

## **Customer-Focused Selling Online - Course Outline and Activities**



### **Part 1: Introduction to the Modern-Day Marketer**

Objective:

Participants will be able to identify the characteristics of relationship-driven marketers and how they build those relationships.

Learning Activity:

1. Identify one marketer who you respect and trust
2. Note at least 5 things that marketer does that has built your respect and trust

### **Part 2: Expertise – The Key to Selling Online**

Objective:

Participants will be able to identify at least 3 areas in which they have the expertise and brainstorm ways to demonstrate that.

Learning Activity:

1. Think about what you know that others don't, even if it's very basic. If you are already working in a specific niche, focus on what you know about that topic.
2. Note at least the 3 areas where people could benefit from your knowledge.
3. Pick the one that interests you most.
4. Brainstorm at least 5 ways or places where you can demonstrate your knowledge.

### **Part 3: How to Put Yourself in Your Customers' Shoes**

Objective:

Participants will be able to identify how they can learn more about their customers, and draw up a list of what their customers like and don't like relative to their market.

Learning Activity:

1. Note at least 3 ways you will learn about your customers thoughts and feelings about your market.
2. Make a list of your own likes and dislikes, from a customer viewpoint, about companies selling products or services similar to your own.
3. Once you've done your research from step 1, make a list of what your own customers like and dislike about companies in your market (including your own).

#### **Part 4: Good Selling Is about Demonstrating and Educating**

Objective:

Participants will be able to identify which areas their customers need information about their products or services, and plan how they will go about educating customers in those areas.

Learning Activity:

1. Make a list of potential and current questions your customers have about your product or service, including any objections. If you're just starting out, look at what your competitors have answered.
2. For each question, brainstorm ways to answer those questions. Think about a variety of media and formats, such as video, interviews and FAQs.
3. Make a list of all the questions you will answer, how you will address them, and how customers can get more answers if needed.

#### **Part 5: Great Sales Copy without the Hype**

Objective:

Participants will be able to create a draft outline of all the elements they will include in their sales letter for one product or service and the key points they will cover.

Learning Activity:

1. Make a list of the benefits and features of your product or service.
2. Make a list of potential sources for proof of the benefits, whether from your own customers or elsewhere. You'll do more on this later.
3. Explain your product or service to at least 2 friends who fit your customer market. Take notes on what you need to explain more clearly.
4. Create an outline of the order in which you will present your sales copy. Use the 10-Point Sales Letter Checklist as a guide.

## **Part 6: Storytelling in Marketing – How to Tell Your Story**

Objective:

Participants will be able to identify and outline a story that will help customers relate to their product, company, brand or themselves.

Learning Activity:

1. Identify the type of story that will connect best with your customers – Personal, Expert, or Historical
2. Use the Worksheet for Writing Your Story to create an outline for your story, making sure you include the setting, situation, and solution.
3. Write a draft of your story and share it with someone to get feedback.

## **Part 7: Social Proof – Why It Works and How to Use It**

Objective:

Participants will be able to identify the types of social proof they can offer and where they can find it for their product or service.

Learning Activity:

1. Make a list of the results you want to show proof of for your product or service.
2. Make a list of where you can find proof of those results – people, places, things.

3. Identify at least 2 methods you will use to give social proof and how you will obtain it – e.g., ask customers for testimonials, create video demos, give product samples.

### **Part 8: Freebies and Giveaways - The Power of a Gift**

Objective:

Participants will be able to select at least one freebie or giveaway they can offer customers and the goal of giving that gift.

Learning Activity:

1. Identify at least 2 reasons you need to give your prospects or customers something for free.
2. Identify at least 5 specific freebies you can offer. Use the list of 10 Ideas for Freebies and Giveaways to help you brainstorm.
3. Pick one to use immediately and plan how and when you will use it.

### **Part 9: Triggering More Sales with Scarcity**

Objective:

Participants will be able to identify at least 3 ways in which they can use scarcity in their business to increase sales.

Learning Activity:

1. Observe how your competitors are using scarcity and make a list of which methods are used most often.
2. Brainstorm ways in which you can use scarcity in your own business.
3. Select at least one method of scarcity to use in an upcoming promotion or product release.

### **Part 10: Repetition and Marketing – Why It Works**

Objective:

Participants will be able to select at least 3 channels where they will communicate their marketing messages.

Learning Activity:

1. Make a list of potential places, or channels, where you can communicate your marketing message with different forms of content. Make sure these are places where your prospects and customers are listening.
2. For each channel, note which segments of your market hang out there, and which ones have the highest number of prospective customers reading/listening/watching. These will give you the greatest return on your investment.
3. Select 3 to 5 channels for focusing your marketing message or other content marketing. Make note of which types of customer you are targeting in each channel.
4. Pull together all of the activities you've completed in this course to create your final sales letter and marketing strategy for persuading your customers that you are the best person to buy from.