



The

Sales Growth

Audit Guide

**7 Steps To Help You
Boost Sales In 30 days**

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A woman with dark curly hair, wearing a red blazer, is shown from the chest up. She has a joyful expression with her mouth open as if laughing or shouting. Several US dollar bills are falling around her, some near her head and others near her hands. The background is a plain, light grey color. The text 'MONEY MIND SET' is overlaid on the image in large, bold, pink and black letters.

MONEY MIND SET

‘Money is only a tool. It will take you wherever you wish, but it will not replace you as the driver.’ Ayn Rand . 3

Welcome!

This Sales Growth Audit guide is designed for Coaches and Consultants who want to leverage their sales skills and confidently sell their services online.

It will help you reflect on your current practices and make changes where necessary to help you boost business growth and generate more sales in the next thirty days.

It's filled with high-value coaching questions, proven strategies and easy to implement action steps to reduce feeling overwhelmed!

Before we kick off, let's get a commitment from you in that you will take action, even if it's messy action!

I (name) AM
COMMITTED TO GROWING MY BUSINESS. EVERYDAY
I WILL TAKE THE NECESSARY STEPS, BIG OR SMALL,
SO THAT I CAN REACH MY INCOME GOALS!

Meet the *Author*



Dear Fabulous Lady

The Sales Growth Audit guide is designed to help you overcome your sales mental blocks so that you can confidently sell your services. It will also help you shift your perspective, create an empowered mindset and gain clarity of your income goals. Included are tasks to help you create a lead magnet that your clients desire and provide them with valuable content on a chosen social media platform.

My vision is to inspire more women and help them become financially independent. When women have the necessary resources, they are able to make informed decisions about their career/business, health, relationships, children, loved ones and wellbeing.

There is a saying, 'How you do anything is how you do everything!' It all starts from within and now we can learn new techniques to create an empowered mindset and make more money whilst having fun!

Here's to your abundant success!

Coach Naz - xoxo

Let's audit your *Mindset!*

Understanding your mindset which is made up of your thoughts, beliefs, feelings and behaviours is an excellent starting point to becoming successful.

Your mindset would have been formed at an early age based on your experiences with your parents, carers, family, friends, teachers etc. This is where you learned about the world as you see it today which has impacted your life both consciously and subconsciously.

Does this sound familiar? Are you:

→ currently feeling frustrated because you post daily on social media but have zero enquiries?

→ overwhelmed by all the different growth strategies you need to make sales in your business?

→ envious of other female entrepreneurs who are making large amounts of money in their businesses?

→ annoyed with yourself because you have little time to work on your business as you work full time?

→ afraid to talk about your services on social media for fear of being judged by family, friends or colleagues?

Don't worry, we hear you, we see you and we feel you! We are here to support you so that you can boost your self-confidence and sell your services without feeling sleazy.

Mindset Matters!

Please use the box below to write down your thoughts and beliefs about your identity as an entrepreneur. Consider how it makes you feel, what makes you feel uncomfortable and the impact you would like to make in the world.

My Ideal *Client*

To help you connect on a deeper level with your existing and potential clients, let's imagine we're filming them for 24 hours! This will help you get into their 'heads' and understand what makes them tick! Please answer the following questions and use the boxes below to write out your answers.

WHO IS YOUR IDEAL CLIENT AND WHAT DO YOU LOVE ABOUT THEM?

WHAT DO THEY NEED RIGHT NOW? FOR INSPIRATION, ASK THEM QUESTIONS OR READ THEIR COMMENTS ONLINE.

My Lead Magnet

A good way to build a relationship with your client is to provide them with valuable information. Using a Lead Magnet, such as this one, will help them solve a small problem that they're currently facing. This also gives them some insight into how your services can help them. Please answer the following questions and use the boxes below to write out your answers.

WHAT PROBLEM OR CHALLENGE IS YOUR IDEAL CLIENT FACING NOW? CONSIDER WHAT THEY WANT TO SOLVE RATHER THAN WHAT YOU THINK THEY NEED TO SOLVE!

WHICH SOCIAL MEDIA PLATFORMS COULD YOU SHARE YOUR LEAD MAGNET ON AND HOW WILL YOU KNOW IT IS SUCCESSFUL?

Social Media *Management*

Social Media is a great place to find clients and being visible will help you attract them organically. People are constantly using social media to connect with family and friends as well as for personal and professional growth. Please answer the following questions and use the boxes below to write out your answers.

WHICH SOCIAL MEDIA PLATFORM ARE YOU MOST LIKELY TO FIND YOUR CLIENTS AND WHY?

WHICH SERVICE/PRODUCT WILL YOU SELL IN THE NEXT THREE MONTHS?

My Income *Goals*

Knowing the exact amount of money we need each month to pay our bills, expenses, save, invest or gift to others will help us identify the amount of sales we need to make. It will also give us a road map as to how we will reach those income goals. Below is an example of how to work out projected sales. Please use this as a guide to work out your own sales targets.

NO	PRODUCT/ SERVICE	COST PER UNIT	TOTAL NO OF SALES
EXAMPLE	Coaching program 16 weeks duration	£2000.00	3 (121 clients) = TOTAL \$6000.00
1.			
2.			
3.			
4.			
5.			

My Sales *Process*

Now that we have created an empowered mindset, designed your lead magnet and gained clarity of your income goals, let's focus on selling your services. Consider your own purchasing habits and the barriers you found when you were searching for your desired product. Please answer the following questions and use the boxes below to write out your answers

DO YOU HAVE A SYSTEM IN PLACE TO TRACK ENQUIRIES AND SALES? IF NOT, CAN YOU CREATE ONE.

DO YOU HAVE A SALES SCRIPT AS A GUIDE TO USE ON YOUR SALES CALLS? IF NOT, CAN YOU CREATE ONE.

Onboarding *Clients*

Congratulations! A customer has confirmed that they would like to invest in your business! The best way to have your customers become repeat buyers or for them to advocate for you, is to create an experience that they will not forget. Please answer the following questions and use the boxes below to write out your answer.

DO YOU HAVE A SYSTEM IN PLACE TO ONBOARD YOUR NEW CLIENTS WITH EASE? IF NOT, CAN YOU CREATE ONE?

WHAT DOCUMENTS DO YOU INCLUDE IN YOUR ONBOARDING PROCESS? CONSIDER, WHAT YOU LIKED AS A CUSTOMER WHEN YOU PURCHASED A PRODUCT.



THANK YOU!



Do you have any questions about this Sales Growth Audit guide?

Do you need more support from me on how to make more sales and generate more income?

Feel free to book a FREE 30 Minute Business Clarity Call to see if we're a great fit to work together.

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