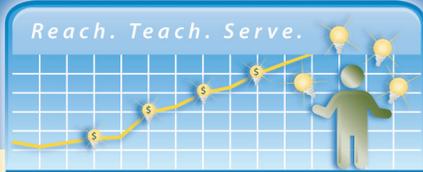


USING THE RIGHT TOOLS



INSTANT SALES TACTICS

The second part of a successful Sales Strategy is **Tools**. Once you've identified your Target Audience, you need to utilize the right tools to connect with them.

WHY the Right Tools

Tools are all about how you can best communicate your unique message: clearly, concisely and consistently.

Thirty years ago, there was basically one tool that salespeople could use to communicate their message: the telephone. Today we have voicemail, direct mail, email, text messages, video and Social Media (Twitter, Facebook, LinkedIn, YouTube, etc.).

Unless You Are Using Every Tool Possible, You Are Missing Opportunities To Reach Your Target Audience.

HOW TO Use the Right Tools

So how can you utilize and integrate all of these tools to communicate your message? The task can seem overwhelming at times.

Start by considering your Target Profile. How do you reach your best clients? Where can you find your Target Audience? Do they use Social Media? Are they more likely to respond to a voice mail or an e-mail?

Next, consider the best way to make an initial contact: Phone? E-mail? Social Media?

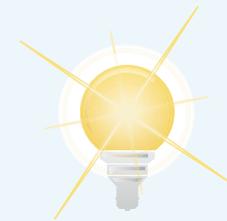
Finally, find ways to become more visible through Social Media:

- Write a Blog.
- Send out "tweets" on Twitter
- Have a presence on any and all Social Media sites where your Target Audience may be found.



Facts About Today's Communication Tools

There are nearly 300 million cell phone users in the United States. | On average over 200 billion emails are sent worldwide daily. | Last year over 110 billion text messages were sent. | Twitter recently topped over 100 million users; over 2 billion tweets are sent each month. | Facebook currently has 800 million users; 100 million mobile users and 1.5 million businesses have a fan page. | YouTube has over 100 million downloads per day.



RIGHT NOW ACTION STEPS

- ▶ Get the following four books:
 - *LinkedWorking* by Frank Agin & Lewis Howes.
 - *Twitterville* by Shel Israel
 - *Trust Agents* by Julien Smith & Chris Borgan
 - *Crush It* by Gary Vaynerchuk

These books will help you understand how you can utilize social media to engage your audience.

2. Establish a presence on all Social Media (LinkedIn, Facebook, Twitter). If you have a presence, update your profile and your message to attract your Target Audience.
3. Start a Blog, designed to communicate your Message, Value and Offerings.