

Mustapha Mugisa's



Guerrilla marketing skills for super sales

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The sales process...



Never, ever write a proposal before first meeting with a client!

Guerrilla marketing strategies...

Talk to people about themselves and they will listen for hours

Ask people to introduce 'emselves

Find common

Ground

Never, ever interrupt ,

Let 'em talk

Guerrilla marketing strategies...

When selling, never ever focus on *features*. Focus on the *benefits*.

“You will have peace of mind..”

Benefits drive the point home. How will your services help the client?

“You will never be caught off guard.”

Guerrilla marketing in action...

Exercise

1. Write your top 3 products
2. What are the top 5 features?
3. What are the top 5 benefits per feature?

How first
can you
write the
benefits?

Guerrilla marketing in action...

Guerrilla proposal – 5 sections; 2 pages max.

1. Situation appraisal – why client needs your services at this time
2. Value to the client
3. Options available
4. Terms and conditions
5. Acceptance

First establish why the client needs your services before writing a proposal

Guerrilla marketing strategies...

mustaphamugisa.com success tools:

PLANT *model*

Learn it better
Teach it

Set a
Plan

Comply
Legally

Take
Action

Don't just sit,
Network

Question & answers...

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