

Business Plan Workbook #18	
Course	Selling Your Dream
Topics Addressed	What is Selling? The Importance of Selling Why Do People Buy From You?

Key Points

To Succeed as an Entrepreneur, You Need to be a Successful Salesperson

Your ability to make money is linked to your ability to sell your product or service.

Selling is a way to help people solve a problem or find something they need. When you're selling, you're letting people know that your product or service matches their need.

You're Not Just Selling a Product or Service

You are the main spokesperson for your business. You need to be able to sell the **idea** of your business to customers, investors, and potential employees...

Selling to Potential Employees

When you're selling to a potential employee, you're selling them on the idea of working for you. You want them to view your business as a good place to work. You also want them to know that you're passionate about what you do – and committed to growing your business.

Selling to Potential Investors

When you sell your idea to a bank or an investor, you're selling them on the idea of putting money into your business.

You can use your business plan when you're talking to potential investors – to show them that you have a plan for developing your business and making a profit.

Selling to Potential Suppliers

When you're selling your idea to suppliers, you're selling them on the potential of your business in the hopes that they will give you a better price for your materials or supplies. You want your suppliers to see the value of gaining you as a long-term customer.

Three Reasons People Choose to Buy

Generally speaking, there are three reasons why customers will choose to buy from your product or service:

1. They have a unique need that your business can meet and they seek you out
2. They know you, and they know you are skilled at what you do
3. They don't know you, but they have heard good things about you from other people

Related Business Plan Questions

Below, you will see a business plan question related to the topics noted above. If you print this worksheet, you can use the space below the question to write down some initial thoughts and ideas.

When you're ready to start working on your business plan, return to the course, and select "Open My Business Plan".

Q: Why do your customers buy from you? Or why will they buy from you?