



# INFLUENCER

— SALES —

ONLINE INFLUENCER SALES WORKBOOK

[www.influencer-sales.com](http://www.influencer-sales.com)

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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:

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# 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? \_\_\_\_\_

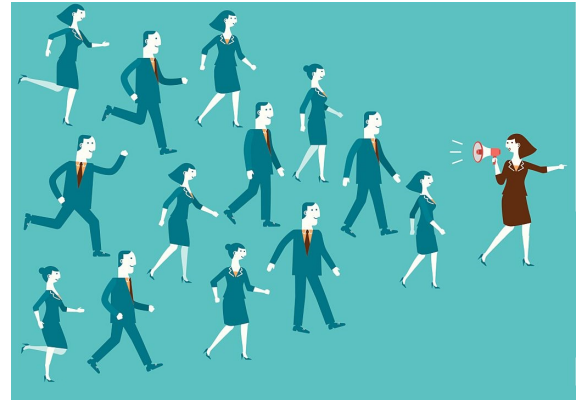
Money? \_\_\_\_\_

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.

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## What are typical influencer behavior traits?

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**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:

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# Dream Phase

## Intro Notes:

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## Strategy for the Dream Phase:

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## Tools for the Dream Phase:

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# Buyer Personas

B2B: \_\_\_\_\_

## BUYER PERSONA – B2B: HOW TO BUILD YOUR OWN



Role? Responsibility \_\_\_\_\_

Goals \_\_\_\_\_

Challenges/Pain Points (Internal and External) \_\_\_\_\_

Change Drivers & Inhibitors \_\_\_\_\_

Information \_\_\_\_\_

### INPUT SAMPLE:

B2C: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

# Buyer Personas

B2C: \_\_\_\_\_

## BUYER PERSONA – B2C: HOW TO BUILD YOUR OWN



Background Demo:

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Finances:

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Hopes and Dreams:

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Worries:

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Influencers:

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# Buyer Personas



**MILLIE DAVIS**  
SMALL MEETING PLANNER

**ROLES/ RESPONSIBILITIES**

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

**GOALS / OBJECTIVES**

Annual turnover – must keep down  
Fill positions within 45 days  
Avoid law suits  
Create happy and engaged employees  
Stay within budget

**CHALLENGES AND PAIN POINTS**

**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

**CHANGE**

**DRIVERS**  
Price increases, No availability at hotel  
Complaints from meeting attendees, Problems with parking  
**INHIBITORS**  
Long history – easy to rebook  
Confidence in sales person – 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:

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# Buyer Personas

To create your own buyer persona, go to <https://influencer-sales.com/buyerpersona/>

## Buyer Persona Matrix

Segment	Role	Goals	Challenges	Change Driver	Change Inhibitor	Information
Medical	Professor of Anesthesia – in charge of continuing education	To ensure that the attendees leave the course with a comprehensive understanding of the latest advances, risk mitigation strategies and anesthesiology guidelines, but also with specific recommendations to incorporate these updates into practice.	Travel rates going up making it difficult at times for her attendees to afford to travel to Boston for the course -Other courses with similar material taking place over the same time frame -Attendees preferring online courses	Service challenges -Preferred dates not available -New Course Director -Course outgrows space	Long term partnership and loyalty -Concessions -Service	CME Courses, social medical, medical conferences...
Education	3 <sup>rd</sup> party meeting planner - Sources all their meetings. From RFP Stage to contract signing stage	She is measured by her contracting skills. What is the best rate she can get for the organization and lowering the risk. Turn around time for her internal clients and being available for questions.	Cities that had pass laws that does not allow multi gender bathrooms. This has created some issues for the association to book into certain states.	CCSSO is not loyal to any brand. They look for the best rates and the space they need. Sometimes the RFP is out of space/room ratio or their pattern is during mid-week.	Time saving The best deal upfront you can offer is the best. Holly does not have time to go back and fourth.	They gather their information from government and from data collected from their attendees

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# Why LinkedIn?

Your SSI Score Today:

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<https://linkedin.com/sales/ssi>

Note: To evaluate your photo – <https://www.snappr.co/photo-analyzer>

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# Your LinkedIn Profile

## Must haves:

A headline targeted to your audience –

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Background photo

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Summary – About Me

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Media

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Activity – Update your own

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# LinkedIn – Growing Your Network



Why:

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How:

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Sample connection request

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**LinkedIn Groups**

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Why:

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How:

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# Doodly

What:

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Why:

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Notes:

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The image shows a promotional banner for Doodly. On the left, a laptop displays the Doodly software interface, which includes a timeline, a central canvas with a 3D wireframe of a building, and various editing tools. The website header features the Doodly logo, navigation links for Pricing, Features, and Support, and a prominent green 'ORDER NOW' button. The main text on the right reads 'Powerful Videos Designed to Attract Engage, & Convert' with a 'TRY DOODLY' button below it. A small cartoon character is visible in the bottom right corner of the banner.

# Explore



Offline	Online	Tools	Partners
Presentations Volunteer Associations (MPI, SHRM) Community Involvement	Create and curate targeted, relevant content to share on social networks Post comments Offer insights Join groups Grow networks	<ul style="list-style-type: none"> <li>▪ Prospecting emails</li> <li>▪ Buzzsumo</li> <li>▪ RightRelevance</li> <li>▪ Snip.ly</li> <li>▪ Lead nurturing campaigns</li> <li>▪ Retargeting</li> <li>▪ Niche placement/listings</li> </ul>	Industry Experts Marketing Revenue Management Operations CVBs/DMOs

# Share Relevant Content

Why:

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Where?

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## YOU - Thought Leader / Valuable Resource

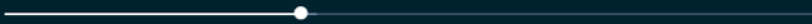
### Relevant

- Answer a common question
- Answer a business challenge
- Provide helpful insights
- Value of your destination (city)
- RARELY ABOUT YOUR PRODUCT

### Content

- Articles
- Videos
- Infographics
- Interviews
- Blogs

CREATE OR CURATE



-4:13



# Tools for the Explore Phase

YOUR PERSONA / YOUR CONTENT		
Persona Challenge or Goal	Content	Your Introduction
_____	_____	_____
_____	_____	_____
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_____	_____	_____
_____	_____	_____
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Buzzsumo:

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Right Relevance:

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## **ACTIVITY:**

Audience Pain Points:

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Article/Content/Video:

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Intro:

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# Meet Snip.ly



What:

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Why:

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Notes:

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# Influencer Explore/Prospecting Emails

## Four Components to Influencer Explore Emails

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## Strong Subject Lines:

1. \_\_\_\_\_  
Sample: \_\_\_\_\_
2. \_\_\_\_\_  
Sample: \_\_\_\_\_
3. \_\_\_\_\_  
Sample: \_\_\_\_\_
4. \_\_\_\_\_  
Sample: \_\_\_\_\_

## Make It Personal:

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## Clear and Concise:

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## Call to Action:

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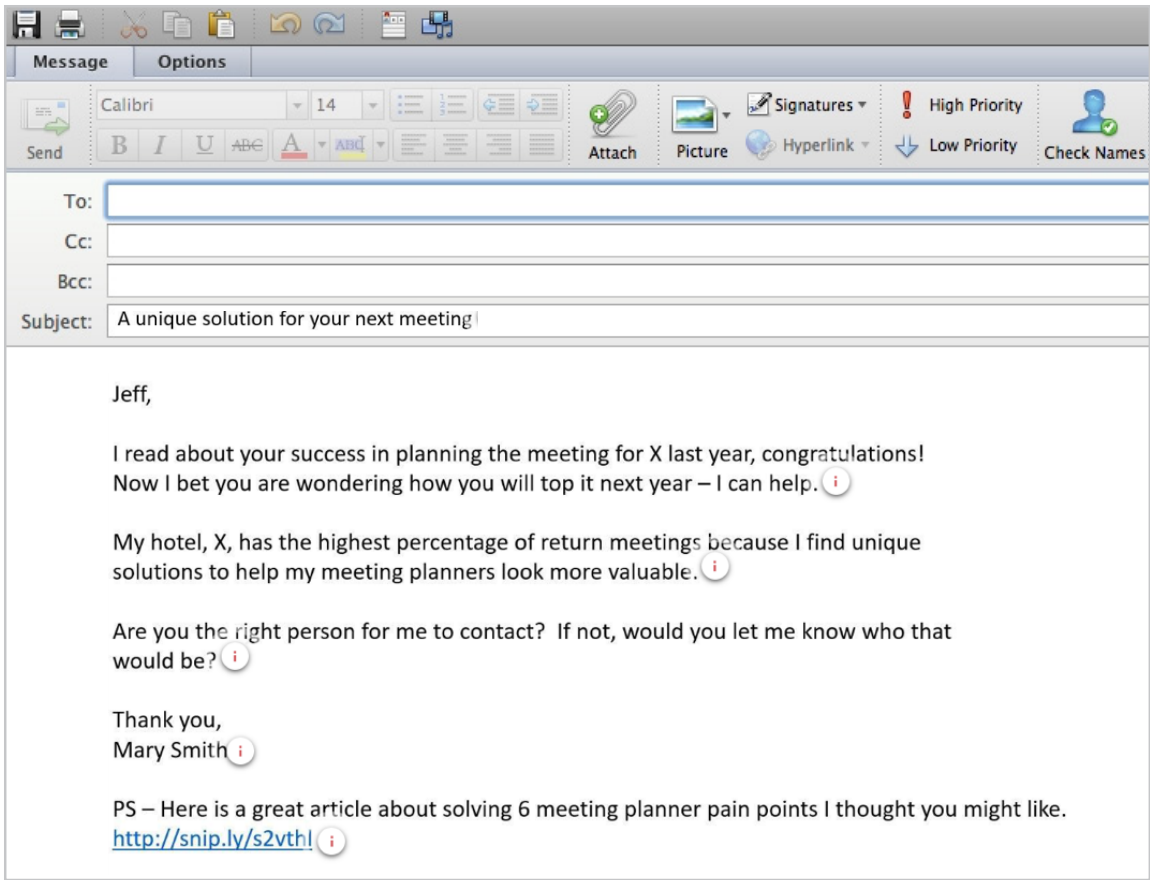
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## Thought Leadership:

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# Build an Influencer From Scratch



Notes:

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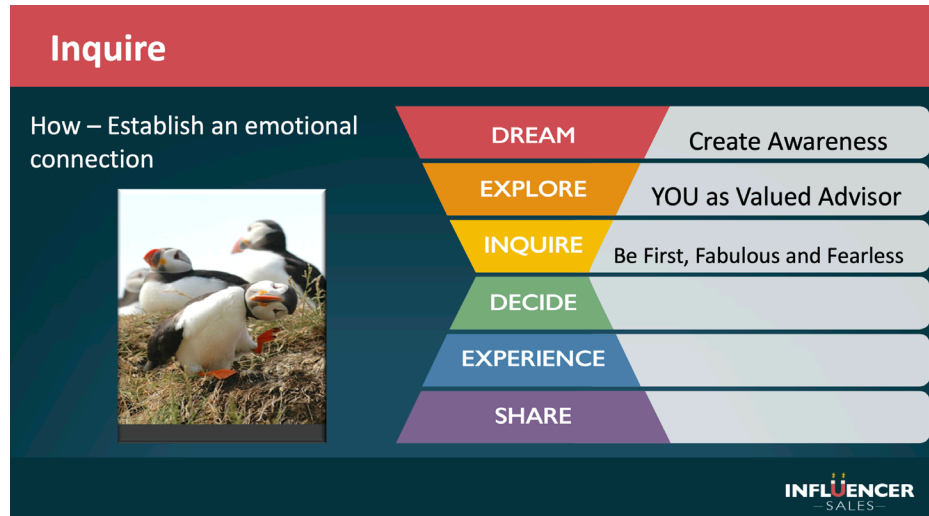
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# Inquire Phase



Offline	Online	Tools	Partners
Sales office systems designed around customers Strong competitor knowledge Great phone presence Knowledgeable front desk	Unusual response templates for email inquiries – personalized Storytelling videos and images that can draw people in	<ul style="list-style-type: none"> <li>▪ Calendly</li> <li>▪ Lumen5</li> <li>▪ Adobe Spark</li> <li>▪ Storytelling</li> <li>▪ Inquiry Templates</li> </ul>	Marketing, Operations, Revenue Management, GM, Owners, Brand

Notes on Sample Email Inquiry:

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What could have been better?

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What was good?

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# Inquire Phase

How to be first???

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How to be fabulous?

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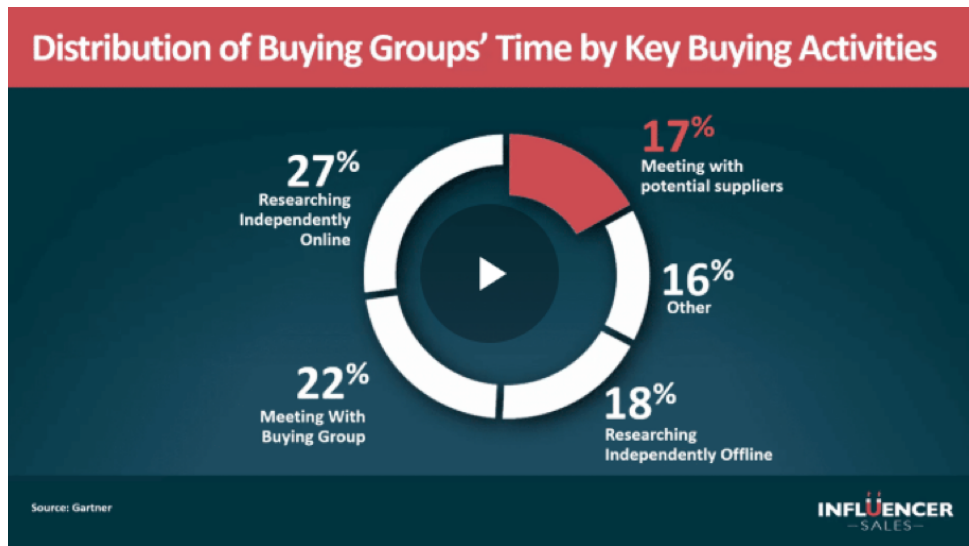
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How to be fearless??

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Why is digital important?

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# Crafting Your Story

Act One – The Before:

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Act Two – Overcoming obstacles

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Act Three – The After:

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Four Parts to our Hero:

1. 

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2. 

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3. 

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4. 

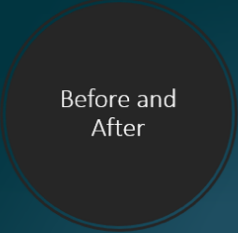
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Describe their lie/ghost:

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What	Before	After
Have	Chaos	Order
Feel	Stressed	Relaxed
Average Day	Too much to do	Accomplished
Status	Bottom rung	Elevated
Goal	A Break/Nap	Famous Event

Who or what is the villain?

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# Crafting Your Story

Help Visualize the Future

You must speak to a specific problem or desired end result.

Make a specific promise.

Give a specific example.

Offer a specific shortcut.

Answer a specific question.

Deliver a specific package.

What proactive next step can they take to reach the result?????

Star Wars Notes:

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# Crafting Your Story

Our Worksheet (STORY CHECKLIST)

## WORDS

<input type="checkbox"/>		What is your objective? Desired outcome?
<input type="checkbox"/>		Who is your hero?
<input type="checkbox"/>		Before - What is their lie? Ghost? Want?
<input type="checkbox"/>		Who is the villain?
<input type="checkbox"/>		What obstacles are presented?
<input type="checkbox"/>		How will you help them?
<input type="checkbox"/>		What does their future look like?
<input type="checkbox"/>		What proactive next step should they take?

## VISUALS

<input type="checkbox"/>		Set the scene – Gain Attention
<input type="checkbox"/>		Represent the Villain
<input type="checkbox"/>		What Obstacles?
<input type="checkbox"/>		How can we help?
<input type="checkbox"/>		What does our hero's future look like?

Tools:

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Lumen5:

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Adobe Spark – Landing Page

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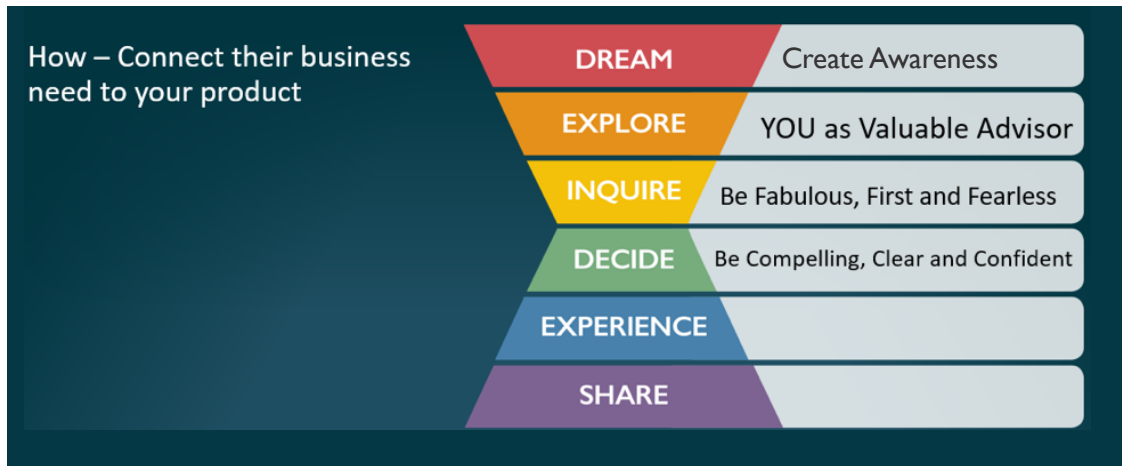
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Adobe Spark – Video

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# Decide



Offline	Online	Tools	Partners
Communicate differentiators clearly, Use words that persuade, Understand business needs Have advocate list to refer	Compelling Proposals Case Studies Visuals Product Videos Social Proof Client testimonials	<ul style="list-style-type: none"> <li>▪ Proposify</li> <li>▪ Grammarly</li> <li>▪ Hemingway App</li> <li>▪ Readability</li> <li>▪ Infographics</li> </ul>	Marketing, Operations, Revenue Management, Past clients, destination partners

Business Writing Today:

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Target grade level:

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Why? Fast/Slow thinking:

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**MATH PROBLEM:**

Between you and your friend, you have \$1.10  
 You have exactly \$1.00 more than your friend.  
 How much money do you have? \_\_\_\_\_

# Decide

Writing Simply Notes:

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Business Writing Tools:

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Readability:

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Grammarly:

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Hemingway App:

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**WORDS THAT SELL** (Fill in examples)

Set parameters

Assign labels

Seat the small stuff

YOU (your customer's name)

FREE Matters

Because

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# Decide

## The Influencer's Response:

Empathize \_\_\_\_\_

Assure \_\_\_\_\_

What \_\_\_\_\_

Why \_\_\_\_\_

25% Logic, 75% Emotion

## Decide

Will my guests be taken care of?

I know how stressful planning a meeting with so many moving parts can be. (Empathy)

Fortunately, we are really good at complicated meetings and we will take great care of your guests. (Assure)

All 3 of the staff members will work with have all been here longer than 5 years. (What)

So they have the experience necessary to make sure the entire event runs perfectly. (Why)

INFLUENCER  
SALES

Notes:

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Try your own:

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Question:

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Your Response:

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# Decide

Empathy: \_\_\_\_\_

Assure: \_\_\_\_\_

What: \_\_\_\_\_

Why: \_\_\_\_\_

What if the answer is no?



Empathize: I understand that having an easy option for dinner is important.



Assure: Your people have spent all day working and the last thing we want to do is force them to get in their car and drive to find a meal.



What: While we do not have a restaurant onsite, we do offer restaurant delivery from over 40 restaurants in the area



Why: So not only do they not have to drive, they can also eat whatever they want!

Notes:

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Additional tools – speaking presentations – ORAI

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# Experience



Offline	Online	Tools	Partners
Clear information communicated in fun, vibrant ways that educate the guests on the hotel amenities and services and nearby points of interest. Gracious and knowledgeable staff willing to share.	Relevant info shared about property per-arrival and during stay Facilitating easy social sharing	<ul style="list-style-type: none"> <li>Goosechase</li> <li>SMS</li> <li>OutakesHQ</li> <li>Instagram</li> <li>LinkedIn Groups</li> <li>Onsite props for social sharing</li> <li>CRM</li> </ul>	Marketing, Operations, guests, area attractions, restaurants and shops

Notes on the strategy:

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How to build value in the relationship?

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Help to capture memories to share:

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# Share Phase



Offline	Online	Tools	Partners
Convey personal appreciation Ask for referrals at multiple touchpoints	Digital/visual reminders of their great stay Follow up nurturing Ask to share content on your behalf Referrals	<ul style="list-style-type: none"> <li>Influitive</li> <li>US Mail</li> </ul>	Marketing, Brand Loyalty Program, CVBs, DMO's Operations

How much more valuable are our advocates?

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Questions to ask yourself around your most loyal customers:

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Are they advocating for you today? How?

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# Share Phase

Are they advocating for you today? How?

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When is the last time you asked them for a referral?

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Who owns the relationship with them?

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What might they be willing to do to help you?

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When is the last time you engaged with them?

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# Wrap Up

## Build an Influencer from Scratch



## Sample Influencer Sales Checklist

### Weekly

- \_\_\_\_\_ Add 5 new LinkedIn contacts to network
- \_\_\_\_\_ Share 1 article on LinkedIn for my market – using snip.ly
- \_\_\_\_\_ Engage with 3 LinkedIn groups (leave comments, ask questions)
- \_\_\_\_\_ Send out 5 prospecting emails
- \_\_\_\_\_ Collect referrals and testimonials from one in house guests/group

### Monthly

- \_\_\_\_\_ Update proposal language – incorporate EAWW language
- \_\_\_\_\_ Update/create one adobe spark video to send out with inquiries
- \_\_\_\_\_ Create or find relevant content to share on social outlets
- \_\_\_\_\_ Check Influencer Sales Resource page for any new info
- \_\_\_\_\_ Share best practices with team
- \_\_\_\_\_ Add new case studies/testimonials to collateral

# Wrap Up

## Sample Influencer Sales Checklist

### Quarterly

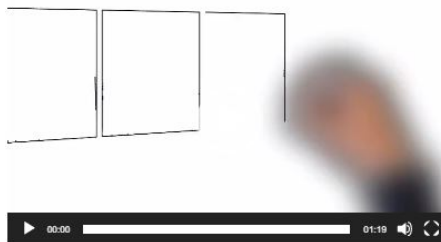
- \_\_\_\_\_ Communicate customer needs to marketing (from buyer persona)
- \_\_\_\_\_ Review inquiry response process – how quickly are we responding? Are we first and fabulous?
- \_\_\_\_\_ Plan ongoing in-house guest promotions – to collect photos, reviews, referrals
- \_\_\_\_\_ Ongoing – How can we expand our influence?

Tools: Trello

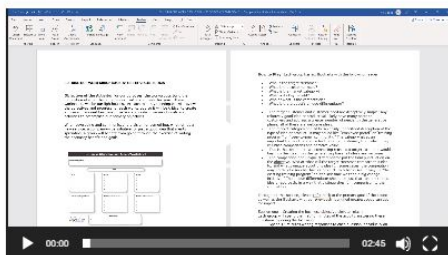
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## Your Resource Portal: [Bit.ly/isresourceportal](http://bit.ly/isresourceportal)



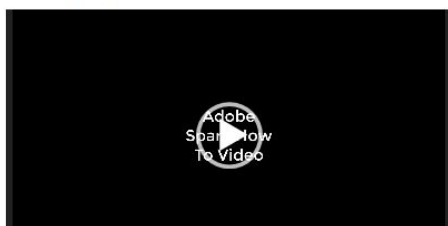
Readability How To Video



How to Create a Doodly



Adobe Spark How To Video



Introduction to Snip.ly



### Join our social networks:

Facebook - <https://www.linkedin.com/company/influencer-sales/>

LinkedIn - <https://www.linkedin.com/company/influencer-sales/>

# The Action Planner

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**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. \_\_\_\_\_