

November 2013 Profit School Q&A Session

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How Can I Get More Referrals For
My Business?

3 types of referrals

- Passive referrals
- “Oh, by the way” referrals
- Orchestrated referrals

Why do people refer?

Nothing to do with trying to help you (sorry!)

Help people refer you easily and be a referable
company

The feel good factor vs incentive

B to C vs B to B

How Can I Use Social Media To Get
More Clients?

How Does One Identify and
Approach Potential Investors For A
New Venture?

South Africa

- Risk averse
- Small investor pool
- Friends and family
- Get your skin in the game
- Sell yourself first
- Get started
- Show clear ROI
- Online crowd funding
- Visit the agencies

How Can I Build A Database Of
Leads From My Website?

Always start with freemium
Have a reliable lead capturing and
auto-responder system (aweber,
iContact, etc)

I'm Scared Of Rejection As A Result
I Postpone Making Sales Calls.
What Can I Do?

How Do I Get Started When All I
Have Are Ideas?

Sell yourself first
Star in the soap opera
5 obvious actions
Fail fast
Befriend frustration and rejection

How Can I Position My Business
Differently Compared To My
Competitors?

18 Steps to Consider When Developing Your USP

1. What do you do great?
2. How it will benefit your target market?
3. Clearly identifies your target market
4. Opportunity Gap: What void in the marketplace can you fulfill?
5. Should be short and easy to relay
6. Once someone hears it, will it begin a conversation?
7. A great guarantee
8. Delivers speed
9. Believable
10. A big promise
11. What do people hate that you can fix?
12. Price advantage
13. How it's paid for as an Advantage?
14. What do your customers experience?
15. Sales process advantage
16. Niche
17. Personality
18. All of the Above

The End!

Thank You!