INFLUENCER

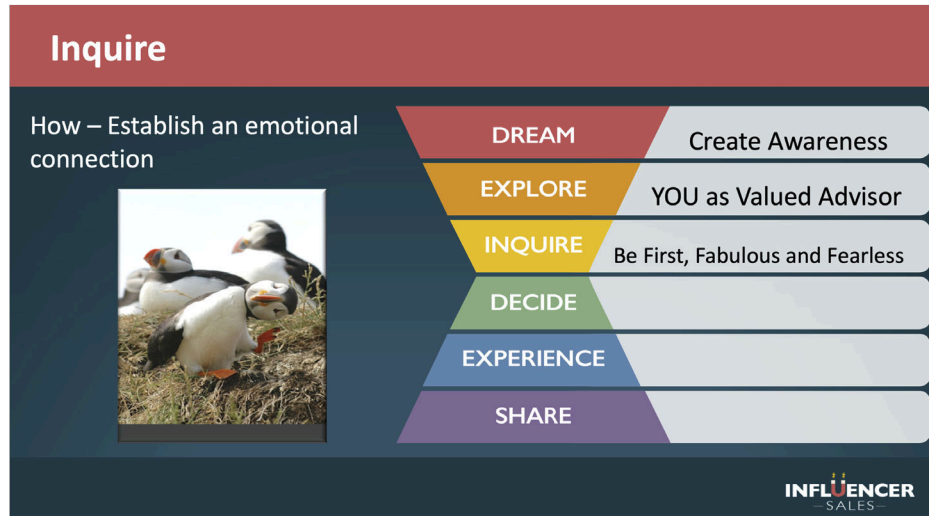## — SALES —

ONLINE INFLUENCER SALES WORKBOOK

www.influencer-sales.com
email: info@influencer-sales.com

Inquire Phase

Inquire

How – Establish an emotional connection

DREAM	Create Awareness
EXPLORE	YOU as Valued Advisor
INQUIRE	Be First, Fabulous and Fearless
DECIDE	
EXPERIENCE	
SHARE	

INFLUENCER
—SALES—

Offline	Online	Tools	Partners
Sales office systems designed around customers Strong competitor knowledge Great phone presence Knowledgeable front desk	Unusual response templates for email inquiries – personalized Storytelling videos and images that can draw people in	▪ Calendly ▪ Lumen5 ▪ Adobe Spark ▪ Storytelling ▪ Inquiry Templates	Marketing, Operations, Revenue Management, GM, Owners, Brand

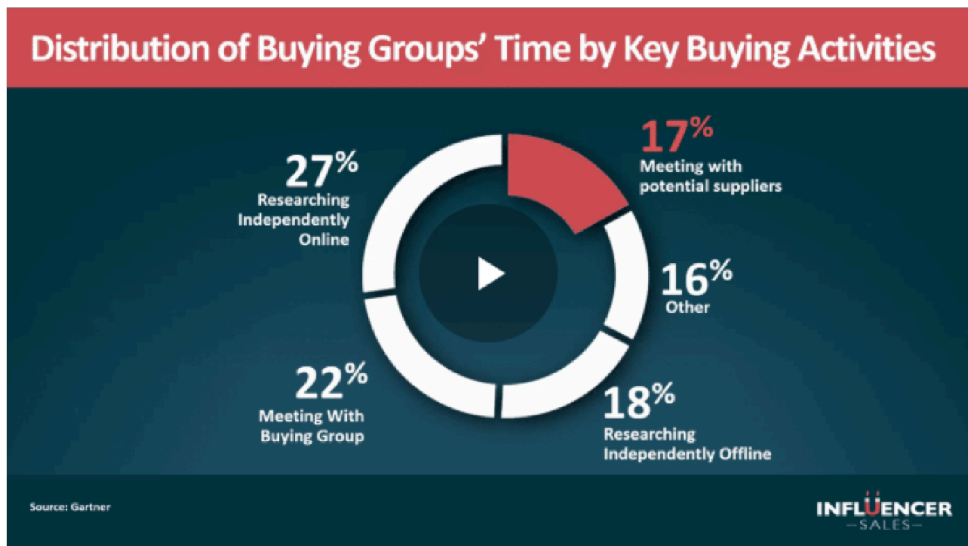Notes on Sample Email Inquiry:

What could have been better?

What was good?

Inquire Phase

How to be first???

_____

_____

_____

How to be fabulous?

_____

_____

_____

_____

How to be fearless??

_____

_____

_____

Distribution of Buying Groups' Time by Key Buying Activities

27% Researching Independently Online

17% Meeting with potential suppliers

16% Other

22% Meeting With Buying Group

18% Researching Independently Offline

Source: Gartner

INFLUENCER —SALES—

Why is digital important?

_____

_____

_____

_____

Crafting Your Story

Act One – The Before:

_____
_____
_____

Act Two – Overcoming obstacles

_____
_____
_____

Act Three – The After:

_____
_____
_____

Four Parts to our Hero:
1. _____
2. _____
3. _____
4. _____
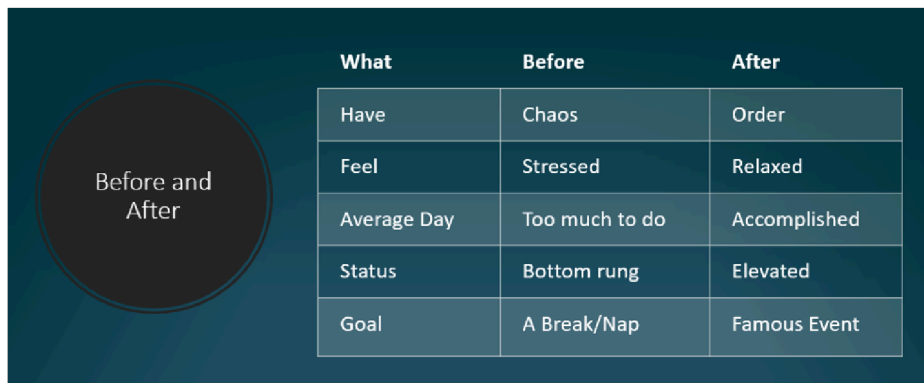
Describe their lie/ghost:

_____
_____
_____

Before and After	What	Before	After
	Have	Chaos	Order
	Feel	Stressed	Relaxed
	Average Day	Too much to do	Accomplished
	Status	Bottom rung	Elevated
	Goal	A Break/Nap	Famous Event

Who or what is the villain?

_____
_____
_____

Crafting Your Story

Help Visualize the Future

You must speak to a specific problem or desired end result.

Make a specific promise.

Give a specific example.

Offer a specific shortcut.

Answer a specific question.

Deliver a specific package.

What proactive next step can they take to reach the result?????

Star Wars Notes:

Crafting Your Story

Our Worksheet (STORY CHECKLIST)

WORDS

☐	◎	What is your objective? Desired outcome?
☐	👥	Who is your hero?
☐	💡	Before - What is their lie? Ghost? Want?
☐	❓	Who is the villain?
☐	🌧	What obstacles are presented?
☐	✈	How will you help them?
☐	🤝	What does their future look like?
☐	🖼	What proactive next step should they take?

VISUALS

☐	◎	Set the scene – Gain Attention
☐	👥	Represent the Villain
☐	💡	What Obstacles?
☐	❓	How can we help?
☐	🌧	What does our hero's future look like?

Tools:

_____
_____

Lumen5:

_____
_____
_____
_____
_____
_____

Adobe Spark – Landing Page

_____
_____
_____
_____

Adobe Spark – Video

Crafting Your Story