

Sell Well in Small Business

Contents

<i>Quick wins</i>	3
<i>Define your company</i>	4
<i>Measure</i>	6
<i>AIDA</i>	8
<i>Customer Pain Points</i>	11
<i>Competitive Analysis</i>	12
<i>Customer Segmentation</i>	14
<i>Supersize the sale</i>	17
<i>Commission only sales force</i>	19
<i>The benefits of benefits</i>	20
<i>Business cards</i>	21
<i>Copywriting basics</i>	22
<i>S.E.M. 101</i>	23
<i>Search Engine Marketing</i>	23
<i>Search engine optimization SEO</i>	24
<i>Know where your money comes from</i>	26
<i>Have a plan</i>	28
<i>What to SWOT</i>	29
<i>Internal</i>	29
<i>External</i>	29
<i>DIRECT MARKETING</i>	32
<i>Pricing</i>	34
<i>Marketing Plan Template</i>	36