES!!!!



Step 5 : Where do your ideal clients hang out online and offline?

OMG I need SALES!!!!



Step 6 : Make sure they notice you

(this is where the laws we spoke about earlier come into play!!)

OMG I need SALES!!!!



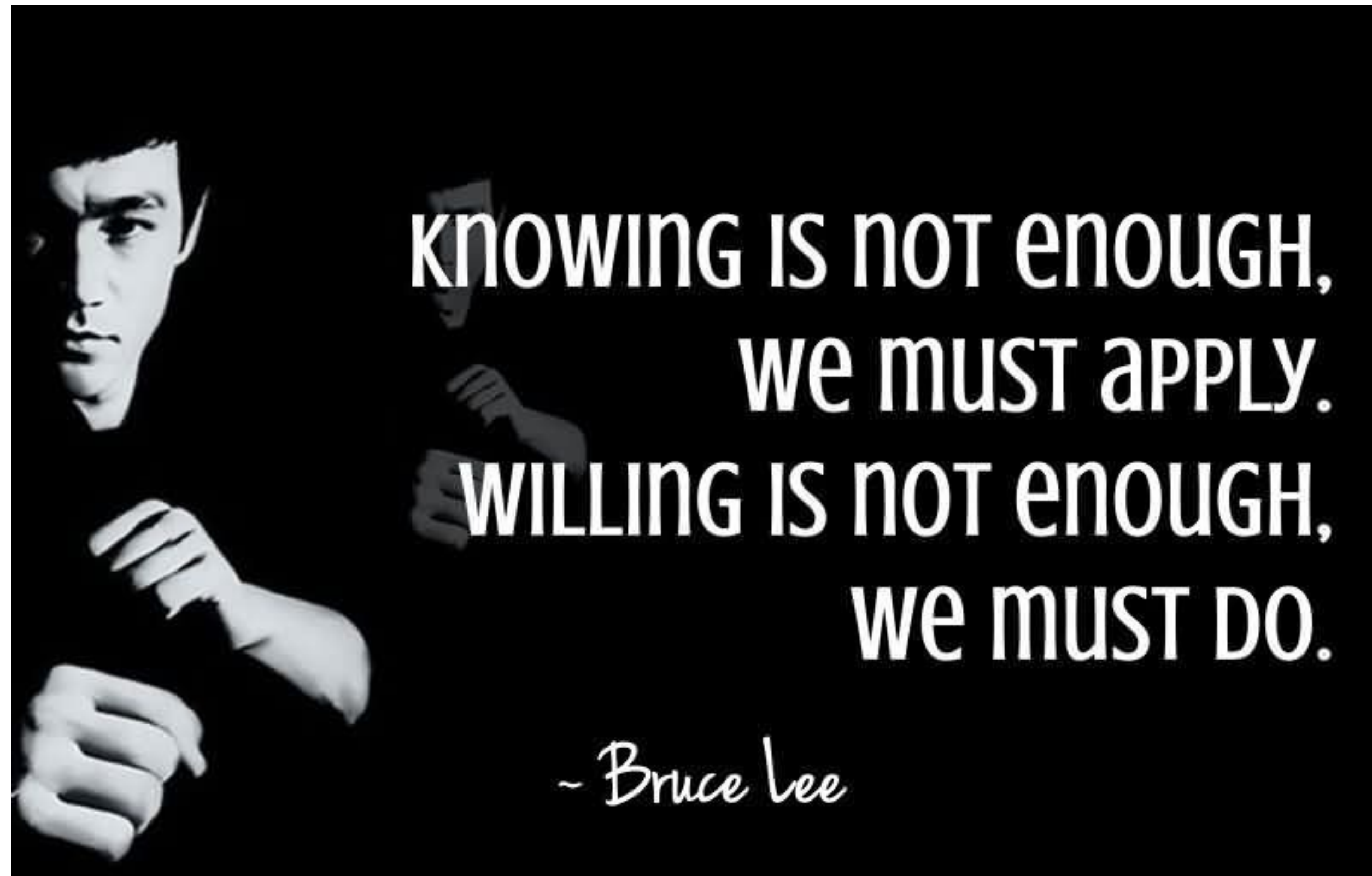
Step 7 : Make sure you are adding value to the lives of your ideal clients

OMG I need SALES!!!!

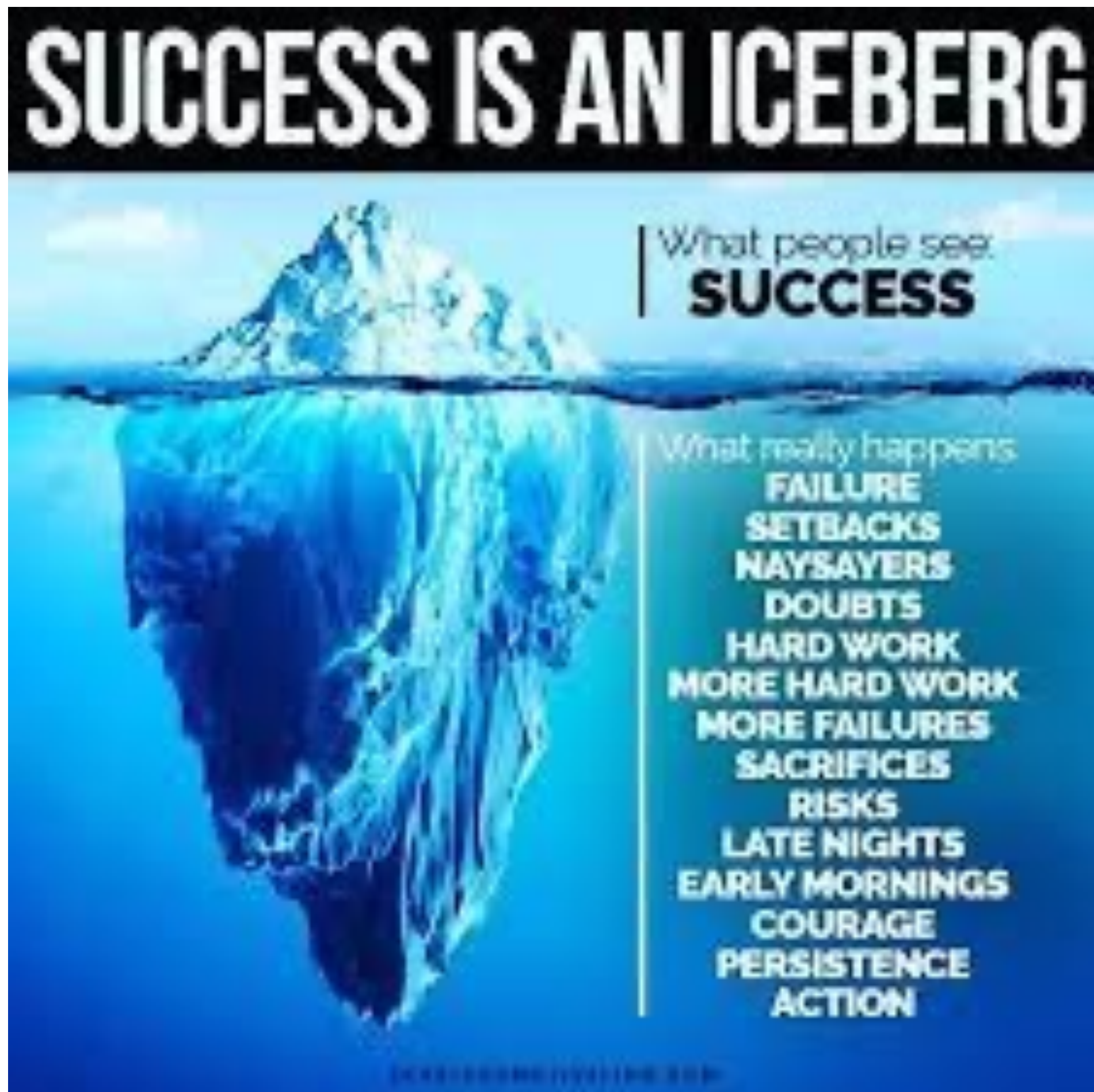


It's after all these steps that you are able to implement your own hunting, fishing and farming strategy for your business

How can I ensure I am not a statistic?



How can I ensure I am not a statistic?



**WHEN YOU THINK WHY YOU?
ASK YOURSELF - 'WHY NOT YOU?'**

WHY NOT YOU BE SUCCESSFUL

WHY NOT YOU BE DESERVING OF SUCCESS IN YOUR BUSINESS

How can I ensure I am not a statistic?



Questions????

How can I ensure I am not a statistic?



Did you know Beyonce had a coach?



THE 20/80 PARETO RULE IS REAL

DON'T FALL INTO THE 80%

GOT QUESTIONS? MESSAGE ME ON

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