

The Clueless Company

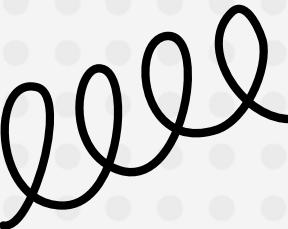


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HOW TO WIN AT SALES?

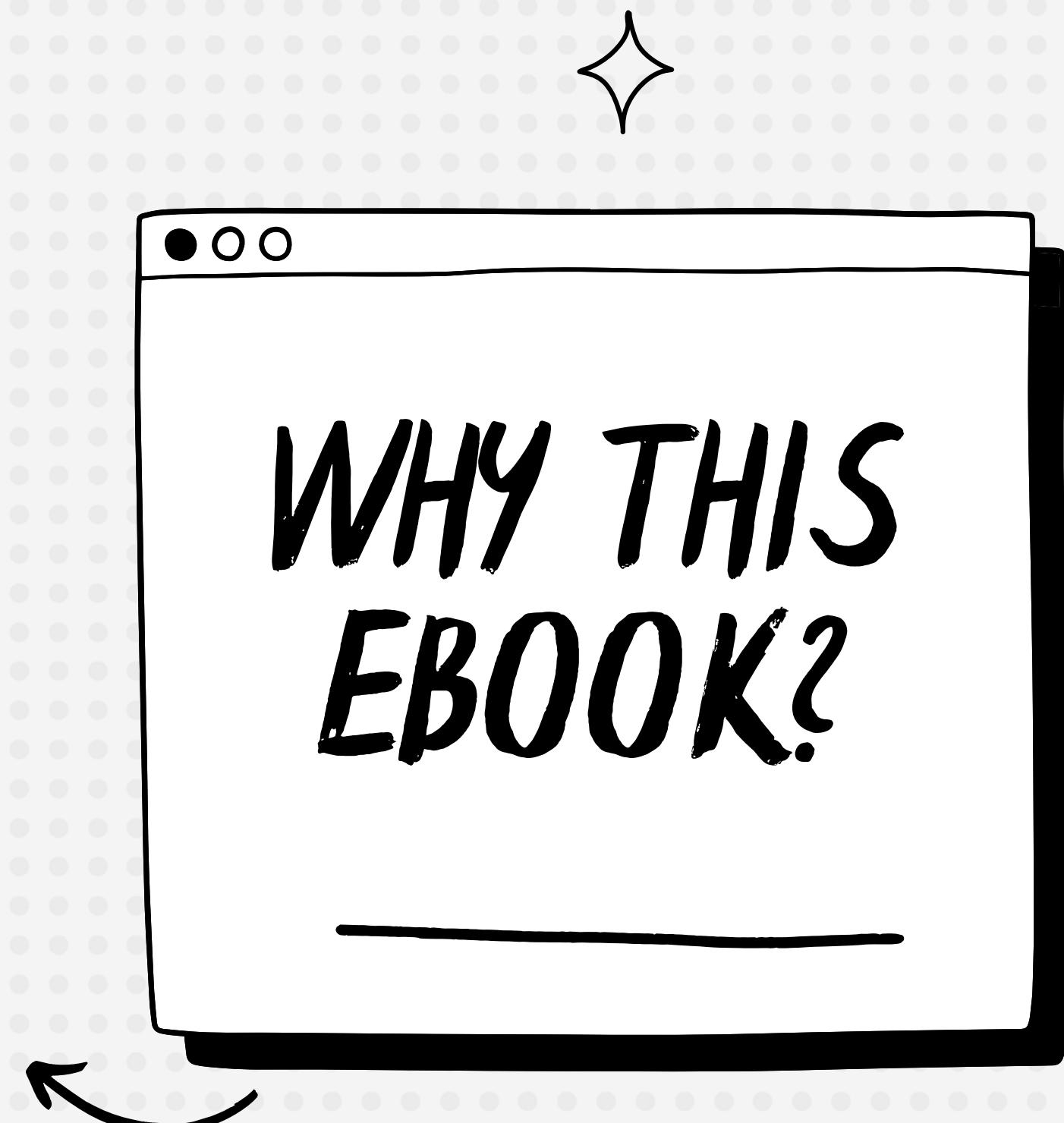
Created by
The Clueless Company



This e-book aims to serve as the go-to guide
for your daily sales problems.

It contains sales tips for everyone -
Sales executives, managers, entrepreneurs; no
matter in a startup or an established business.

This e-book can tremendously increase your
chances of hitting your targets and help you
establish a relationship with your customers.





Why do I need these tips?



- ✓ Are you someone who finds it hard to follow up?
- ✓ Do you often not get a reply from your prospect?
- ✓ Do you struggle looking for the best sales practices?
- ✓ Are you starting your journey as a sales representative?
- ✓ Are you running a sales department?
- ✓ Are your prospects often not happy with you pitching?

WHO CAN USE THESE TIPS?

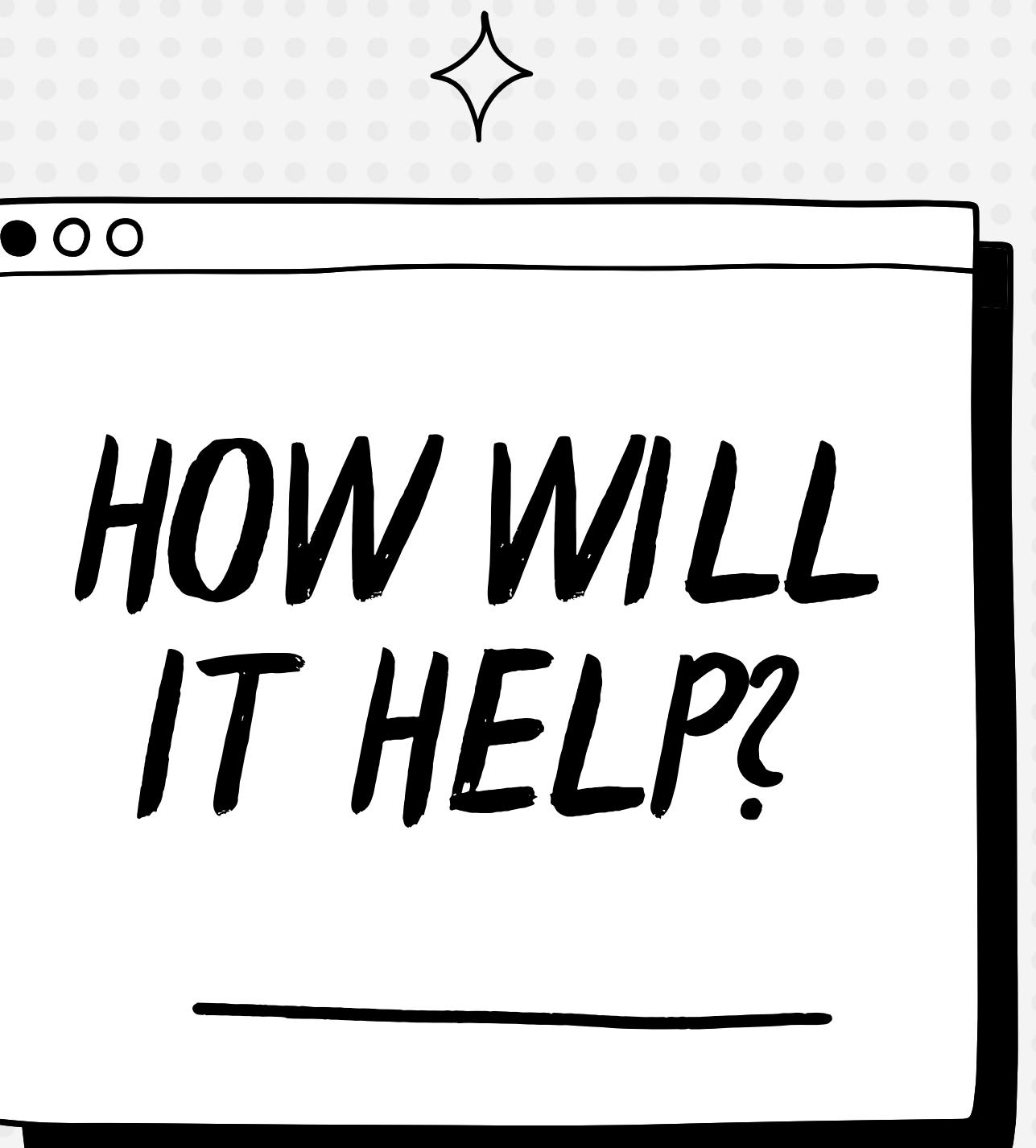
If your answer to any of the questions above is yes, then this e-book is for you.



So, this e-book will not close 100s of sales for you. IT IS A MENTOR, NOT A SLAVE.

It won't work if you don't work.

These tips will help you improve your process of communicating with the lead, pitching your offerings, nurturing them and then following up to close the sale.





best marketing agency



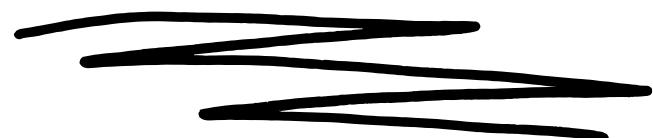
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HOW TO USE IT?



Here comes the interesting part.

Get yourself a pen and paper as you'll need that here.

STEP 1

Let's take a closer look at the process you follow to reach out to a lead and close a sale.

Write down clearly what steps you take and at each step mention the success rate.



top B2B sales consultants



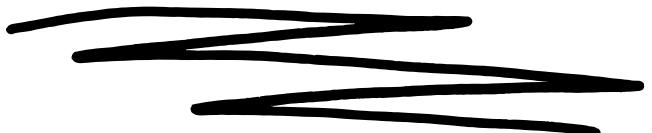
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HOW TO USE IT?



Try calculating this with your industry stats, and see how leads get filtered out.

FOR EXAMPLE

Reaching out to leads: 100%

Getting a reply: 15%

Call or demo: 50%

New replies after follow ups: 10%



meme marketing experts



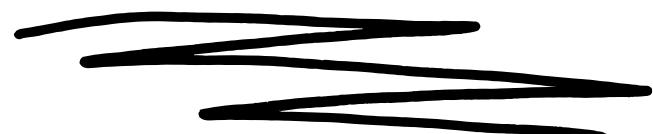
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HOW TO USE IT?



It is only after this task, that you should approach the tips.

STEP 2

Now that you know the success rate, it's easy to look for the problems that might have decreased it.

Jot down the details.



#1 CX consultants for B2B



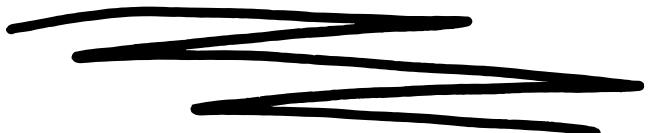
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HOW TO USE IT?



Last step before the tips start,
promise!

STEP 3

Why?

It is only when you have the right questions, that you're able to find the right answers.

So, we are finally in a position to move forward to the tips.



13 SALES TIPS TO MAKE YOU A BETTER SALESPERSON

By Mehul Fanawala

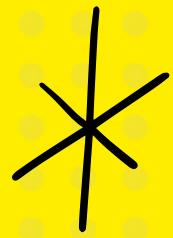
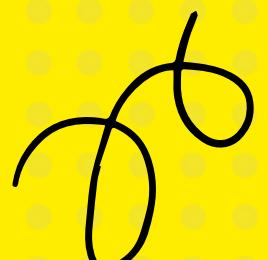
#1

LEAD FIRST



Always put the prospect/lead first and not you or your company.

Especially when you are sending the first email.



EXAMPLE

For the subject of an email or a meeting invite, follow this.

DON'T

Mehul <> Alex - The Clueless Company Intro

DO

Alex <> Mehul - The Clueless Company Intro

•••

EXAMPLE

Ryan <> Mehul - The Clueless
Company Intro

•••

WHY?

The majority of the emails are first seen on mobile. Hardly 5-7 words of subject line are visible on an average.

•••

NOTE

This is for the lead who has inquired with you.

#2

BE CRISP WITH THAT SUBJECT LINE



The subject line should be short, simple, and meaningful to help the recipient understand the purpose clearly without much effort.

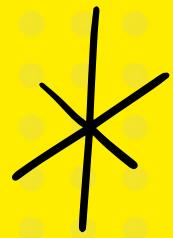
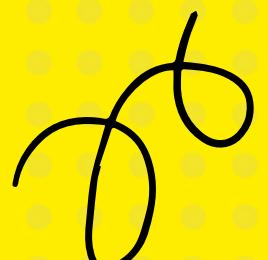


#3

PERSONALIZE



When you address a person by their name, they feel you know them.



EXAMPLE

"Good day James" or "Dear James" or
"Hi James"

NOTE

Just use a person's first name and not the full name.

P.S

Mehul's favorite is "Good day James".



•••

NOTE

Don't forget that no one has the time to read your sales pitch in an email.

•••

P.S

My emails hardly go beyond 4-5 sentences.

#4

WRITE AN EMAIL, NOT AN ESSAY

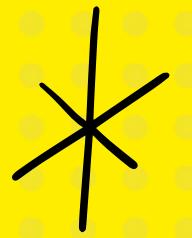


As mentioned in Tip #2, the majority of the emails are first viewed on mobile.

So, they should fit the screen without scrolling.



#5

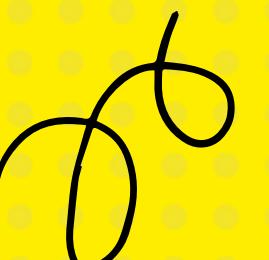


SIGN-OFF PROPERLY



Have a proper signature.

Include your designation, contact number, Google Chat or Skype ID, and LinkedIn profile link.



•••

WHY?

This will help them reach out to you easily.

•••

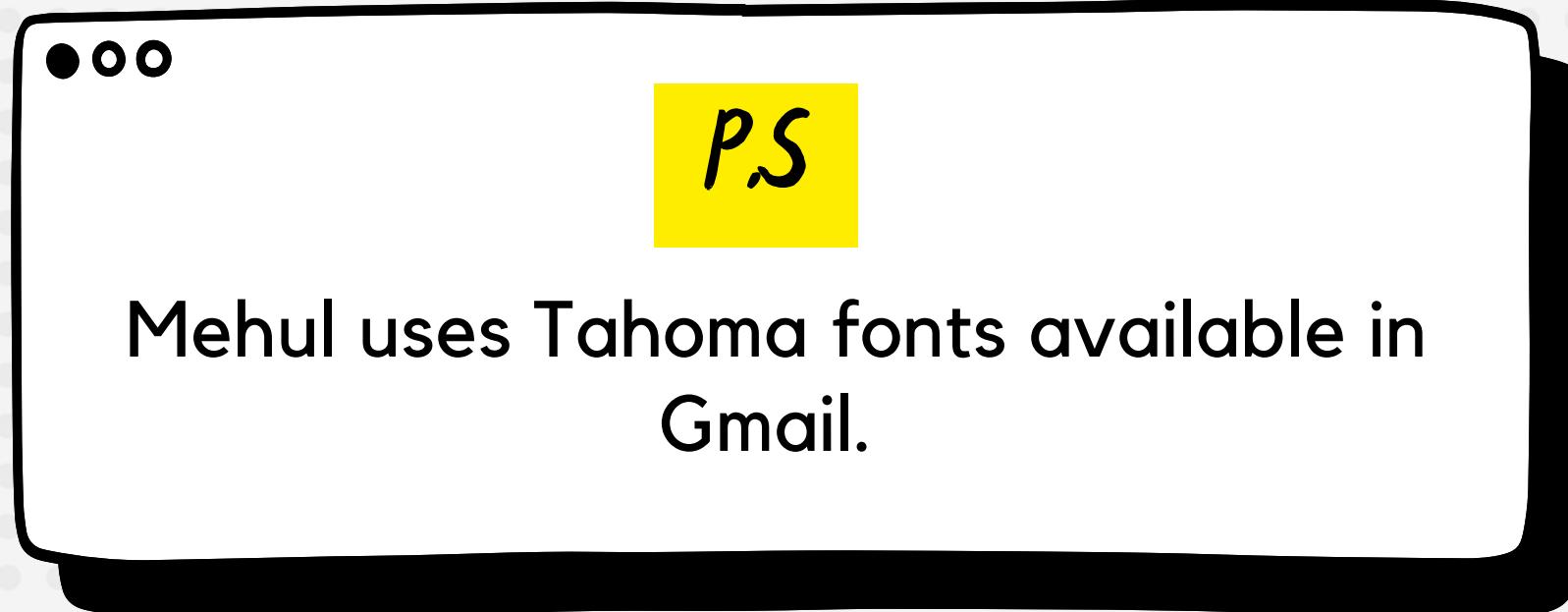
DO

Keep the signature short if you have a good rapport with the prospect.

•••

DON'T

Don't include the email address as the person is going to use the reply button, and not going to write it manually.



#6

HOW DOES IT FEEL TO READ THIS?

Not good, right?

Never ever use multiple fonts and colors in your emails.

Keep it simple and easy on the eyes.



Don'ts of sales emails



The Clueless Company is a brainchild of Manasi Shah and Mehul Fanawala, having a combined experience of 20 years in marketing, sales, and support processes and operations. We believe in empowering teams and business aspects for a better and sustainable future.

9 out of 10 startups fail. Mainly because, they fail to promote and sell their products and services to the right audience on the right platform with the right approach. Entrepreneurs are more often than not, clueless on how to scale their business, especially in marketing, sales, and customer service departments.

The Clueless Company exists to help such companies and individuals realize their true potential; and help investors like you grow your ROI.

We are building a service-based startup ecosystem by providing mentorship and consultation on the following (yet not limited to) business operations:

1. Sales consultation and training
2. Support consultation
3. Marketing consultation and strategies
4. GTM strategy

EMAIL WITH MULTIPLE FONTS

How messy does this look?



The image shows a smartphone screen displaying a sales email. At the top, there's a search bar with a magnifying glass icon and the text "Do's of sales emails". To the right of the search bar are three icons: a star, a vertical line, and a menu icon (three horizontal lines). The main content area contains the following text:

The Clueless Company is a brainchild of Manasi Shah and Mehul Fanawala, having a combined experience of 20 years in marketing, sales, and support processes and operations. We believe in empowering teams and business aspects for a better and sustainable future.

9 out of 10 startups fail. Mainly because, they fail to promote and sell their products and services to the right audience on the right platform with the right approach. Entrepreneurs are more often than not, clueless on how to scale their business, especially in marketing, sales, and customer service departments.

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2. Support consultation
3. Marketing consultation and strategies
4. GTM strategy
5. Product growth and roadmap
6. Overall business growth

EMAIL WITH THE SAME FONTS

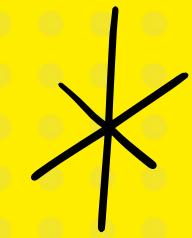
Yes! That is the way we like it.

Remember that you are writing a business email and not a personal email.



#7

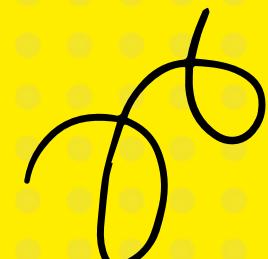
FOLLOW UP...
FOLLOW UP...
FOLLOW UP...



Don't expect a reply to your first email. Follow-up is the key to success.

Mehul sends 7 follow-up emails after the first email.

YES, 7 FOLLOW-UPS.



•••

NOTE

Most of the time, Mehul gets a response on the 5th or 6th email. That's why, he's called The Follow Up Ninja.

•••

DO

Use Snooze in Gmail, reminder in Outlook, and your sales CRM will have this too.

•••

DON'T

DON'T FOLLOW UP DAILY!

#8

THE 3, 3, 7, 7, 7
RULE



NOTE

If you take a follow-up every day,
then be ready to get BLOCKED.



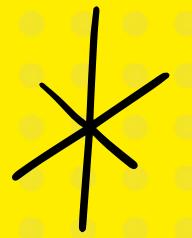
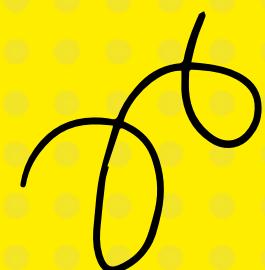
After sending 1st email, your next follow-up should be after 3 days, then again after 3 days, and then after 7 days, and then the rest of the emails should go after 7 days of the previous email.

#9

THE FOLLOW-UP EMAIL RECIPE



Follow-up emails should be crisp and actionable.



WHY?

It forces the receiver to reply to you at least, ultimately helping you take the conversation forward.

EXAMPLE

I am sure my last email reached you on time, but I wonder if you got a chance to look at it?

NOTE

Remember, not all follow ups are gentle reminders. The tone of the communication may differ based on the business case.

#10

IT'S GIVE AND TAKE



•oo

NOTE

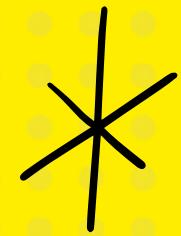
Create your contact card on your phone with your full name, company name, mobile number, email address, and company address.



If you are asking for a number, make sure that you are sharing yours too at the same time.

Or, if the person has shared their number, add them to your contacts and send a WhatsApp message with your contact card so they can save it easily.

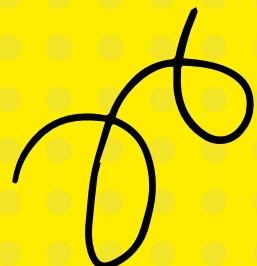
#11



WORK IN THEIR COMFORT ZONE



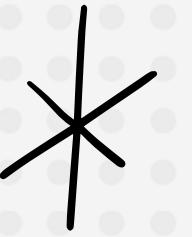
If you are scheduling a meeting, always ask for their availability with their timezone instead of sharing yours.



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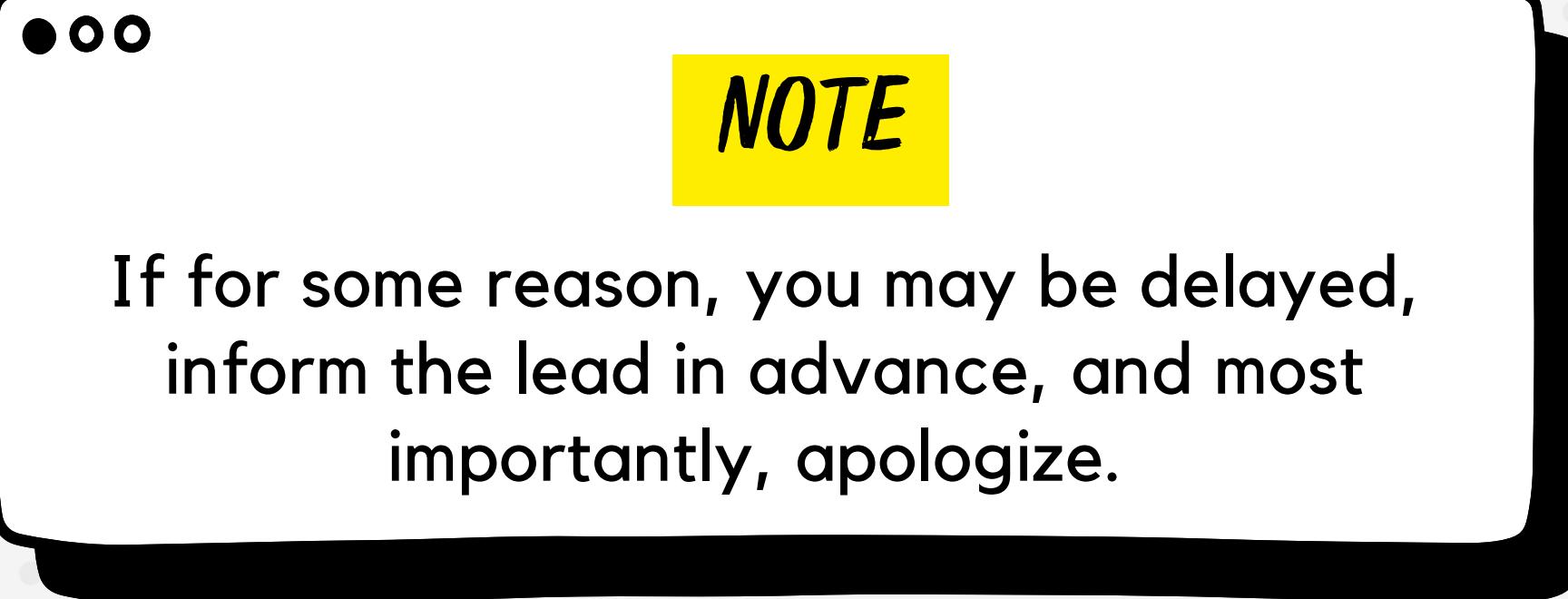
NOTE

Mehul uses World Time Buddy to check the timings and timezones.



#12

BE PUNCTUAL



If for some reason, you may be delayed, inform the lead in advance, and most importantly, apologize.

If you are scheduling a meeting, always join 5 minutes earlier than the scheduled time.

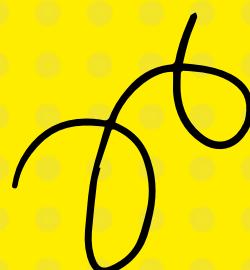
Leave only after the person leaves the meeting room.

#13

REMEMBER THE WORKING HOURS

If you wish to call an international lead, always call them between 8:00 AM and 5:00 PM in their time zone.

Call between 10:00 AM and 6:00 PM if the lead is from India.



•••

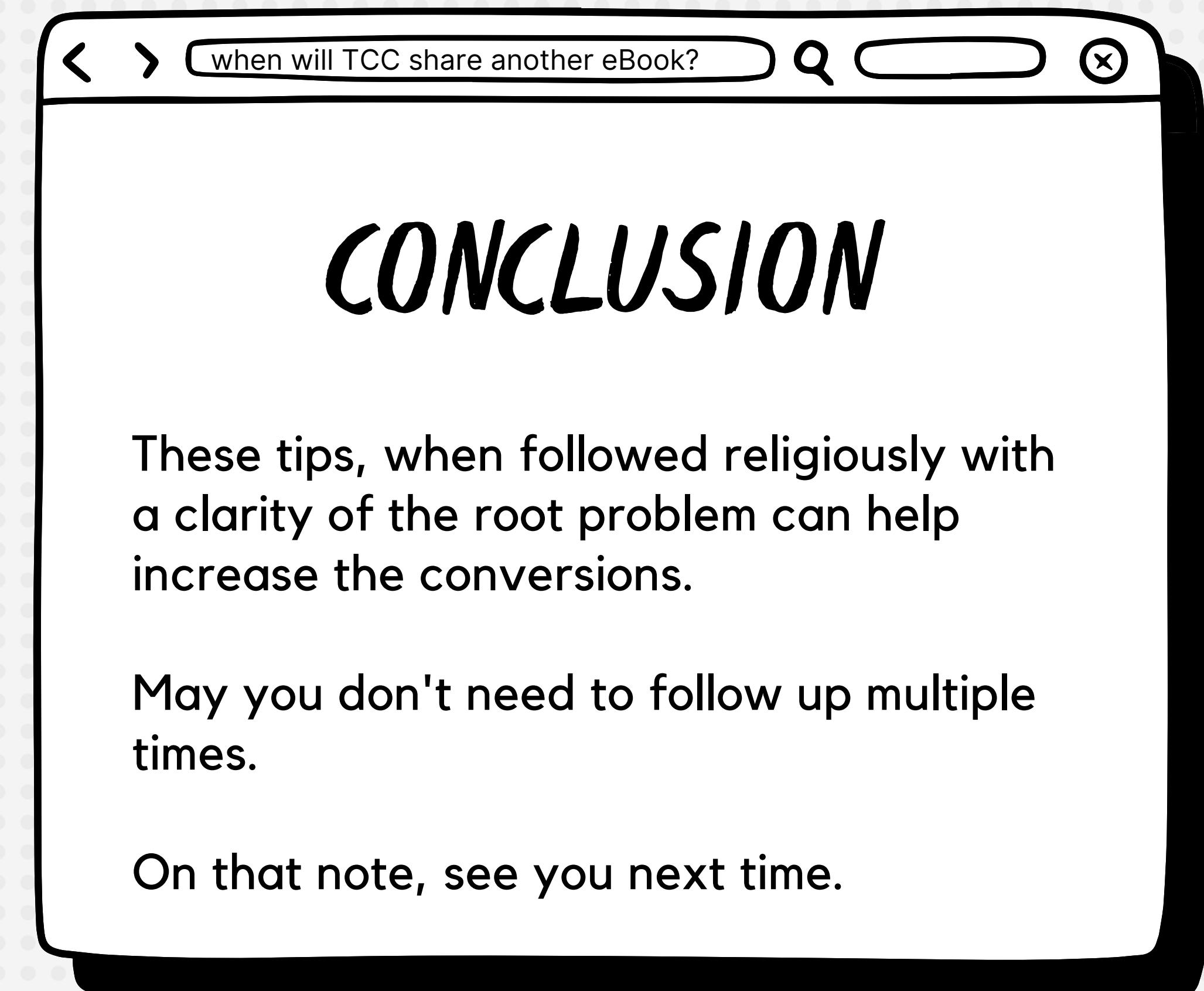
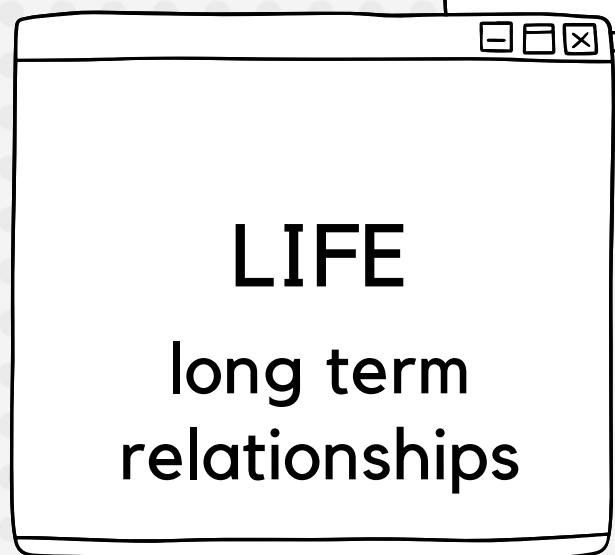
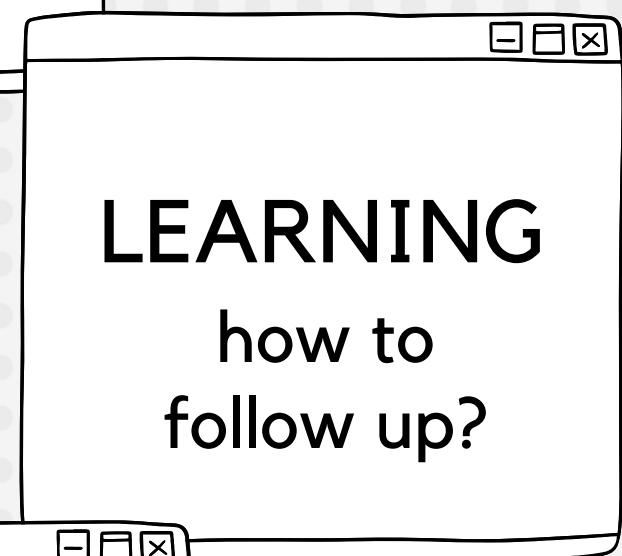
WHY?

No one likes to be called after working hours.

•••

DON'T

Avoid calling them during the weekends.



ABOUT THE AUTHOR

Mehul Fanawala

Mehul Fanawala has been working in the sales and support sector for more than 14 years. During this period, he derived some tricks that do wonders when applied.

He is better known as 'Sales Therapist' and 'Follow-up Ninja' in the industry.





THANK YOU FOR READING.

If you want to 10x your sales and enhance your sales funnel, then

book a free consultation call with us, right now!

