

Practical Tips to Boost Your Business' Sales with Flo Kunle

Sales and marketing strategies have evolved over the years. From door-to-door salespeople and sending mail to today's online marketing and digital advertising. But no matter the strategy, communication is at the core of making a sale. While online platforms increase your reach, it's still your interpersonal skills and the calls you make that close a sale. Boost the effectiveness of online marketing for your business when you refine your skills and strategies.

Learn Flo Kunle's tried and tested tips on improving your business sales. Using this workbook, develop your skills through practice and observations. Find out how you can use science and communication to improve how you reach out to customers and make sales. Be independent and use the skills and strategies you've learned to lead your business to success.

QUOTE TO REMEMBER

"The number one habit is just talking to people. That's the number one habit. The number two habit is documenting those conversations." —Flo Kunle

Podcast Links

- Join Flo's team at [Sales Rep Machine](#)
- [Ancient Secrets Of Lead Generation: Your Primitive Business Guide To Better Leads With Less Effort](#) by Daryl Urbanski
- [OGarden Smart](#)
- [Profit MBA](#)
- Find more of Flo's strategies on [Market Sell Automate](#)
- Build a successful business with [BestBusinessCoach.ca](#)

Activity: Practice Makes Sales

When you work in sales, you have to be ready for rejections. How do you usually feel when a customer says no to your offer?

Build up your confidence and change your approach to their rebuttals. As Flo did, agree with them. What are common objections from your customers? How can you agree and use that energy to lead them to a sale?

Common Objections/Rebuttals	How You Can Agree and Turn It Into a Sale

As you make more and more calls in your career, you get to practice your skills. How many calls have you made ever since you started?

Are there any improvements in your skills from back then? How about new skills you've acquired?

Keep on practicing through sales calls. Using these conversations, observe and study the patterns of how the sale goes. Follow Daryl's scientific model and write what you can learn from your experience.

Scientific Method in Marketing	What ou Found
Observations and Measurements <ul style="list-style-type: none">• Demographics• Objections and rebuttals• What people liked• What people disliked	
Your Models	
Your Projections/Hypotheses	
Experimenting using your projections	
Data from the experiment	
Your Conclusion	

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A one-man sales process won't be very effective as Daryl and Flo discussed. Define the different parts of your sales process and assign one of your team members to work in these specialized roles.

Parts of Your Sales Process	Team Member

Flo lists four things that can help make a sale: exposure, credibility, your offer, and a deadline. What strategies have you used or can use for these four things to make a sale?

ECOD	How You Can Use/Have Used Them	Their Effects
Exposure		
Credibility		

Your Offer		
Deadlines		

Having a list can also help you better reach your target demographic. Create and find resources for you to build, borrow or buy your leads.

	Resources and Strategies
Build	
Borrow	
Buy	

What You Will Learn from the Activity

As Flo and Daryl say, there is no magic formula to increasing your sales. Instead, it's communication that leads to connecting with customers and successfully closing your offer.

Alongside your improved sales process and strategies, your business can start booming.

Flo Kunle is an entrepreneur whose learnings now help thousands of business owners. In the episode, he shares these experiences and teaches you the importance of practice and science in marketing and sales. Learn to agree and build your confidence in the face of rejections and rebuttals.

You can continuously increase your sales when you practice and learn from the many calls you've made. Aside from practice, one habit that Flo shares is to observe, gather data, and learn from your many conversations. You can then improve your processes with the data you have. Try different techniques and find what works best for you. Use the many resources available to reach potential customers. Borrowing, building, or buying lists can greatly help in connecting you with people who want to hear your offer.

You can learn and improve how you use your communication skills and strategies in business with the help of this activity. Apply Flo's teachings and techniques to boost your sales and reach new heights as an entrepreneur.