

BEACON
SALES ASSOCIATES

Proven strategies for sales success

Making your product or service a success

“Beacon Sales explores the potential market for your product or service and guides you on how to make it a successful business.”

Presented by Barry Luff



Agenda

- Introduction & my Background
- Why do products/services Fail – and what makes a success?
- 5 step process
- Any questions

Career History



Why products/services fail?

- Ego – blinded by the light
- Poor quality research
- Too close to it
- Non- commercial view point
- Great product/service but limited market
- Trying to do it on a shoe string
- Expert advice But too late

Before you start

- Seek advice
- Patent Protection?
- Research the market
- Gain an Independent view point
- Make sure everyone is on the same page

5 Step Process - Framework



1. Validation - Discovery



- Does it solve a problem?
- What are the cost implications?
- Can it be copied? Patent protection

2. Defining the Market



2. Market
Analysis

- How big is the market?
- Who are the customers and competition?
- What is your USP?

3. Customer Experience



- Carry out Market Research
- Sell the story not the product/service
- Test the solution in target markets
- Explore business viability

4. Business & Marketing Plan



4. Business
& Marketing
Plan

- Formulate business plan
- Develop and deliver Marketing, Brand and PR strategy
- Create internet and social media marketing strategy

5. Sales & Launch



5. Sales &
Launch

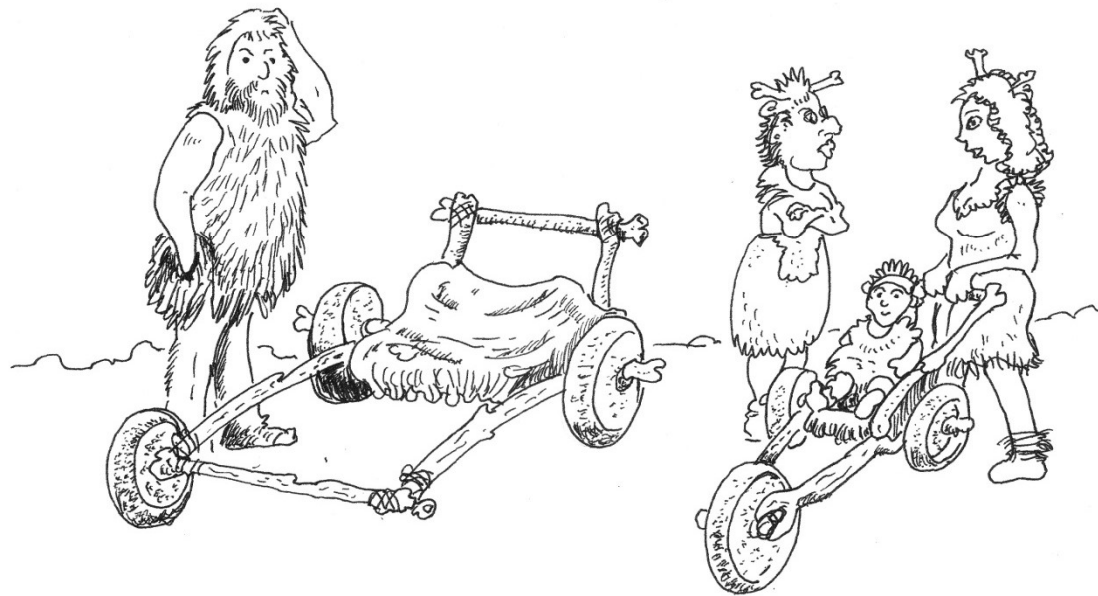
- Initiate the lead generation programme
- Create online sales and presentations
- Systemise sales process

The Pain



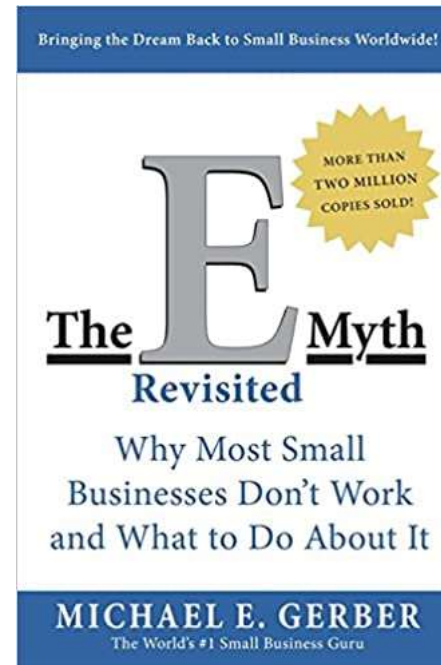
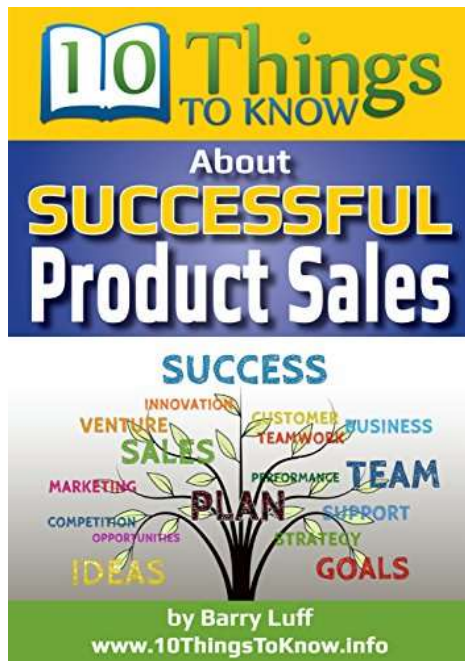
- Establish the pain/problem
- Identify your target audience/customer segments
- Indicate a clear problem in the market place
- Outline market potential
- Have a personal story

OBVIOUSLY HE DIDN'T GO THROUGH THE BEACON SALES 5 STEP PROCESS



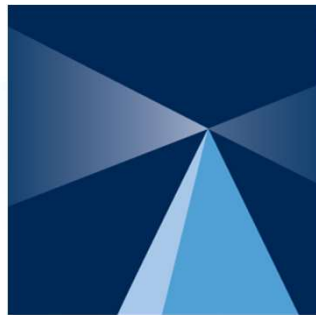
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Two Books to recommend



Lighthouse Clinic

- 3/4 hour brain storming session
- Take business model through 5 Step Process
- Outline the viability and the risk/rewards of your product/service
- Challenge your attitude and approach
- Advise on the wisest way to invest your time and money
- Guide you to make the right decisions in the right order



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