**Increase Online Sales through Social Media:**

With social media growing so rapidly and with many users. This is an important market to showcase your product or service. Understanding which target market and demographic to reach is crucial for sales success.

**Prioritize Inbound Sales Calls as Hot Leads:**

Prioritize prospects who call into the sales team first with adequate information of your product/service. Decide whether to pitch your product first or last. Usually, the best sales reps are the ones that provide the solution before making the sale. An example of this could be someone who has break-ins in their home. Explain how your product will protect them from future occurrences then make the offer.

**Properly Research and Qualify Prospects:**

Outline the criteria of potential prospects and qualify them before discussing your product. This can be based on the prospect’s demographic or engagement history online.

Strangers -> Leads -> Qualified Leads -> Prospects -> Customers

**Implement a Free Trial:**

Free trials give the option for customers to try your product before committing to the full purchase. Free trials are shown to be 70% effective for turning prospects into paid customers.

**Implement Strong Cold Calling/Email Techniques:**

Implement a Cold Calling Strategy/Script. Ask them a personalized question to begin the conversation as this helps bring someone’s guard down and not just look as you as another company just trying to make a sale. Identify the pain points of your customer after doing research. Ask if they could use help with their issues and follow up with a solution. If they agree continue with a personalized follow-up email to try a demo.

**Provide a Personalized Clear End Result:**

Personalize a clear way of how your product/service is going to benefit them. By doing so, they will be inclined to accept your offer.

**Close With Confidence:**

Ask a clearly defined question about if your product solves the issues they are having. That way the customer is confident about moving forward and continuing with the sale.

**Nurturing Account Management:**

Create a strong presence between your customer serivice and sales team. By creating a great reputation between both you will retain more customers and they will continue to have satisfaction with your product/service.