

5 PROVEN WAYS TO:

2X YOUR
SALES

Business
Score Card



How 5 Simple Ways to Score Your Business Gives you 5 Simple Ways to Double Your Sales

Why did we create this Sales Doubling Score Card for you and your business, and in fact who are we to have created it.

As Founder and Head Trainer and Business Coach at ReWired WorldWide, I'm working with entrepreneurs every single day to grow their businesses, at the same time as grow their time off, freedom, and satisfaction. ReWired Clients: Dale single mother of four, increased her closing ratio from 20 to 50% - that's 250% more cash for her family. On top of that her 'inner sales' game shifted from doubting the sale to "I'm surprised if they don't buy!". Geoff had his highest sales of the year in the Rewired4Success program, selling 4x's his monthly average.

Laure made more in 90 days with us than her total previous year AND has become a great wealth advisor! "Ordinary" entrepreneurs making an extra-ordinary difference in their lives and the lives of their families, friends and clients.

So why did we create your "Sales Doubling Score Card". We created this because when we asked over one thousand entrepreneurs, "What is your biggest sales challenge?" we got understandable answers, yet not necessarily answers that point to the underlying cause of the problem.

Answers such as - "I'm wasting my time with the wrong people (unqualified prospects)", "Not enough leads", "Prospects cancelling appointments", "Not able to articulate my "value proposition", "Not sure how to transition from a fun conversation to closing the sale.", "Asking for the sale!" ...

All of these are valid and understandable business and sales challenges, experienced in the entrepreneurial world, in every country around the world every day. And it can be exhausting! Yes!?!

Yet wasn't it Einstein who said, "We can not solve our problems with the same level of thinking that created them." So may we offer a different lens, a higher perspective, a way out and up? We want to shine the entrepreneurial light in hopefully a more valuable direction for you.

My proposal to you of the underlying problem to many business challenges, and to sales specifically, is two-fold. One is that many entrepreneurs are what I call "Default Entrepreneurs", and I'll define that in a moment. And two because of that, they actually don't know, have never been trained on, or can not execute what it actually takes to build and grow a business. What are the fundamental components that must work in order for your business to be successful, and how do you build them in a way that ensures happy clients and expanding cash in your bank account.

More specifically, what I mean by "Default Entrepreneurs" is that when you ask the majority of entrepreneurs why they became one, they'll often say what they don't want: "I don't want a boss.", "I don't want to commute.", "I don't want to work 9-5." (so you work 7-11 ☐). Or you become an

entrepreneur because of what you do want, but that's not directly related to running a successful business: e.g. "I want time freedom.", "I want money freedom." ...but what are you offering that the market wants to buy.

The business leaders that really succeed a) have a clear solution that they are passionate about bringing to a specific group of people, AND b) they either know and/or hire pros who know the fundamental strategies & tactics, to build, systematize and replicate success in that business. The highlights of which we thankfully, very consciously built into the Business Score Card for you!

Now this could seem more than you bargained for when you raised your hand and said "Yes I'd like that Sales Doubling Score Card please". Let me say, what you just read is the big picture context for this simple yet powerful, relevant test you're about to run your business through - and which is going to give you 5 ways to double your sales! You will not only serve a more specific market, focus your lead generation activity, enjoy the sales process more, AND you'll also grow a more satisfying business where you feel aligned to yourself, your clients, and the contribution you're making. Because after all ... we here at Rewired designed and are committed to you benefiting from the "Dual Approach to Business" ... grow both your \$ success and your satisfaction success!

So jump in:

1. Score your business in the 5 key success areas, and more importantly commit to at least one of the five ways to double your business today.
2. Book support with us, either if one of our online interactive trainings is being offered when you receive this then reserve your seat so you can get direct support, or by booking our calendar for a private session to focus on your top way to double your sales and satisfaction. Book your spot on the page you got this download.

Here's to Doubling - Your Sales (and your Sanity!)

Heather

Founder, Head Trainer

ReWired WorldWide

WARNING: Even if the 5 Sales Doubling strategies below are in Red, they won't make sense, and you won't be able to take full advantage of them, until you answer the easy 2 or 3 questions above each one of them. So don't 'take the bait' and only read the 5 Sales Doubling Strategies in Red - customize them to you and your business by first answering the key Business Score Card questions!

And they're off...!!!

Your Sales Doubling Business Score Card

Current - What Is:

1. 2015 Annual Revenue: \$ _____
2. 2015 Monthly Revenue Range: \$ _____ to _____
3. 2016 Revenue Target: \$ _____
4. Business Name: _____
5. Product/Service you deliver to your clients: _____

Future - What You Really Need to Succeed:

1. Laser-Clear Target Market

a) Clarity of Primary **Target Market** - How well, right now, could you describe your ideal primary (not only) but primary target market? (1 no clue, 10 crystal clear)

1 2 3 4 5 6 7 8 9 10

b) Describe your primary ideal Target Market:

c) Commitment to Primary Target Market - How much of your marketing/networking efforts and/or time focus on that primary target market? (1 = 10%, 10 = 100%)

1 2 3 4 5 6 7 8 9 10

1st of 5 Ways to Double your Sales (and Sanity):

Double the time you talk to your primary target market!

Even if you've bothered to define who they are, most of us then go back to 'talking to everyone', going to 'everyone networking', posting to 'everyone newfeeds'... If realistically for example, only 20% of who you speak to are your primary target market it, then double that to 40%. That one move has to lead to doubling your sales, if not more because of the added Focus, and a snowball of Better Referrals.

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#### 2. Irresistible Client Results

a) What are the Results you produce or your 'value proposition' for your clients:

\_\_\_\_\_

b) How Desirable to your prospects are the Results you produce for clients?

(1-not interested, 10 want to pay for them right now)

1      2      3      4      5      6      7      8      9      10

c) How Clear is your Results/Promise/Value Proposition from your prospects' perspective?

(1-no clue, 10 clear as day)

**2nd of 5 Ways to Double your Sales (and Sanity):**

Double the clarity and/or desirability of something your prospects actually want and will pay for! If I surveyed the prospects you've already spoken to, what # out of 10 would they give your product/service in terms of Desirability and what # for Clarity - honestly! What do they really want that you can offer, what words would they actually use to describe it, what problem keeps them up at night that you can solve. That's your "Client Results" - double the clarity & desirability - Double Your Sales!



**3. Lead-Producing Marketing Strategies**

**Offline:**

a) # of offline Marketing Strategies #: \_\_\_\_ Name them:

\_\_\_\_\_

# of Leads your offline strategies generate per month - \_\_\_\_\_ # leads/mth

# of those leads that are Qualified Leads i.e. your target market that are likely to buy:

- \_\_\_\_\_ # qualified leads/mth

What is the single best improvement to your **offline marketing strategies** that would generate the biggest increase in qualified leads?

\_\_\_\_\_

**Online:**

b) # of online Marketing Strategies #: \_\_\_\_ Name them:

\_\_\_\_\_

# of Leads your online strategies generate per month - \_\_\_\_\_ # leads/mth

# of those leads that are Qualified Leads i.e. your target market that are likely to buy:

- \_\_\_\_\_ # qualified leads/mth

What is the single best improvement to your **online marketing strategies** that would generate the biggest increase in qualified leads?

\_\_\_\_\_

**3rd of 5 Ways to Double your Sales (and Sanity):**

Double the frequency of your current Top Lead Generation Strategy!

Let's say you generating your best leads through speaking gigs, and you do 1/month - Do 2!

Let's say you generating your best leads through targeted networking events and you participate in 1/week - Go to 2! Or you generate your best leads through an opt-in page, from a facebook ad to a freemium to an offered consultation. Double those ads, Double Your Sales!

Part of business is "knowing the score", knowing your metrics, so you know what to double!



**4. Sales Closing Strategies**

a) # of 1-on-1 sales appointments/mth: \_\_\_\_\_

b) # of group sales events/mth: \_\_\_\_\_ average # of prospects per event: \_\_\_\_\_

- c) # of online sales/mth: \_\_\_\_\_  
 d) # of total sales/mth: \_\_\_\_\_  
 e) Sales Closing Ratio: for 1-on-1 sales: \_\_\_\_ %, for sales at events: \_\_\_\_%, for online sales: \_\_\_\_%  
 f) What is your skill level with sales? (1 no clue, 10 close all qualified leads)
- |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

g) Biggest sales challenge that if you improved would create the biggest sales increase?

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**4th of 5 Ways to Double your Sales (and Sanity):**

Double the activity of your Top Sales Strategy and/or double the closing ratio of 1 of your strategies! Double your activity is straightforward. Doubling your closing ratio is a whole art & science that we support entrepreneurs in achieving. AND to jump start you right now, here's a few high leverage sales skill building strategies: a) script your sales process (often in a three part framework; uncover solvable needs, give prospect direct experience of solution, propose irresistible offer), b) elegant ways to transform 'objections' after or even before they arise, c) guide prospect to 'their right answer' rather than 'to the sale', d) regardless of outcome, ask 'who are the two or three people you imagine may be looking for these results'.



**5. Entrepreneurial Alignment & Satisfaction**

- a) How well aligned is your skill set to your business's skill needs?  
 (1 - wrong match, 10 match made in heaven)
- |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|
- b) How satisfied/happy are you in the day to day running of your business?  
 (1 - want to quit, 10 love my business)
- |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|
- c) How satisfied/happy are you in the direction and growth of your business?  
 (1 - want to quit, 10 love my business)
- |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

**5th of 5 Ways to Double your Sales (and Sanity):**

Double the time you spend doing what you love in your business!  
 Far too many entrepreneurs get lost in the "too-many-hats-overwhelm" of 'trying to run their business', that ends up running their life! 1. What are the most important roles in your business? 2. Of those which are you best at? For example when I answered those two questions I realized that my roles are "Sell, Serve & Create", everything else is being systematized & outsourced. Today double the time you invest doing one of the top priority roles that you love!



***Here's to Doubling Your Sales (and your Sanity)!***

***\*\*\* Commit, Act, WIN!!! \*\*\****

***You have just identified 5 or more key strategies to double your sales  
(and we have many more...).***

***Right Now - Select one, Circle it, Schedule it in your calendar.***

***\*\*\* Commit, Act, WIN!!! \*\*\****

***Now Book time with ReWired - Reserve Webinar Seat or Book 1on1 Business Sales Consult***