

# 5 Simple Yet Powerful Tactics

You Can Use To Win Customers Consistently – Even If You Don't Know Where To Start

There's nothing quite like seeing your sales pipeline growing consistently and predictably. It's proof that your dream is becoming a reality. Now you can start focussing on other important tasks - like delivering first-class service, building better systems, and improving branding.

But you're not there yet. There are some obstacles that need to be overcome. Finding time to win new business, selling without appearing pushy, and building visibility outside your network are just a few of these challenges.

It all sounds very time-consuming and, on the face of it, unachievable. So much so, you could be forgiven for feeling you've missed the mark. Rest assured, you haven't. Growing your sales pipeline won't be easy. But it isn't as hard as you think, either.

By implementing some simple tried-and-tested techniques, you can organically grow your revenue and convert more clients - even if you're new to the world of business.

## Predictably onboard new customers in just 8 weeks

At **Second Voice**, we specialise in helping businesses owners like you realise their potential and develop a toolkit they can use to consistently convert new customers in just two months.

Don't let the fear of selling prevent you from reaching your potential. In the past six years, we've helped hundreds of small businesses like yours to attract and convert their ideal clients.

Do you agree that there's no time like the present? Then you need to read this ebook cover to cover. It's packed with powerful tactics you can implement immediately and won't cost you a penny.

Stop scrambling for new deals each month and say goodbye to learning through trial and error.



## Inside you'll discover:

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1. Five simple tactics you can put into practice immediately to consistently and predictably grow your sales pipeline
2. How to avoid the 3 biggest mistakes business owners make - which could cost you thousands and set you back months
3. Little-known insider secrets that'll keep your sales pipeline full within just three weeks (number 2 will blow your mind)

## Implement the right strategies to achieve capability faster

Flooding your sales pipeline with high-quality leads needn't be a faraway dream. In fact, success could be right around the corner. Here are five powerful techniques you can kick into play right away to grow better revenues.

### #1 What problems do you solve?

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You already know the answer to this question. But do your clients? If the answer is no, you're missing out on opportunities to capture your target audience's interest and convert them into customers.

This sounds obvious, doesn't it? And yet too many businesses focus on how they solve problems - and not enough on why. Your ideal customer is busy and wants a fast answer to one simple question: how will your product or service address their issue?

If you're not sure what the problem is, go back to basics. Open a Word document and list your customers' pain points. These are the issues that keep them awake at night - as opposed to the situations they are in.

### Situation versus problem:

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- Situation: having insufficient resources available
- Problem: customer can't meet their deadline

**TASK: List out the problems you solve. Use this list in your communications to sell effectively to your customers and stand out from the competition.**

Remember, sell the solution to their problem - NOT what you do or how you do it.

## #2 Know your customer inside out

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Knowing what problems to solve is a start. But without a target audience in mind, all you'll have is a list. These pain points will need to be wrapped around a customer persona if you want to open up meaningful sales conversations in a shorter time frame.

If you're struggling to forge strong connections - and your social media posts yield zero engagement - then you're targeting the wrong platforms, the wrong customers, or both.

### What does this all mean?

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Who do you call when you've got a toothache? The resounding answer: your dentist. But wait a minute. There are different types of dentists: orthodontists; endodontists; and, general. This means practitioners must communicate their specialisms instead of niching or positioning themselves as jacks of all trades.

Today's typical buyer is curious, savvy, and meticulous. They read reviews, ask for recommendations on social media, and scour every square inch of a supplier's website before committing to a conversation.

If you only offer one service or product, that's fine. But, if you serve multiple industries and customers, creating separate web pages for each segment will elevate your business from the humdrum crowd by showcasing your expertise.

**TASK: Create an Ideal customer persona for the sectors you work in and build a picture of your customers' interests, personality types, roles and responsibilities. This will make it easier for you to find and identify them out in the 'real world'**



### #3 Go where your customers are

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Are you prospecting where your customers are active? Most entrepreneurs tend to dabble, flitting from one type of marketing activity to another with no strategy: email, paid ads, social media posts, and others. Such activity is fruitless if you're targeting the wrong platforms or using the wrong media.

If you're sagely nodding your head, you've trodden this path already and know what poor results this approach yields. So, how do you get in front of the right buyers to improve your chance of success?

The companies we've helped spent their time in the wrong places. They cast a wide net across multiple channels in the hope they would attract the right customers by playing a numbers game. Hope is not a strategy.

Instead of jumping from channel to channel, and platform to platform, in the vague hope of striking gold, invest your time wisely.

**TASK: Review your customer base. Look at those who engaged easily, then go back a step to see where you found them and what actions you took to win their trust.**

### #4 Create a process

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Do you want to be consistently good at sales? Then you need a clear and simple process to manage your work. That's presuming you've identified your customers' needs and established your 'hunting ground'.

Documenting and following a predefined process will ensure you deploy the right message or asset at the optimal point in the sales process.

**Here are seven actionable examples:**

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1. Send 20 new meaningful LinkedIn connections daily
2. Engage them by adding value (a relevant blog post)
3. Follow up in two days to find out if your efforts were successful
4. Ask permission to add connections to your mailing list
5. Continue to add value throughout the relationship
6. Set up calls to explore your prospects' needs
7. Send proposals and start winning clients



This process has been oversimplified. Each stage should have a corresponding template or prompt that explains the next step needed to move your customers through the sales funnel.

**TASK: Using a spreadsheet, work left to right, documenting all the actions needed to engage a prospect. This is the first iteration of a customer pipeline.**

Like Posts	Connect on LinkedIn	Shared Blog	Got Blog Feedback	Added To Mailing List	Set up Discovery Call	Send Proposal	Deal Won
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## #5 Measure Everything

So, you've identified the problems you solve, who you solve them for, and know where your customers hang out. You've also got a robust process in place that tells you which steps to take, when, and how.

But is it all working? The only way to know for sure is to look at the hard data. That will help you adapt your strategy, hone your craft, and skyrocket your conversion rates.

Let's use a real-world example. You won a client on the back of a strong proposal and sales pitch. Go back a step and break down what you did into discrete steps. Itemise this approach and repeat it again. Then keep on refining until it's as perfect as it can be.

Use this process often to keep track of which stages in your sales pipeline yielded the best results, to work out how many proposals you're sending off the back of discovery calls, plus any other lead generation processes you run.

At Second Voice, we're often asked to train sales teams to generate more appointments. When we dig deeper, we often find it's the conversion rate further down the sales funnel that's the issue. Not the volume of appointments being booked

The takeaway from this? Diagnose your issues before you try to resolve a problem that isn't there.

**TASK: Spend time at the end of each day or week analysing your performance at each stage of the sales cycle. Let the data inform your next move.**

[Book your free 45-minute consultation](#)



# The 3 Biggest Mistakes

## Mistakes

### Made By Small Business Owners And How To Avoid Them

Even seasoned entrepreneurs make mistakes. The key to succeeding is recognising those errors and putting strategies in place to prevent them from happening again. Companies that fail to spot warning signs early on are creating a potential money pit that could cause financial woes further down the line.

So what are the three biggest mistakes business owners make and what steps can you take to future proof the enterprise you've invested so much time and effort into creating?

Without further fanfare, here are the top issues we've encountered and solved for our clients - and can solve for your business too.

#### #1 Stop Pushing Features

You're probably wondering why. After all, a feature provides more information about a product or service. And, in this information-driven age, data is king. So why wouldn't you want to provide your target audience with a three-dimensional view of what you're selling?

Here's why. A feature is an attribute. Imagine you're selling a product. You might want to tell your target audience how big the item is, what material it's made from, or how it works. But ask yourself: will your customers buy your product because it's a certain colour, size, or weight? Probably not.

One of the three most common mistakes business owners make is confusing features with benefits.

## What exactly is a benefit? Here's an example

A pharmaceutical company has created a brand new migraine tablet it wants to sell over the counter via nationwide retailers. The product is coated in gelatin, can be used for three days, and there are 12 tablets in each pack. These are all examples of features because they provide more information about the drug.

The tablets work within an hour, providing relief from debilitating headaches that might otherwise prevent someone from going about their daily business. This is the benefit. The customer can carry on living a normal life - instead of being trapped indoors.

Does this mean you shouldn't promote features? Not at all. But they should be clearly linked to the benefits of your product or service. Taking the above case as an example, the following line of copy would work well: 'Our market-leading drug is safe to use, works fast, and has been designed to help you get on with your day.'

**TASK: Try it for yourself. List out the features of your product or service in one column and the benefits in the other - then create a sentence to one like the example above and which blends both together, ensuring you are always directly solving a customer problem**

## #2 Are you over-relying on your network?

Networking works. But relying solely on a group of existing contacts to introduce you to new opportunities - or buy from you directly - will inhibit your growth. Spreading the good word about your business as far and wide as possible should be your aim - which means broadening out your sales strategy to include multiple approaches.

Does this mean dropping networking altogether? Absolutely not. You should use every method at your disposal to improve brand exposure and reach more customers. What we are proposing are additional methods you can use that won't just win you more business but also increase the scale of your network.

Here are three ideas you can implement immediately and which involve zero or minimal investment.





## 1. Join groups and forums

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Groups and forums are a great way to engage with prospects on a more personal level. You can get to know potential clients without all that hard selling - and spot trends by watching the threads. This will give you deeper insight into customers' buying behaviour so you can adapt accordingly.

## 2. Master your email marketing

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If you own a website, you may have a newsletter. If you don't, create one and ask people to subscribe to it. Collect your prospects' email addresses and use them to build awareness of your brand and products or services. This will build credibility and establish rapport with your audience - who will be more likely to think of you instead of your competitors when the time comes.

## 3. Join a virtual networking group

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Depending on your existing network won't help you scale new heights. But expanding your portfolio of contacts will increase your chances of winning more referrals or developing relationships with specialists who can add value to your business.

That's why virtual networking groups are worth joining. They comprise professionals from across a range of industries and seats are usually exclusive. This means you'd be the only person in your profession in that group.

Just think. No competition. Instead, just unrivalled access to like-minded business owners who want to help you grow - and benefit from your expertise and network connections too.

**TASK: Commit to using a new sales channel: email, a social media platform, or something similar. Track engagement to determine how successful this tactic was. Should you carry on, adapt, or use a different strategy?**



## #3. Are you getting complacent?

When you launch a business, there's that unquenchable hunger to succeed. You want to fill your sales pipeline with leads and convert as many as you can into solid profits. Scaling, reputation building, and surpassing your competitors consumes every living moment and you have no qualms burning the midnight oil to achieve your goals.

Then things start to fall into place. Your strategy is working. Customers are buying. The business is growing. You start maintaining instead of building because your lead pool is brimming over. Why fix what isn't broken?

You know where and how to target your customers. Your price points are spot on and your brand name is the first one on your customers' lips when they need to buy what you're selling. That is until they stop coming to you.

### **They stopped coming because:**

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- You ceased promoting your business to new customers because you had enough business
- You slowed the pace and gave your rivals a prime opportunity to out-accelerate you
- You took your finger off the pulse and stopped looking at industry trends
- You checked your sales pipeline less often for dips and inefficiencies

Never stop being curious. Keep checking the validity of the platforms you're using by looking at key engagement metrics - then amend your strategy accordingly.

Continue being visible too. If your customers know you're there, then your competitors do too. Don't give them even an inch gap to squeeze through.

Do all these things and your sales pipeline will never be empty

**Take the next step with a free consultation**



# 3 Insider Secrets

## Which Will Help Grow Your Sales Pipeline In Just 3 Weeks

A healthy sales pipeline creates a steady flow of opportunities you can capitalise on to scale your business. But what happens if lead volume drops off? Fear of plummeting profits might drive you to offer bargain-basement discounts or rush out marketing content not fit for purpose. This can damage your brand image - creating a problem that needs to be fixed (and which takes you away from the important job of generating leads).

If your sales pipeline has dried up - or isn't filling up as fast as you'd like - you'll be keen to rectify the problem as soon as possible. Would you believe us if we told you this was achievable in just three weeks?

Well, it is. And here are three simple steps you can take to achieve your goal.

### #1 Don't be afraid to outsource

Which sounds crazy, doesn't it? Why would you want to spend money hiring someone to do a job you could handle in-house for nothing. It makes more sense to save that money and plough it back into growing your enterprise.

Here's the problem. Doing it yourself doesn't save you a penny. Time is money. This means every second spent on a project you could have assigned to an expert is profit deducted from your bottom line. Are you sure you don't want to outsource?

Here are three steps you can follow to determine whether outsourcing is the right solution.

## Is learning the task a viable option?

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Pretend you need to build a new landing page for your website. To do this, you'll need prior experience of using a content management system like WordPress - and a strong knowledge of HTML. Otherwise, the learning curve will be steep and the finished product might not look or perform as expected (which could damage your sales pipeline).

## How much am I worth to my business?

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Assuming you have the skill sets needed to build a new landing page, how long will it take you? If it will entail two days and you're worth £500 a day, it would make sense to hire a specialist who could do the work in half the time. Not only would you 'save' £500 - you'd have time to work on generating profitable leads for your sales pipeline.

## Am I set up to work with freelancers?

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The process must flow for it to work. Do you have a system in place to deliver a comprehensive brief, support the specialist in event of questions, and do you have a clear idea of what 'good' looks like? If the answer to these questions is no, create this system first. Otherwise, you'll waste more time managing the freelancer than if you'd done the work yourself.

## #2 Automation Rocks

Although you start off with the best of intentions, other tasks demand attention. This means you forget - or have no time - to post on social media, send that all-important marketing email, or work on other important lead generation tasks.

Automation is a powerful solution. It minimises the need for manual intervention and speeds up the content process - which can be time-consuming for humans (but less so for machines that never suffer from burnout).



## Hootsuite

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**Hootsuite** is a SaaS platform that lets businesses manage their social media accounts via one easy-to-use app. Apart from letting you plan and schedule your content, the platform also identifies opportunities for engagement you might otherwise have missed. If you want to max out your sales pipeline, this tool could be an indispensable asset to your growing business.

## HubSpot

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HubSpot offers a variety of tools designed to help businesses optimise the buying journey to create a consistent flow of leads within their sales pipeline. These services - called hubs - include a CRM management system that makes organising and tracking your leads easier.

### You can also use HubSpot to:

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1. Nail your SEO strategy and drive more traffic to your website
2. Improve how you interact with prospective customers
3. Create engaging blog content for your business
4. Write and deliver persuasive email sequences

Some features are free. Others you need to pay for. But investing in a platform like HubSpot might prevent you from missing prime opportunities due to increasing workloads and other day-to-day distractions.

## ActiveCampaign

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This lesser-known platform is an all-in-one sales, marketing and process automation tool (not unlike HubSpot) that comes armed with all the features that your business needs to boost customer engagement. By integrating your CRM, lead generation and internal process automation, you'll be able to access all the information you need in one simple location.

**ActiveCampaign** isn't free. But as with other automation tools mentioned in this ebook, you need to ask yourself whether investing in a platform like this will improve and speed up your sales cycles by removing manual effort from the process.



## #3 Give Before Expecting To Receive

Your customers will need some convincing before parting with their hard-earned cash. That's why you'll need to give them something for free first. Something of value that will show you're not just after a quick sale and instead care about their welfare.

### Write a blog

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But not just any blog. Write about a related topic your customers might be interested in and need help with. An insurance broker might decide to talk about the different types of life cover available and the corresponding pros and cons of each.

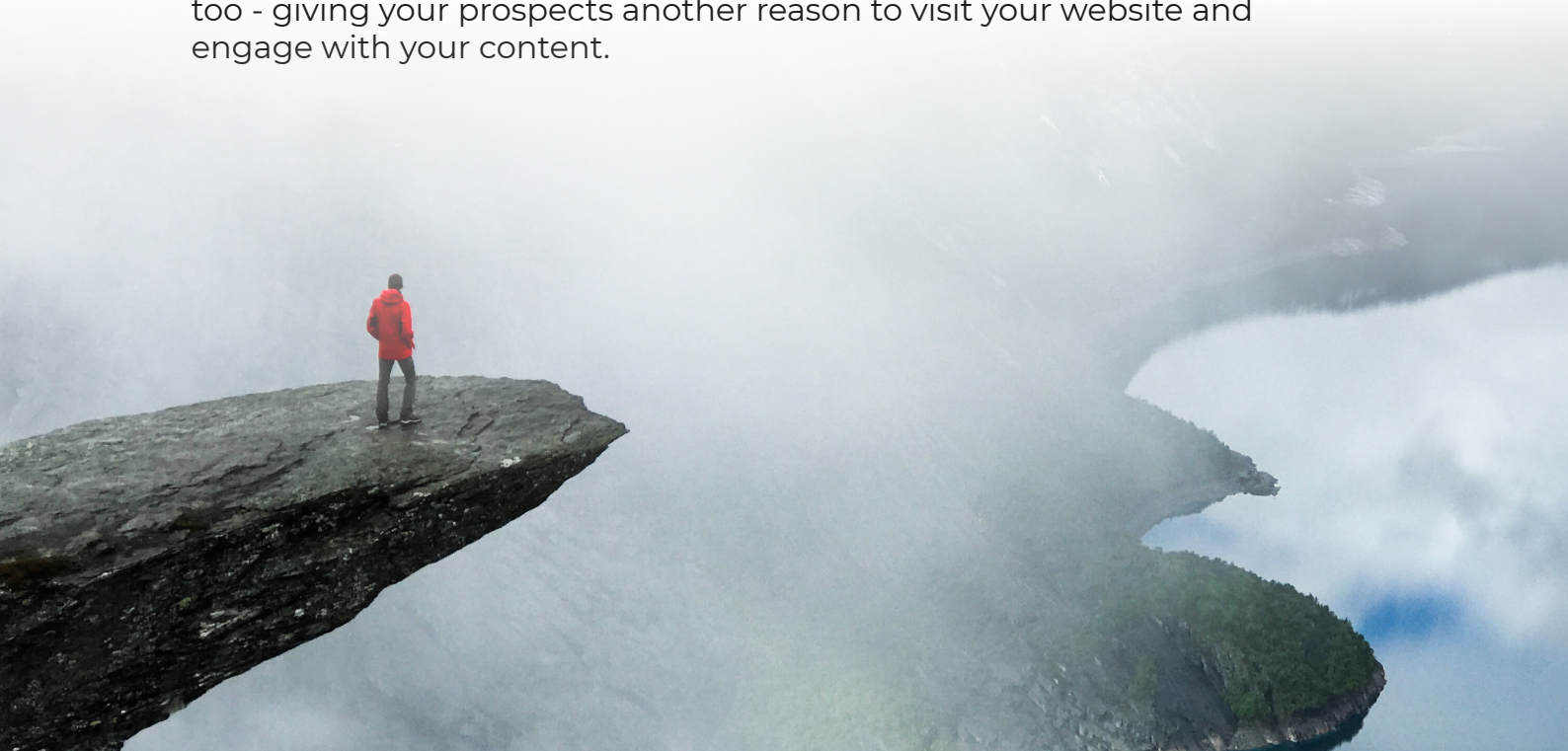
Other than a gentle invitation at the end to learn more, this blog will educate the reader - empowering them to make a more informed decision when buying their life insurance. The customer will appreciate this and be more likely to buy from the broker in question.

### Create an ebook

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This ebook is a case in point. We've created a free resource packed with hints, tips and tasks designed to help you consistently fill your sales pipeline. Although we'd love you to book a consultation with us, we're not actively selling to you. You can take the points covered within these pages and implement them yourself without anyone trying to persuade you otherwise.

An ebook needn't be long, either. It's all about the value the resource delivers to your customers. It will function very effectively as a lead magnet too - giving your prospects another reason to visit your website and engage with your content.



## Use video content

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Customers are more likely to buy or take the next step when watching a video. Think of content like this as a window into your world that gives prospects a candid view of your business without the usual bells and whistles. This is your opportunity to talk to them directly as a living embodiment of your brand.

As with any other content, don't oversell and instead give your audience something they can actively use. It could be a tip. A link to a free resource. Perhaps a free trial or sample. Anything to pique interest and build trust.

## You could do it all yourself, but...

Do you have the time and expertise? Running a business means wearing many hats. Do you really have time to put on another? Going back to the point made earlier, sometimes it makes sense to hand the task to a specialist with the knowledge and experience to get things right the first time around.

With that in mind, why not **book your free 45-minute consultation** with us right now. If you like our approach, we'll devise a plan tailored to the needs of your business and which will consistently fill your sales pipeline with high-quality leads.

