

From Funnels to Flywheels: Learn Sales Models that Work

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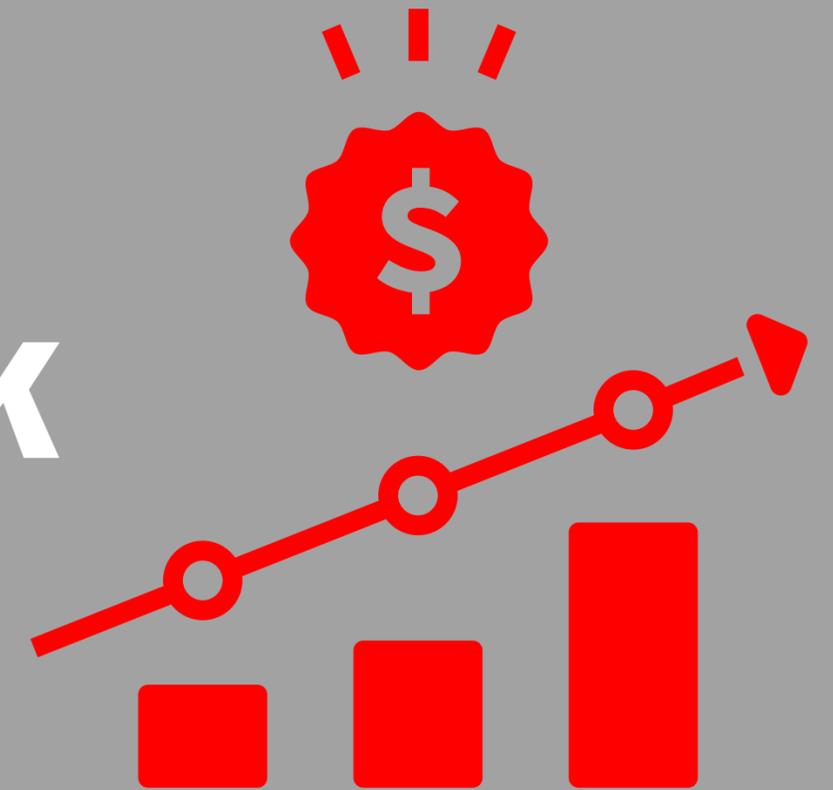


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SALES 101

1. Prospecting: The process of sourcing new, early-stage leads to begin working through the sales process. It's a vital part of the sales process and part of successful studios' daily or weekly workflow.

2. Connecting and Qualifying: Connecting involves team initiating contact with those early-stage leads to gather information. Qualifying involves new leads — deciding whether or not they're a good-fit lead for your business and whether or not they'll likely move forward in the buyer's journey.

3. Researching: When your team learns more about each prospect and company, this allows the ability to offer a more tailored and personalized experience and improves the likelihood of closing a deal.

4. Presenting: Typically when your team offers a demo, tour, intro offer etc.

5. Handling Objections: Your team should be prepared to handle any and all objections. Listening to prospect's objections and questions can help better tailor your company to fit their needs.

6. Closing: Refers to any late-stage activities that happen as a prospect becomes a buyer.

The Business of Selling Virtual Fitness

Implementing business processes can streamline the completion of any task, simple or complex. Processes can also make your employees more efficient, consistent, and accurate both in their roles and their interactions with clients. The benefits of processes in business apply to all aspects of your studio. A successful sales process will allow you to boost conversions, acquire more clients, and their experience is positive and consistent – no matter who they're talking to. However, building a scalable and repeatable sales process can be tough.description

How to Improve Your Virtual Sales Process

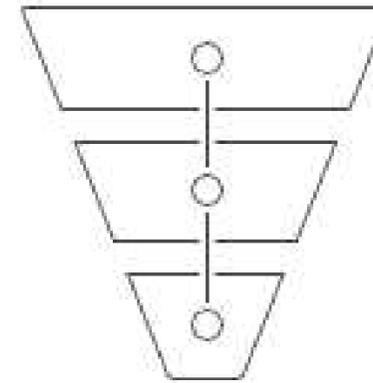
1. Analyze your current sales process.
2. Lay out the buyer's journey for your target persona.
3. Define exit criteria for each step of the sales process.
4. Measure your sales process results



Sales Process vs. Sales Methodology

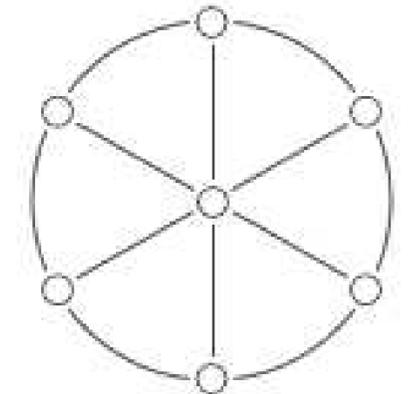
Understanding the distinction between a sales process and sales methodology is important. Although closely related, a sales process and sales methodology are two very different things. A sales process is a concrete set of actions your sales team follows to close a new customer. A sales methodology is the framework for how your sales process is to be carried out and how it will help your business grow.

Sales Process



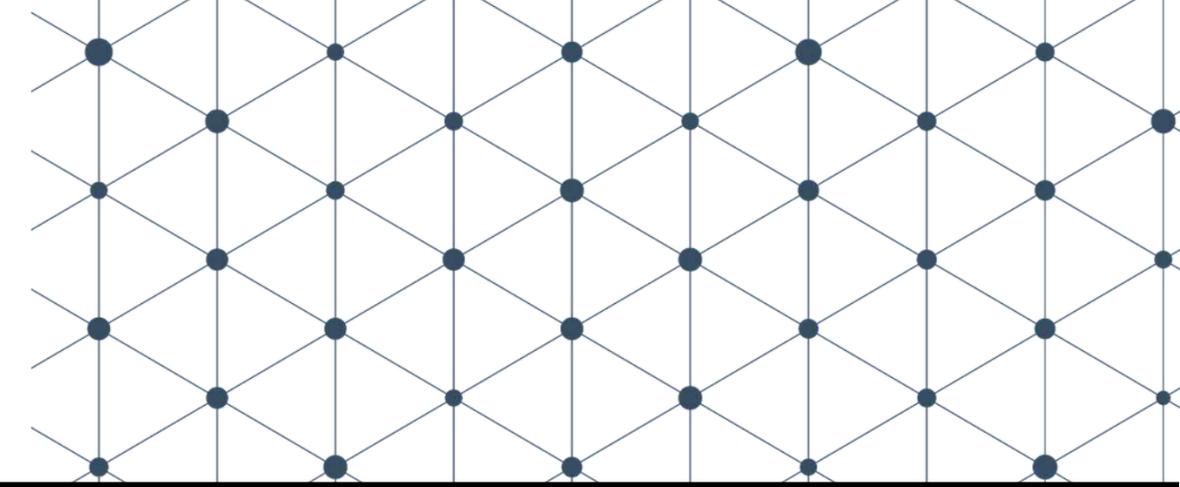
The specific steps employed by sales to close a new customer.

Sales Methodology



The philosophy that the company at large employs to grow through sales.

BEST PRACTICES



There are different ways to improve virtual sales, including AIDA and Storybrand/Storytelling.

AIDA- Stands for Attention, Interest, Desire, Action. It is, in modern terms, a fairly simplistic model. This does not mean that it is no longer of value--it simply means that it is not the whole story. It is a marketing model based on the stages consumers go through when making a purchasing decision. The bottom line is that it is useful to use it as a checklist and guideline, but not as the only checklist or guideline.

AIDA

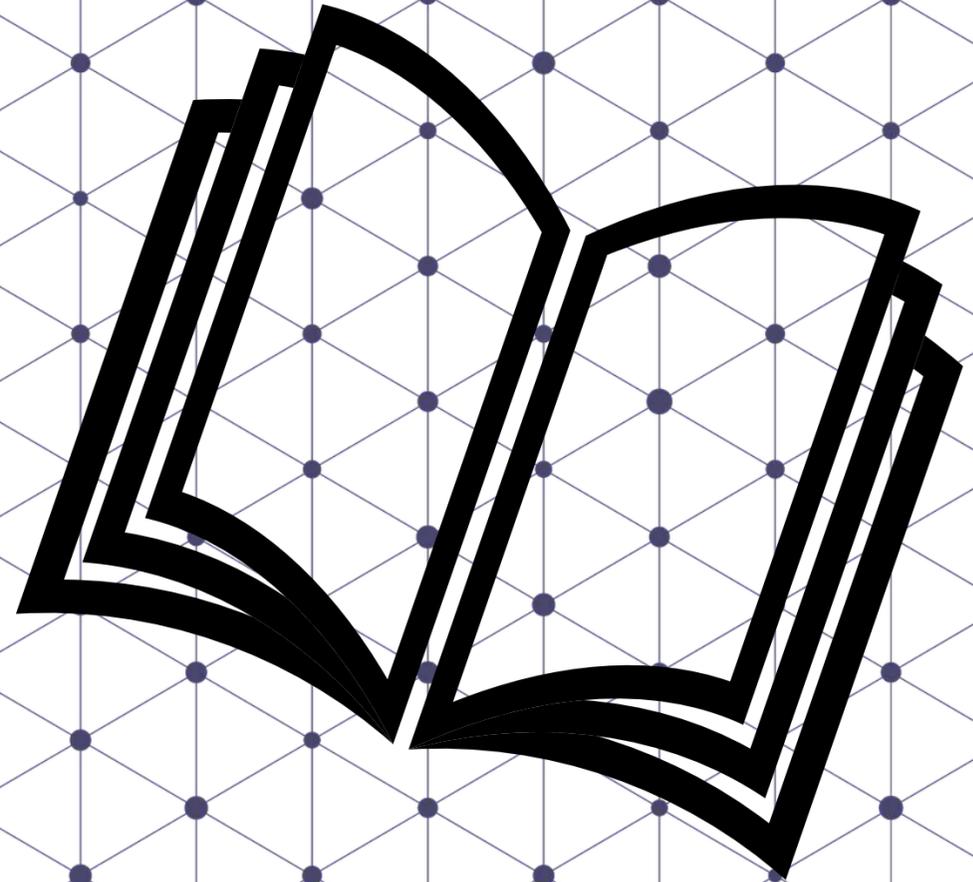
- **Attention – The consumer becomes aware of the product.**
- **Interest – They learn something about the product that piques their interest.**
- **Desire – They start to think seriously about buying that product.**
- **Action – They take action based on their desire – usually this entails making a purchase.**

Storybrand/Storytelling

There are seven principles in story branding:

1. The Customer is the Hero, not your brand.
2. Companies tend to sell solutions to external problems, but customers buy solutions to internal problems.
3. Customers aren't looking for another hero; they're looking for a guide.
4. Customers trust a guide who has a plan.
5. Customers do not take action unless they are challenged to take action.
6. Every human being is trying to avoid a tragic ending.
7. Never assume people understand how your brand can change their lives. Tell them.

If we can identify customers internal frustration, put it into words, and offer to resolve it, something special happens. We bond with our customers. They feel understood. They engage with the rest of our message in a more meaningful way.



How to lead clients through a sales path with new virtual class offerings

- 1. Start at the end** - To know where you're going, you must know your destination. This involves setting goals for your sales team. Keep your goal specific but simple, for example it could simply be to help clients to sign up for virtual classes.
- 2. Bring all stakeholders aboard** - Your sales team can't meet their goal alone. Other departments across your organization — including marketing, instructors, and more — have a stake in your sales process and affect your customer experience. Gather these stakeholders, share your goal, and involve them in your process.
- 3. Map the sales process steps** - Take a look at your sales process history. What steps were effective, and where did prospects fall off? Moreover, how long, on average, did each step take?
- 4. Map the buyer's journey** - Next, take a look at your sales process from the customer's perspective. On the same document, jot down your customers' actions and reactions to your sales process.
- 5. Implement changes, test, and measure** - Once you've mapped your sales process from both the seller's and buyer's perspectives, you're ready to put it to work. You won't know if the process will help with your goal until you test it and measure the results.

Selling through Technology

Initial contact, no matter how you do it, isn't about giving as many people as possible the hard sell. Instead, it's about starting a discussion with the right prospect.

This can be done through email, text, or social media. An email template may start with a personal connection. Your employees should also have a list of questions that will help them understand the prospect's specific business problems.

Although the goal of an initial sales email is very rarely a sale, the four stages of AIDA can still be applied to copy designed to create interest, desire, and action – even if that action isn't to make a purchase then and there, but just to start engagement or a conversation!

Note: These communications should be AUTOMATED!



USE A PLATFORM THAT ENHANCES + SIMPLIFIES AUTOMATED COMMUNICATION

Attention - This will be the Subject Line, it is what makes you stand out for the customer to actually open your email. A good subject line sounds like it's been written by a human and doesn't sound automated; it doesn't try to trick recipients into opening the email and it doesn't set false expectations.

Interest - Next is to generate interest in what you have to say. You should be doing this in the first line of your email. This could include a brief story, drawing attention to a known pain point of your target prospect or stating what you can help your prospects achieve.

Desire - The next step is to create desire for your company by demonstrating its value. Bear in mind that cold sales emails should always – without fail – be short.

Action - Quickly explain to the reader what you want them to do next. In all cases, the easier you make replying, the better. If you're suggesting a call, state a date and time and ask if that works for them. If you're asking them if they'd like more information, say that all they need to reply with is a "yes."

SELLING FIRST TIMERS ONLINE

If you haven't already started optimizing your Instagram for sales, you may be missing out on a huge opportunity. Selling to first timers to connect with your studio on social media can feel a bit sleazy, here are a few ways to work around that and have it feel natural!

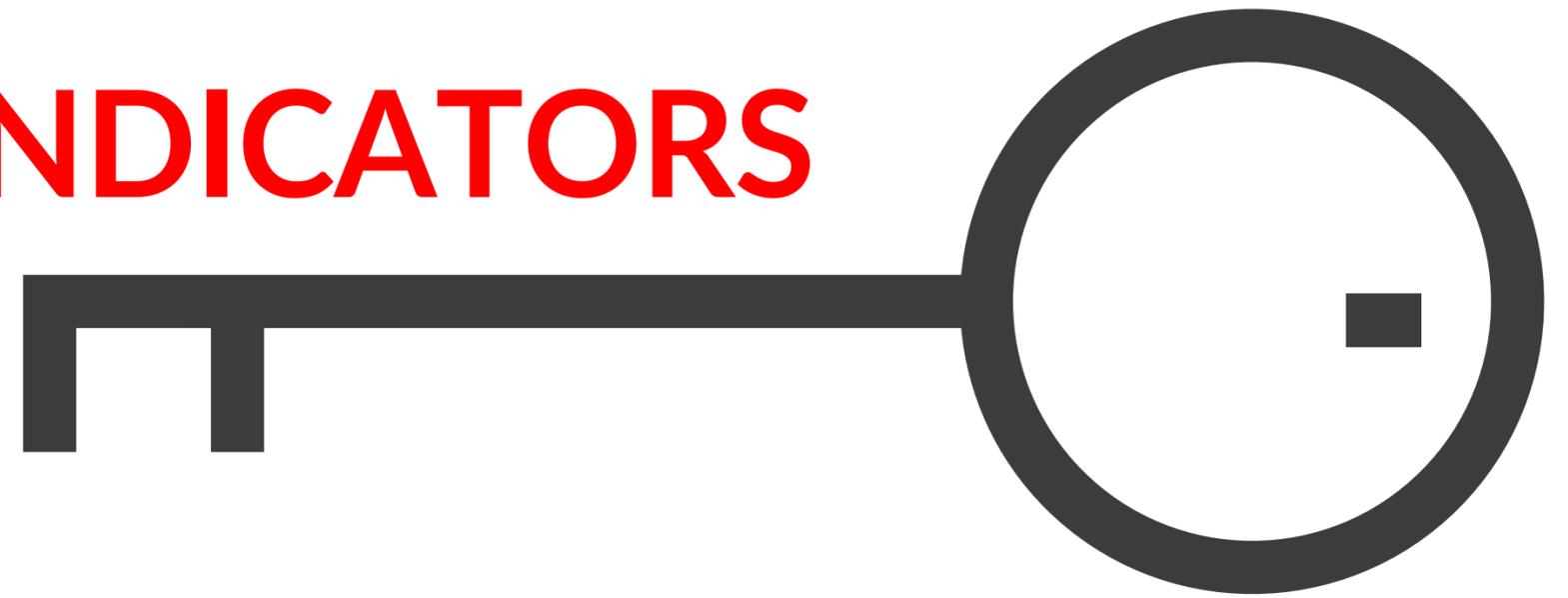
#1: Promote your Virtual Studio like a New Studio Location: Don't just treat it like a side hustle! To truly monetize your online classes, they need to be professionally produced offered- and promoted! Just as if it were a new studio location.. that means set a promotional budget, run sales etc.

#2: Using Ads to Reach Your Target Audience: With continued changes to all social media algorithms and heightened competition on platforms, it's important to use what works. Namely, this means that ads are critical to online marketing strategies for businesses.

#3: Offering Social-Only Promotions: Facebook + Instagram are the perfect place to promote a sale, new launch, or discount code exclusively to your followers. You can either add your promo information in a caption or in Instagram Stories, encouraging users to click the link in your bio to take advantage of the offer.

#4: Nail the Description, Capture the Vibe: The description of your virtual studio and offerings are another integral element to any marketing and sales. If you have a compelling image but a weak description or imagery, your potential client may not understand what you have to offer, so this is an area you definitely need to pay attention to... it's also only part of the equation! Make sure the vibe of your studio, the WIIFM for the client is always readily apparent!

KEY PERFORMANCE INDICATORS TO EVALUATE YOUR SALES PROCESS

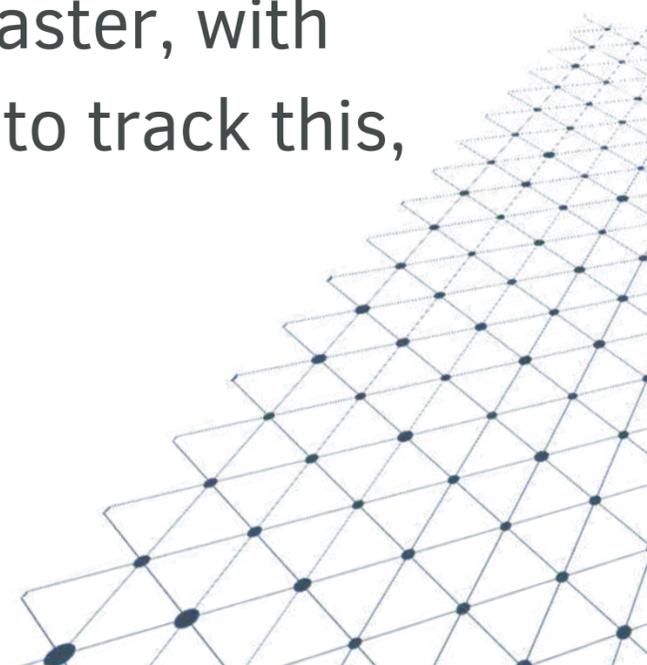


Process Utilization: Is your process simple, automated and optimized for your business?

Revenue Growth: Are average sales prices increasing? This is a strong indication that your process is converting clients. Sell on value, not price.

Forecast Accuracy: Can you forecast sales? If not, the platform, communications tools and systems you use should be reviewed (and likely changed!)

Sales Cycle Length: A good process will drive opportunities through the pipeline faster, with review and analysis from your team but not more manual work! If you aren't able to track this, you need more systems and processes in place!





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& THANK YOU TO OUR PARTNERS



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