

 The Clueless Company



<https://www.theclueless.com>

HOW TO WIN AT SALES?

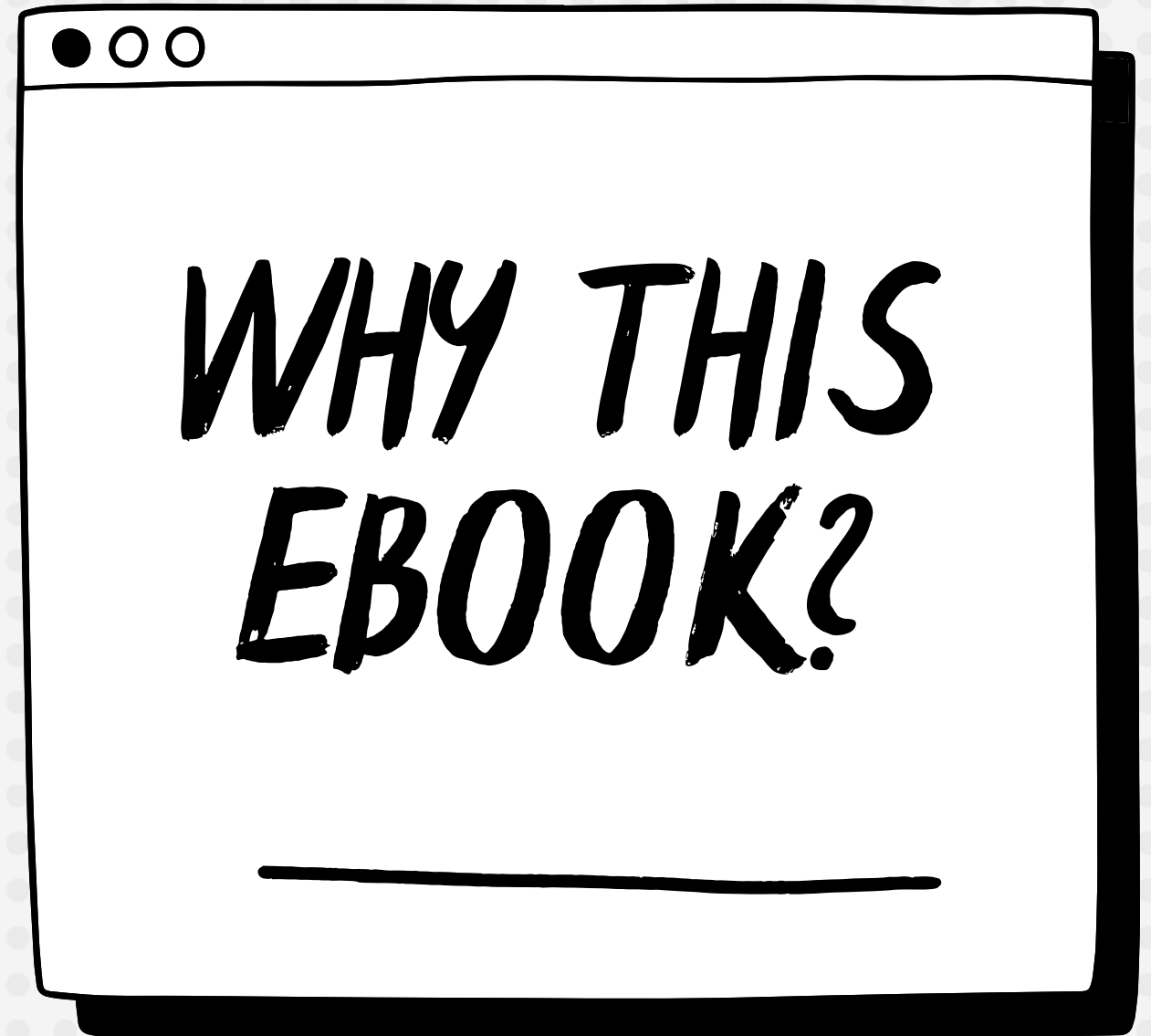
Tips from
The Follow
Up Ninja

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?

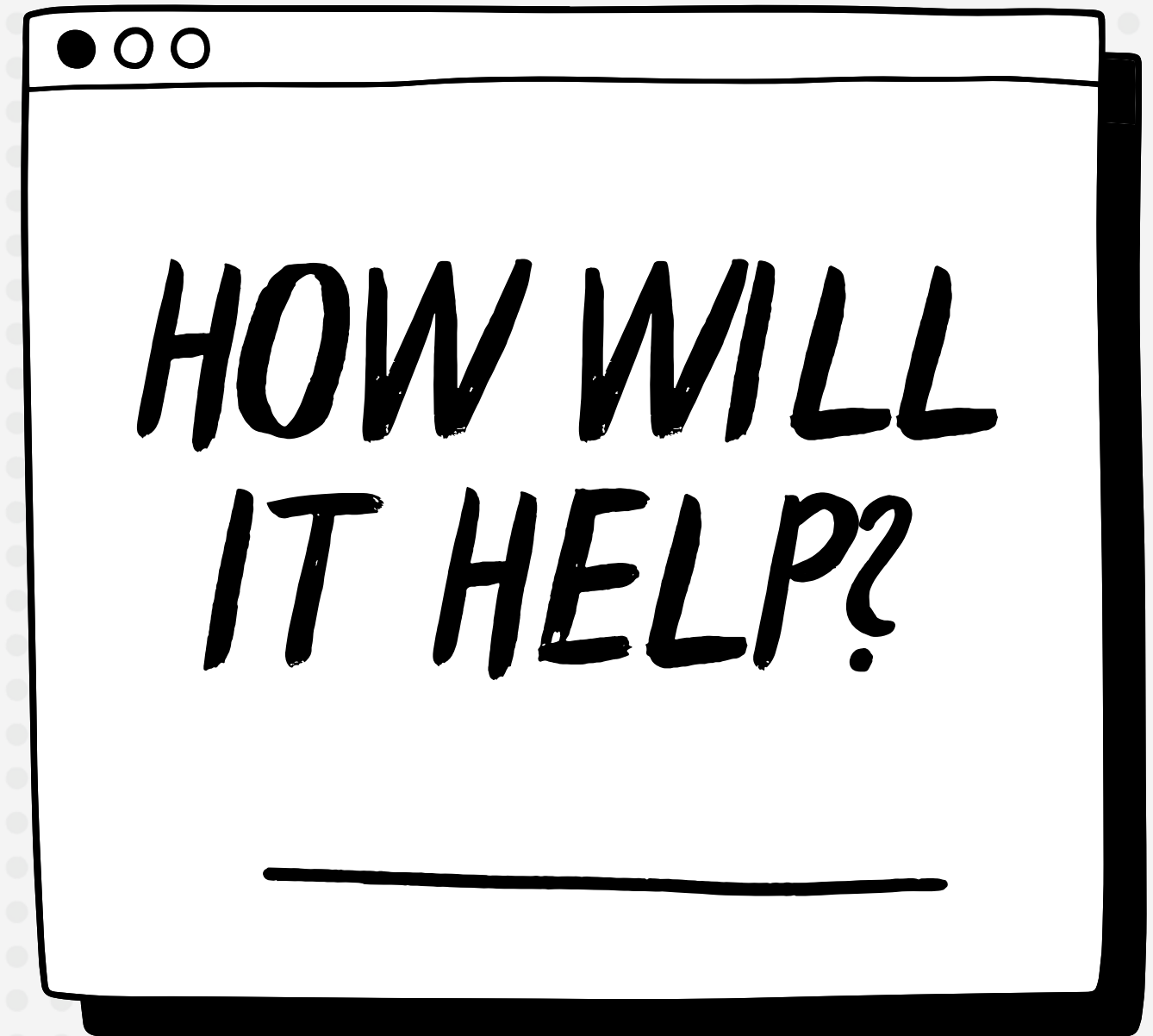
If your answer to any of the questions above is yes, then this e-book is for you.



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.

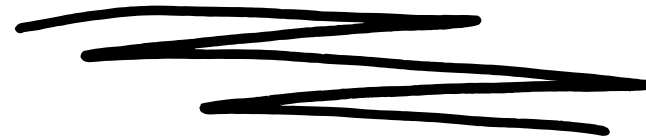


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HOW TO USE IT?



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.

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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%

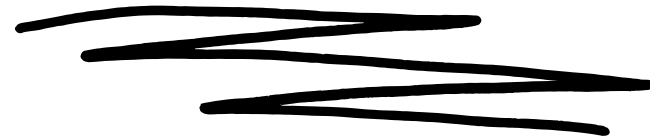
New replies after follow ups: 10%

meme marketing experts

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HOW TO USE IT?



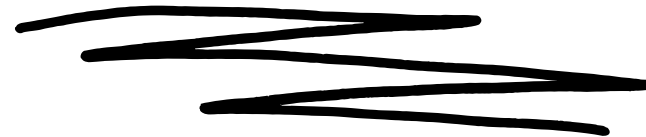
It is only after this task, that you should approach the tips.

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.

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.

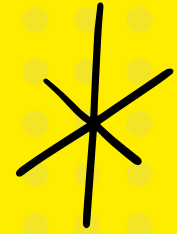


★

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

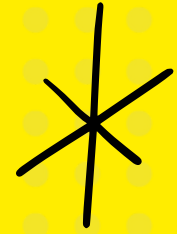
This is for the lead who has inquired with you.

#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".



#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.



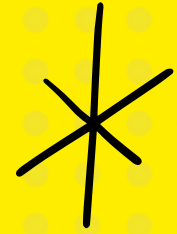
NOTE

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.

#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.

●●●

P.S

Mehul uses Tahoma fonts available in Gmail.

●●●

EXAMPLE

See the next page.

#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?





Do's of sales emails



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1. Sales consultation and training
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



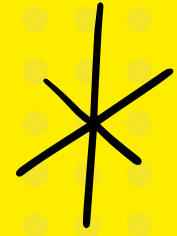
After sending 1st email, your next follow-up should be after 3 days, then again after 3 days, and then after 7 days, and then the rest of the emails should go after 7 days of the previous email.



NOTE

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

#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



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.

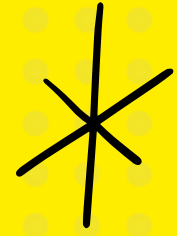


NOTE

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



#11



WORK IN THEIR COMFORT ZONE

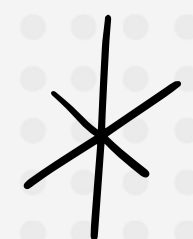


If you are scheduling a meeting, always ask for their availability with their timezone instead of sharing yours.



NOTE

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



#12

BE PUNCTUAL



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

Leave only after the person leaves the meeting room.

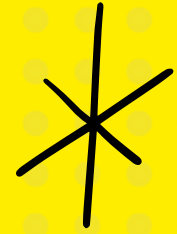


●●●

NOTE

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

#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.

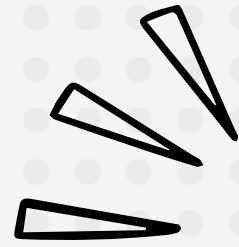
DON'T

Avoid calling them during the weekends.

SUCCESS
lead closed

LEARNING
how to
follow up?

LIFE
long term
relationships



when will TCC share another eBook?

CONCLUSION

These tips, when followed religiously with a clarity of the root problem can help increase the conversions.

May you don't need to follow up multiple times.

On that note, see you next time.





ABOUT THE AUTHOR

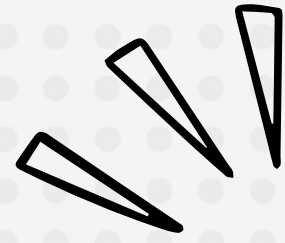


Mehul Fanawala

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!

