

New Ways To Sell

Selling is one of the most difficult parts of business, and often the most frustrating. You have developed a product/service that you think customers are actually silly not to buy. But they often don't see this the same way, which leads to frustration and often a bad mood.

A good solution to help here, is to find other people who feel the same way as you....that customers would be silly not to purchase it! This can be done through a variety of ways including:

Affiliate programs. Separate organizations who get a commission for each lead that is generated. Sometimes compensation is only given when a sale is made. This is very common online, but similar types of arrangements are possible offline.

Broker. An organization which specializes in putting providers and customers together for margin on the transaction.

Franchising. Where one company (the franchisor) has created a brand and a series of processes which it sells to another company to perform in the same way. Franchise fees and often a percentage of the company's revenue is paid to the franchisor.

Licensing. Similar to franchising, however just the intellectual property is given in exchange for an annual fee and sometimes a revenue sharing agreement.

Sales organizations. Where a third party that specializes in selling is hired.

Sales person. Hiring a full-time sales person to dedicate themselves to representing your product/service.

Referral partners. An agreement with other companies that if they see a need for your product that they would refer business to you as a screened and eligible provider. These may be related or unrelated businesses, but are best when the target markets are similar.

TIP: Expanding your sales force is easier today than ever before.

Business Solver Modules:

- ❖ Business Development
- ❖ What's The Right Business Model?
- ❖ Projecting Sales

Business solutions at your fingertips

Starting a small business isn't easy but with business solutions right at your fingertips, you don't have to worry about missing any steps.

