

SALES

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Sales are transactions

A transaction is an instance of buying or selling something.

Some wise person said the truth

"in an ordinary commercial transaction, a delivery date is essential" unknown author



The purpose of sales in your business is to give your audience your products or services for a price. The price offered can be cheap or expensive depending on the quality, make, fabric, look and feel, feature and benefit, the material used to construct the products.

The sales of services rely on the evidence that the services provided are beneficial to your audience and give a purpose to your audience by addressing their needs through a solution-orientated provision for a price. The price of services can be cheap or expensive depending on the quality of the service provision.

Both products and services can be branded by giving a name to your products or services pertaining to what the products or services are or you can brand your products or services with an original unique name.

Your products can be white label meaning no name but must represent in shape, look and feel, smell what it is so your customers can recognise what you are selling.

Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.



Marketing Tips

- Always A/B split test your audience
- Always use and reused the strategies and tactics which work best for your business.
- Always try to create attractive content that attracts your audience through stories using Legacy Systems.

SOURCE: GIRLFRIDAYZ

My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.