



INFLUENCER

— SALES —

ONLINE INFLUENCER SALES WORKBOOK

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The Action Planner

These are the things I learned that I would like to start incorporating. At the end of the class I will commit to completing two or three within the next 30 days. To help you remember how complex or important each item is, you should rate them by priority –

- P4 – Good idea, do sometime**
- P3 – Good idea, do soon**
- P2 – Great idea, do sometime**
- P1 – Great idea, do now!**

ITEM	URGENCY / COMPLEXITY

These are my top 3 goals for the next for for the next 30 days:

1. _____
2. _____
3. _____



Evolution of Sales

_____ % of all interactions between B2B will be executed without a human.

Projected job losses by seller type:

_____ % Order Takers

_____ % Explainers/Hunters/Warriors

_____ % Navigators (nurtures, relationship builders)

_____ % Consultative

Definition of Consultant – Gives expert advice or service

Definition of an Influencer – Perceived as the expert, able to use that expertise to change the way others behave. The power to effect purchase decisions due to their knowledge, authority or relationship.

Goals for this class:

1. _____
2. _____
3. _____
4. _____

Our Buyer's Journey

Three Types of Buyers:

Visionary: _____

Utilitarian: _____

Customer in Crisis: _____



Notes:

Influencers Can...

Notes:

Lined area for taking notes, consisting of 20 horizontal lines.

Sales & Marketing Conversion Formula

Sales and Marketing Conversion Funnel Formula

$$L \times C \times S \times F = GP$$

L = _____
C = _____
S = _____
F = _____
GP = _____

Some examples:

Leads = _____
Conversion Rate = _____
Sale = _____
Frequency = _____
GP = _____

Now double any one component:

Some examples: _____
Leads = _____
Conversion Rate = _____
Sale = _____
Frequency = _____
GP = _____

Now double all components

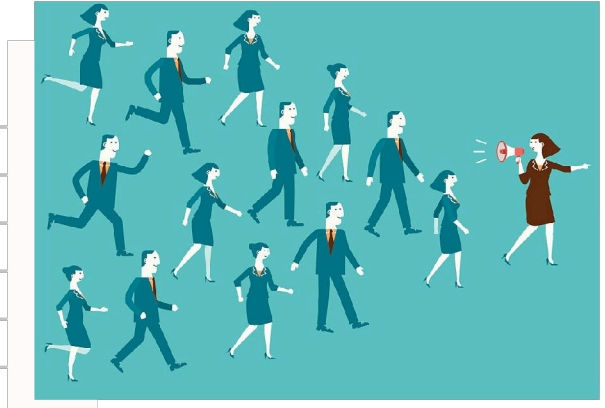
Some examples: _____
Leads = _____
Conversion Rate = _____
Sale = _____
Frequency = _____
GP = _____
Double one - _____ growth- _____
Double all - _____ times growth- _____



Influencers Can...

What influencers do you know?

Fashion? _____
Money? _____
Travel? _____
Training your pet? _____
Your health? _____
Your next car? _____



Describe the influencer you know who you would go to for advice about work, money, marriage, etc.

What are typical influencer behavior traits?

INFLUENCERS make it easy to find, value and trust them.

Influencers...



KNOW THEIR AUDIENCE



EXPERTS IN THEIR DISCIPLINE



COMMUNICATE THAT EXPERTISE THROUGH SHARING THEIR KNOWLEDGE



TRUSTED – THEY ARE NOT TRYING TO SELL YOU SOMETHING



CLEAR – NOT CONFUSING



HELPFUL – THEY ARE ON YOUR SIDE



CREDIBLE – YOU BELIEVE THEM



VISIONARIES – THEY HELP YOU SEE THE FUTURE

Influencer Sales Strategy - Why

Agenda - Our Buyer's Journey

3 Types of Buyers

- **Visionary:** Improve their life
- **Utilitarian:** Complete a task
- **Customer in crisis:** Need a solution



INFLUENCER
- SALES -

Notes:

Buyer Personas

B2B: _____

BUYER PERSONA – B2B: HOW TO BUILD YOUR OWN



Role? Responsibility _____

Goals _____

Challenges/Pain Points (Internal and External) _____

Change Drivers & Inhibitors _____

Information _____

INPUT SAMPLE:

B2C: _____

Buyer Personas

B2C:

BUYER PERSONA – B2C: HOW TO BUILD YOUR OWN



Background Demo:

Finances:

Hopes and Dreams:

Worries:

Influencers:

Buyer Personas



MILLIE DAVIS

SMALL MEETING PLANNER

ROLES/ RESPONSIBILITIES

HR Manager, manages 1 person
In charge of hiring for 25 various positions
Responsible for training – mostly compliance, ADA, plus leadership,
Accountable for turnover rates and employee lawsuits
Manages a training and HR budget

GOALS / OBJECTIVES

Annual turnover – must keep down
Fill positions within 45 days
Avoid law suits
Create happy and engaged employees
Stay within budget

CHALLENGES AND PAIN POINTS

EXTERNAL
Wage law changes
Competitors stealing good employees, technology changes – need to increase training?
Internal
New leadership brings on new expectations, employee anxiety
Shifting priorities of managers – every manager has a different need, Bad managers making employees unhappy, quit

CHANGE

DRIVERS
Price increases, No availability at hotel
Complaints from meeting attendees, Problems with parking
INHIBITORS
Long history – easy to rebook
Confidence in sales person – worked together awhile, some loyalty, Loves our chef

INFORMATION SOURCES

SHRM (Society for Human Resource Managers)
HR.Com
LinkedIn HR Groups
HRIS system vendors help educate

NOTES:
