



INFLUENCER

— SALES —

ONLINE INFLUENCER SALES WORKBOOK

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The Action Planner

These are the things I learned that I would like to start incorporating. At the end of the class I will commit to completing two or three within the next 30 days. To help you remember how complex or important each item is, you should rate them by priority –

P4 – Good idea, do sometime

P3 – Good idea, do soon

P2 – Great idea, do sometime

P1 – Great idea, do now!

ITEM	URGENCY / COMPLEXITY

These are my top 3 goals for the next for for the next 30 days:

1. _____
2. _____
3. _____

Evolution of Sales

_____ % of all interactions between B2B will be executed without a human.

Projected job losses by seller type:

_____ % Order Takers

_____ % Explainers/Hunters/Warriors

_____ % Navigators (nurtures, relationship builders)

_____ % Consultative

Definition of Consultant – Gives expert advice or service

Definition of an Influencer – Perceived as the expert, able to use that expertise to change the way others behave. The power to effect purchase decisions due to their knowledge, authority or relationship.

Goals for this class:

1. _____
2. _____
3. _____
4. _____

Our Buyer's Journey

Three Types of Buyers:

Visionary: _____

Utilitarian: _____

Customer in Crisis: _____



Notes:

Influencers Can...

[illegible]

Sales & Marketing Conversion Formula

Sales and Marketing Conversion Funnel Formula

$$L \times C \times S \times F = GP$$

L = _____
C = _____
S = _____
F = _____
GP = _____

Some examples:

Leads = _____
Conversion Rate = _____
Sale = _____
Frequency = _____
GP = _____

Now double any one component:

Some examples: _____
Leads = _____
Conversion Rate = _____
Sale = _____
Frequency = _____
GP = _____

Now double all components

Some examples: _____
Leads = _____
Conversion Rate = _____
Sale = _____
Frequency = _____
GP = _____
Double one - _____ growth- _____
Double all - _____ times growth- _____



Influencers Can...

What influencers do you know?

Fashion? _____

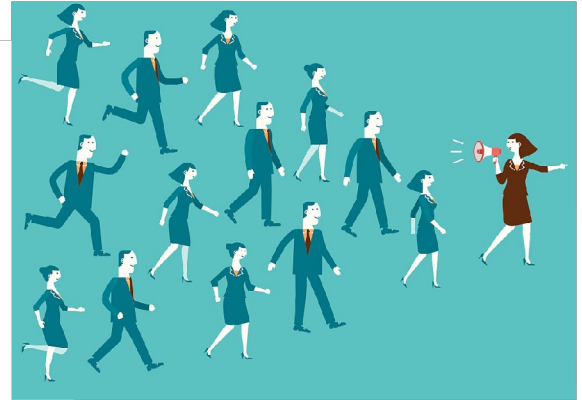
Money? _____

Travel? _____

Training your pet? _____

Your health? _____

Your next car? _____



Describe the influencer you know who you would go to for advice about work, money, marriage, etc.

What are typical influencer behavior traits?

INFLUENCERS make it easy to find, value and trust them.

Influencers...



KNOW THEIR
AUDIENCE



EXPERTS IN
THEIR
DISCIPLINE



COMMUNICATE
THAT EXPERTISE
THROUGH
SHARING THEIR
KNOWLEDGE



TRUSTED – THEY
ARE NOT TRYING
TO SELL YOU
SOMETHING



CLEAR – NOT
CONFUSING



HELPFUL –
THEY ARE ON
YOUR SIDE



CREDIBLE –
YOU BELIEVE
THEM



VISIONARIES –
THEY HELP
YOU SEE THE
FUTURE

Influencer Sales Strategy - Why

Agenda - Our Buyer's Journey

3 Types of Buyers

- **Visionary:** Improve their life
- **Utilitarian:** Complete a task
- **Customer in crisis:** Need a solution



INFLUENCER
— SALES —

Notes:

Buyer Personas

B2B: _____



Role? Responsibility _____

Goals _____

Challenges/Pain Points (Internal and External) _____

Change Drivers & Inhibitors _____

Information _____

INPUT SAMPLE:

B2C: _____

Buyer Personas

B2C:

BUYER PERSONA – B2C: HOW TO BUILD YOUR OWN



Background Demo:

Finances:

Hopes and Dreams:

Worries:

Influencers:

Buyer Personas

	MILLIE DAVIS SMALL MEETING PLANNER
ROLES/ RESPONSIBILITIES	CHALLENGES AND PAIN POINTS
HR Manager, manages 1 person In charge of hiring for 25 various positions Responsible for training – mostly compliance, ADA, plus leadership, Accountable for turnover rates and employee lawsuits Manages a training and HR budget	EXTERNAL Wage law changes Competitors stealing good employees, technology changes – need to increase training? Internal New leadership brings on new expectations, employee anxiety Shifting priorities of managers – every manager has a different need, Bad managers making employees unhappy, quit
GOALS / OBJECTIVES	CHANGE
Annual turnover – must keep down Fill positions within 45 days Avoid law suits Create happy and engaged employees Stay within budget	DRIVERS Price increases, No availability at hotel Complaints from meeting attendees, Problems with parking INHIBITORS Long history – easy to rebook Confidence in <u>sales person</u> – worked together awhile, some loyalty, Loves our chef
	INFORMATION SOURCES
	SHRM (Society for Human Resource Managers) HR.Com LinkedIn HR Groups HRIS system vendors help educate

NOTES:
