



INFLUENCER

— SALES —

ONLINE INFLUENCER SALES WORKBOOK

www.influencer-sales.com

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Decide



Offline	Online	Tools	Partners
Communicate differentiators clearly, Use words that persuade, Understand business needs Have advocate list to refer	Compelling Proposals Case Studies Visuals Product Videos Social Proof Client testimonials	<ul style="list-style-type: none">ProposifyGrammarlyHemingway AppReadabilityInfographics	Marketing, Operations, Revenue Management, Past clients, destination partners

Business Writing Today:

Target grade level:

Why? Fast/Slow thinking:

MATH PROBLEM:

Between you and your friend, you have \$1.10
You have exactly \$1.00 more than your friend.
How much money do you have? _____

Decide

The Influencer's Response:

Empathize _____

Assure _____

What _____

Why _____

25% Logic, 75% Emotion

Decide

Will my guests be taken care of?

I know how stressful planning a meeting with so many moving parts can be. (Empathy)

Fortunately, we are really good at complicated meetings and we will take great care of your guests. (Assure)

All 3 of the staff members will work with have all been here longer than 5 years. (What)

So they have the experience necessary to make sure the entire event runs perfectly. (Why)

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Notes:

Try your own:

Question:

Your Response:

Decide

Empathy: _____

Assure: _____

What: _____

Why: _____

What if the answer is no?



Empathize: I understand that having an easy option for dinner is important.



Assure: Your people have spent all day working and the last thing we want to do is force them to get in their car and drive to find a meal.



What: While we do not have a restaurant onsite, we do offer restaurant delivery from over 40 restaurants in the area



Why: So not only do they not have to drive, they can also eat whatever they want!

Notes:

Additional tools – speaking presentations – ORAI

Experience



Offline	Online	Tools	Partners
Clear information communicated in fun, vibrant ways that educate the guests on the hotel amenities and services and nearby points of interest. Gracious and knowledgeable staff willing to share.	Relevant info shared about property per-arrival and during stay Facilitating easy social sharing	<ul style="list-style-type: none"> ▪ Goosechase ▪ SMS ▪ OutakesHQ ▪ Instagram ▪ LinkedIn Groups ▪ Onsite props for social sharing ▪ CRM 	Marketing, Operations, guests, area attractions, restaurants and shops

Notes on the strategy:

How to build value in the relationship?

Help to capture memories to share:

Share Phase



Offline	Online	Tools	Partners
Convey personal appreciation Ask for referrals at multiple touchpoints	Digital/visual reminders of their great stay Follow up nurturing Ask to share content on your behalf Referrals	<ul style="list-style-type: none"> Influitive US Mail 	Marketing, Brand Loyalty Program, CVBs, DMO's Operations

How much more valuable are our advocates?

Questions to ask yourself around your most loyal customers:

Are they advocating for you today? How?

Share Phase

Are they advocating for you today? How?

When is the last time you asked them for a referral?

Who owns the relationship with them?

What might they be willing to do to help you?

When is the last time you engaged with them?

Wrap Up

Build an Influencer from Scratch



Sample Influencer Sales Checklist

Weekly

- _____ Add 5 new LinkedIn contacts to network
- _____ Share 1 article on LinkedIn for my market – using snip.ly
- _____ Engage with 3 LinkedIn groups (leave comments, ask questions)
- _____ Send out 5 prospecting emails
- _____ Collect referrals and testimonials from one in house guests/group

Monthly

- _____ Update proposal language – incorporate EAWW language
- _____ Update/create one adobe spark video to send out with inquiries
- _____ Create or find relevant content to share on social outlets
- _____ Check Influencer Sales Resource page for any new info
- _____ Share best practices with team
- _____ Add new case studies/testimonials to collateral

Wrap Up

Sample Influencer Sales Checklist

Quarterly

- _____ Communicate customer needs to marketing (from buyer persona)
- _____ Review inquiry response process – how quickly are we responding? Are we first and fabulous?
- _____ Plan ongoing in-house guest promotions – to collect photos, reviews, referrals
- _____ Ongoing – How can we expand our influence?

Tools: Trello

Your Resource Portal: [Bit.ly/isresourceportal](http://bit.ly/isresourceportal)

Building a Buyer Persona

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Readability How To Video

How to Create a Doodly

Doodly how to

A survey of pension planners revealed..

Adobe Spark How To Video

Introduction to Snip.ly

The Perfect Influencer Sales Storm

DREAM

EXPLORE

DECIDE

EXPERIENCE

SHARE

Join our social networks:

Facebook - <https://www.linkedin.com/company/influencer-sales/>

LinkedIn - <https://www.linkedin.com/company/influencer-sales/>

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. _____