

10 Tips

ON HOW TO
PROMOTE YOURSELF,
BUILD RELATIONSHIPS,
AND GROW
YOUR SALES

1

TELL A STORY DEMONSTRATING YOUR EXPERTISE.

Make a deeper impression, allowing the listener to feel immersed and connected. Express humility; humility is not self-depreciation.

2

PULL UP A CHAIR TO LEVEL THE PLAYING FIELD.

Connect as equals to learn what they need. Even if they don't need you, maybe you need them. See them as a resource you can tap into.

3

ENERGY & INTENTION – SHOW HOW YOU CAN HELP THEM.

Show genuine enthusiasm for each individual, team, project, and potential client. Human energy and intention are the greatest forces in the universe. Use them – it's fun to mess with the universe!

4

CONTRIBUTE TO CONVERSATIONS NATURALLY & WITHOUT FORCING IT.

Focus on the other person and what they are trying to do. Begin at the beginning: one meeting, one networking event, one party. Tell people how you can help, then quantify if they want or need help.

5

FOLLOW THE GOLDEN RULE & BE NICE TO EVERYONE.

Perform small services for others that will help them.

6

BELIEVE & BE KNOWLEDGEABLE WHEN SHARING YOUR VALUE PROPOSITION.

Relate a story that will inspire, educate, or help.

7

UNDERSTAND & QUANTIFY CONTRIBUTION WITH FOCUSED FACTS.

Measure your results and promote them with milestones and traction. Articulate mutually beneficial win-win outcomes, success equals more results.

8

BE OF SERVICE WHEN SHARING YOUR SUBJECT MATTER EXPERTISE.

Answer questions online and in your groups, and offer encouragement. Pay it forward with no expectations.

9

GIG ECONOMY: ACKNOWLEDGING THE CONVERGENCE OF TIMING, OPPORTUNITY, AND MOTIVATIONS.

Ask for feedback and ask what questions they have. Listen and quantify what they want to guide the discussion.

10

DO WHAT YOU SAY - YOU WILL GAIN VISIBILITY WITH OUTREACH, PARTICIPATION, AND ACTIONS.

Be honest, confident, and a big fan. Take action, no matter how small, to accomplish your sales goals. Doing nothing guarantees getting nothing.