

Sales Cycles



The focus of any smart sales cycle or promotion is to focus on the #1 buying power in the world. The consumer psychology of a woman. She browses on Pinterest, interested on Facebook, shows a passing interest on LinkedIn but she may likely find you on Twitter. She needs to be captivated, intrigued and your product or service should adore her. But first you need to, if only for a moment, show her how she would be better off by having one of your offerings.

In sales we often concentrate on two elements, *features and benefits*. This sounds like the same; however they are very different. A feature is a fact: *“This leather jacket is aged and recycled leather directly from an old manufacturer in Paris!”* A benefit is more tangible: *“This leather jacket has an inner pocket near the waist where it has as much room for holding items as your evening clutch.”*

The art here is to captivate by using words and images that captivate your core audience.

“Sell only what you would buy, use, share, gift and believe in.”

-Francesca Alexander



This weeks challenge:

When it comes to successful sales cycles think seasonal. I recommend you plan your next sales cycle to be the next season ahead. If you plan for this season you may only stress yourself out unnecessarily. The best sales cycles are planned well in advance. Every item or offer can reference seasonal elements as a feature and benefit to your product.

In this video we will have a behind of the scenes look at what my Hustle and Glow Mentorship people have used to prepare, plan and execute their successful sales cycles.

[CLICK HERE TO WATCH THIS WEEKS VIDEO](#)

This weeks actionables:

- 👉 Don't over think your sales cycles. Grab a note pad and jot down what the next quarter looks like in your offerings.
- 👉 Anticipate what your client will need next season by focusing on what you need, then reengineer.
- 👉 Your friends are likely your target market. Pick their brain.
- 👉 Give yourself fresh content to focus on your audience pull. Leverage the content on social media. Share the *feelings* of what it would be like to have your offering. [Click Here](#) for an example.