# An entrepreneur’s dream

# An entrepreneur’s dream (or nightmare)

SALES & GROWTH

# MARCIANO S. LI-A-YOUNG

Online! – 2005

PRAGMATIC – 2007

CitiTravel – 2013

Stuka! – 2018

XpO – 2018

OTNV - 2019

Certified Leadership Trainer, Speaker and Coach.

Certified by Ken Blanchard

Certified by John Maxwell

Certified by Partners in Leadership

Training and speaking engagement in over 22 countries in 4 continents

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# GROWTH = FOCUS ON (L)EARNING

2017 2018 2019

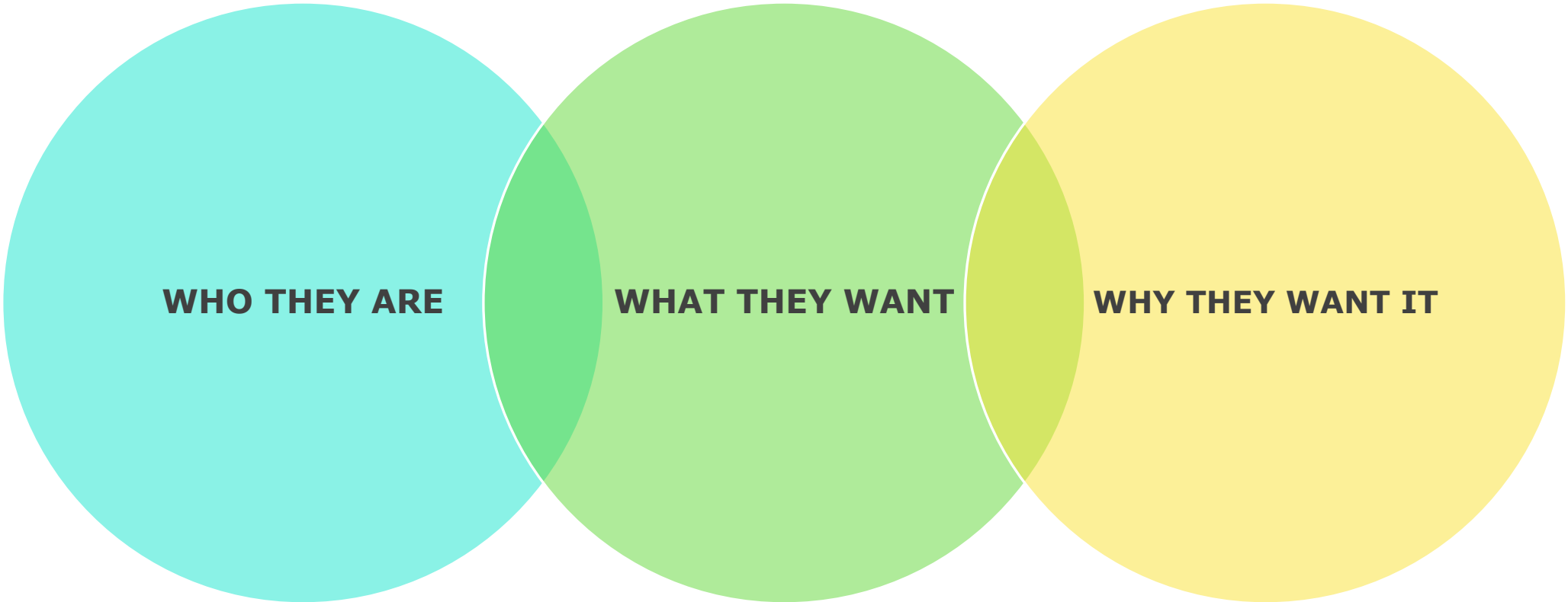
# TURNING YOUR NIGHTMARE INTO DREAMS AND ACHIEVING THEM

## MORE SALES

- Increase the number of customers.
- Increase the transaction size.
- Increase the purchasing frequency.

But what is the first key to do that?

# YOU GOT TO KNOW



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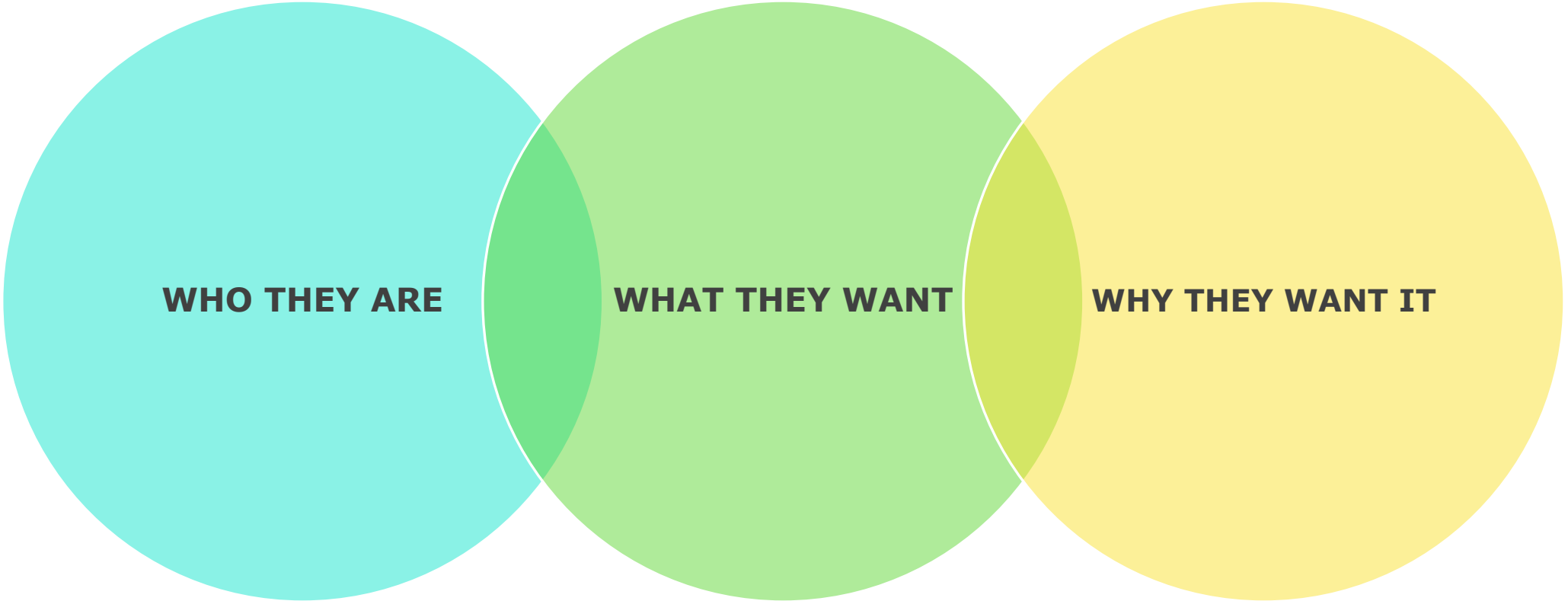
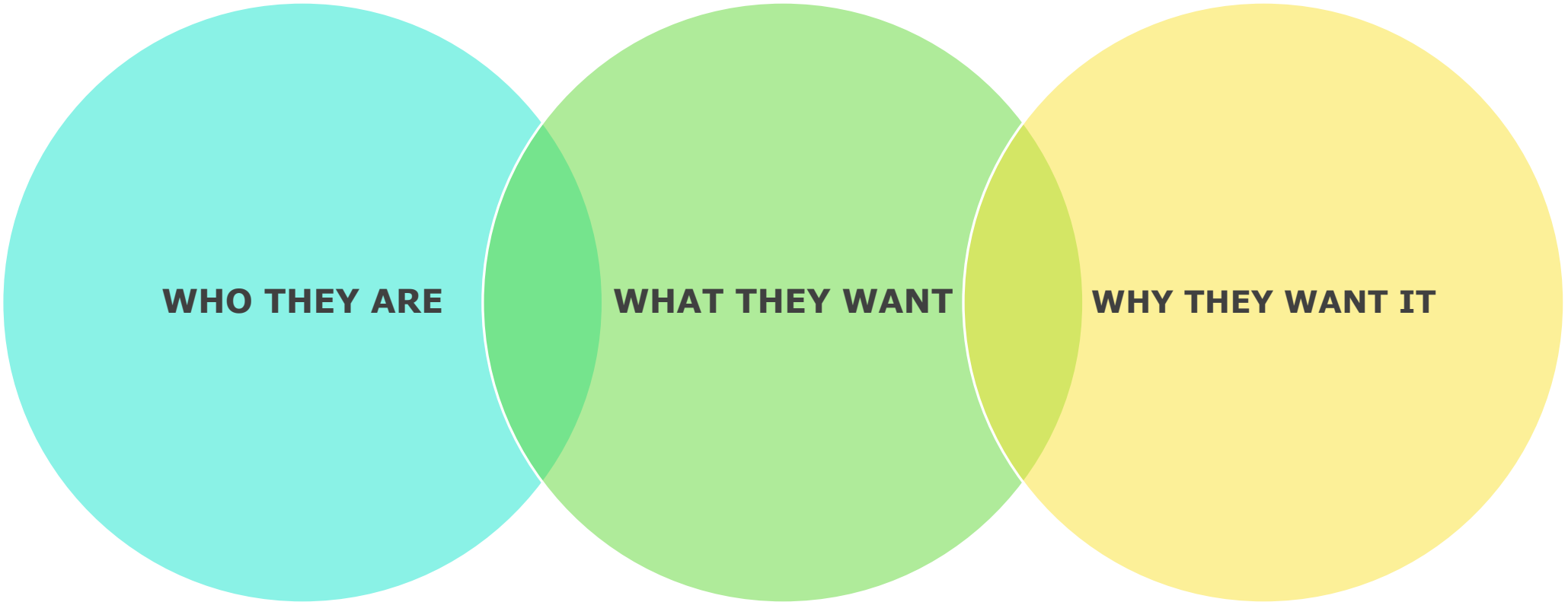


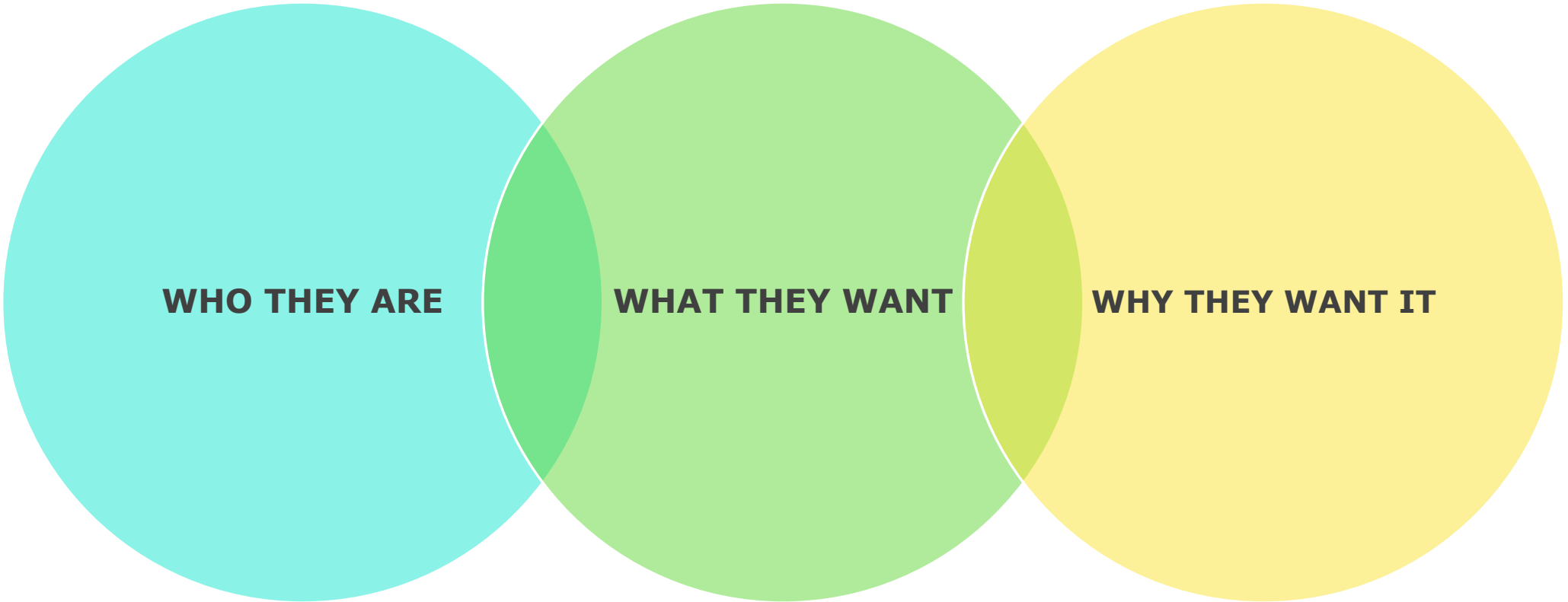

Customers can buy a car in any color they want, as long as it is black – Henry Ford

# YOU GOT TO KNOW




~~Customers can buy a car in any color they want, as long as it is black – Henry Ford~~

# YOU GOT TO KNOW YOUR CUSTOMER




**The Key is to KNOW YOUR CUSTOMER**

# LET’S TRY!

Go around in the room and talk to at least 3 people you would like to sell your product /  services to

# WHAT DID YOU FIND OUT?

**About their**

- Values
- Characteristics
- Likes
- Dislikes

# KNOWLEDGE IS POWER!

| B | A | N | K |
|---|---|---|---|
| BLUEPRINT | ACTION | NURTURING | KNOWLEDGE |
| ❖ Stability<br>❖ Structure<br>❖ Planning<br>❖ Responsibility<br>❖ Credentials<br>❖ Titles<br>❖ Tradition<br>❖ Predictability | ❖ Freedom<br>❖ Flexibility<br>❖ Action<br>❖ Excitement<br>❖ Attention<br>❖ Fun<br>❖ Image<br>❖ Competition | ❖ Relationships<br>❖ Authenticity<br>❖ Personal growth<br>❖ Teamwork<br>❖ Charity<br>❖ Ethics<br>❖ Harmony<br>❖ Involvement | ❖ Learning<br>❖ Expertise<br>❖ Competence<br>❖ Accuracy<br>❖ Technology<br>❖ Research and development<br>❖ The big picture |

# ROADMAP TO GROWTH

01. Be excited about your product

02. Be excited about your customer

03. Know what excites your customer

04. Add to the excitement and give what they want.

DELIVER.

05. Upsell

Never give more that what the client pays for. Always upsell for more sales and revenue

# YOUR NEXT STEP TO GROWTH

Visit www.marcianolieayoung.com for regular freebies, insights and nuggets (check out the download page).

Join the Facebook group **GROWing with MLAY** for updates about our regular (free) ZOOM webinars on growth.

Mail me at mailme@marcianolieayoung.com to join the paid Webinars for more indepth growth of yourself and your business.

Crack your bankcode to know what drives you:
https://sf.crackmycode.com/marcianolay

**Ps. In terms of Sales Pitching...do you realize this 👆 is a call for action?**

# Know who you learn from – Choose mentors and choose them wisely

Know who you learn from; you cannot learn about growing and achieving business success from a broke adventurer, but you can surely learn from a successful entrepreneur who has been broke in his life (more than once) - mlay

The mind is just like a computer. Whatever you put is wil determine the output. If you put it in your mind that you can't do the job, by all means you won't.
– Ken Blanchard

A passionate activity is one you are doing without regard for time
– Ken Blanchard

# WANT TO KNOW MORE?

LET'S HAVE A CUP OF COFFEE AND DISCUSS GROWTH

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