

THE SUREFIRE WAY TO **GET** YOUR **FIRST** **ONLINE SALE**



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Saurabh Bhatnagar helps individuals & businesses scale their revenue using online marketing by helping them get more clients/customers.

Saurabh is the founder of multiple SAAS businesses & is the world's finest online business growth strategist.

He has mentored multiple businesses to hit 6-7 figures revenue.

Saurabh has recently launched “**FlexiFunnels**”, an all-in-one online business platform that is built to help people like you to start, run, scale & manage the complete online business from one single dashboard.

More than 5,000+ people have already started using it to generate profits & revenue online.

Plus, he has also powered the entire software with his proven online business trainings & learnings that he himself uses to generate the highest ROI ad campaigns & automated business funnels with the highest conversion numbers.

The Surefire Way to Get Your First Online Sale

If you have been following me for a while now, you would know that I have helped a lot of businesses to take their business online.

There are 3 major benefits of taking your business to online platforms.

- 1) Your business is not limited only to your local area. Now you can display your products to an audience across the globe.
- 2) Marketing your products and services is much cheaper compared to offline mediums of marketing.
- 3) Various tools can help you automate most of your work, hence there's a huge scope of scaling

But, most people face problems in cracking their first online sale. It is because of multiple reasons.

But, the 2 major reasons are:

- People are new to the online world, so they are unaware of how to take their business online.
- And, those who are not fearful of technology, are not trained to sell.

Hence, in this e-book, I will give you a step-by-step strategy on how you can get your first sale online.

Step 1: Have a product or service that solves a particular problem in the market.

There are 2 ways. Either, you can create a product/service of your own, or you can find a product/service provider on whose results you can trust. Whatever way you choose, make sure that the product brings value to someone's life, and it solves a major problem of their life.

For example, the idea for offering Internet marketing as a service came from this very step at the very beginning of my journey.

I saw that people with big businesses don't have time to learn Internet marketing. But I knew that taking their business online can help them generate more revenue, and who wouldn't like that kind of service.

But it's not necessary that you can only offer business growth. There is a market for everything.

If you can help someone become more productive, you can make a course that helps people to use their time efficiently. If you can help people to improve their communication, you can start your course and teach them ways on how they can become better communicators.

Otherwise, if you don't have a product or a service that you can provide in the market, then you can search for such people who have a product/service but don't know how to sell it off.

Talk to them that you can help them bring customers, and you can keep the profits.

Step 2: Prepare different pitches for different audiences

Let's understand this point with an example. If I talk about one of my products, "Timeline Domination", I categorize my ideal customer into 3 categories.

The first category consists of those who want to take their offline business to the online world and then scale it to the next level with the help of Facebook ads and funnels.

The second category is those who have an online product & they need help in scaling their revenue using FB ads & Funnels.

The third category is those who want to offer FB ads, Funnels, Online marketing services to businesses who need help with the same.

That's why in my webinars, I always pitch to all the audience types with different messaging.

Similarly, if you have multiple categories in your target audience, then you will need to prepare different pitches to sell to different kinds of audiences.

Step 3: Create awareness about your product/service

Now that you have built a desirable product and have decided on your Ideal Customer Avatar, now is the time to make people aware of your product or service.

There are 2 ways you can do that.

Either:

- you can do paid marketing to get in front of your target audience
- or you can start reaching out to people through various channels such as social media DMs, calls, 1-1 meetings.

Once you have reached out to your target audience through multiple channels, there are very fewer chances that even 1 will convert. It takes multiple touches to get a sale.

Now, the key to success here is that you have to be prepared for rejections. But you don't have to stop.

Step 4: Juice out golden nuggets from every rejection

As a business owner or an entrepreneur, No is not an option. So whenever you face rejection, note down all the reasons why you were rejected. And when you will regularly do these assessments on yourself, you will end up with hundreds of "Why".

And as you will keep on improving upon each "why", every other pitch of yours will start to improve automatically.

Understand that rejection doesn't mean that you are incapable. Every "NO" is an opportunity to grow.

Step 5: Start by offering your product/service to Beta Customers/Clients

Beta clients are those clients to whom you offer your product/service for free or at an insanely discounted price.

But the catch here is that your Beta client should be someone who needs your product/service or someone who has a big name in the industry. It is important to find only such a category of clients so that they understand the value of what you have to offer.

I am sure you don't want to deal with nightmare clients when you are working for free or at a very discounted price.

Once you have offered your product/service for free, ask them for their feedback, preferably a video testimonial. Understand from them, in what ways your product/service added value to their lives.

Keep in mind that you're doing nothing wrong by offering your product/service for free. You're doing this with the sole purpose to get video testimonials and feedback in return. Plus you gain confidence when you actually work with someone.

These video testimonials will help you to build credibility for yourself and charge what you're worth from future clients.

Step 6: Maintain Database and Follow-up strategically

All those people whom you reach out to, maintain their responses in an Excel sheet. Make a column of their names on the leftmost side and record their responses date-wise so that you have a complete record of their needs. If you don't do this step, you won't be able to follow up strategically, and ultimately you will lose the sale.

And keep on following up with them. Now, when you do follow-ups, you don't have to sell something every time or convince them to take your service.

Consider following up as showing up in front of them again and again so that you are on their mind. For e.x. You should send them good wishes at every festival. These types of messages also come under following up.

And as soon as you get a video testimonial from your Beta clients, simply shoot a message to your complete database.

You can send a message like “Hi, I am pleased that I got a chance to be in touch with you for so long. I just wanted to share my client’s win with you today. They have got amazing success in their business with my product/service and have given me amazing feedback.”

Now, by doing this you have pitched yourself indirectly, and it will start giving you more business from your follow-up list.

Step 7: Over-deliver to your Beta clients

Over-delivering your Beta clients will turn your Beta clients into your advocates. Keep in touch with them regularly. Keep on asking them how you can help them even more. When you will do this, you will start getting referrals through them without you even asking for it from them.

Once you will follow all these steps consistently and with complete dedication, your first sale is bound to come your way sooner or later. It may take 1 day or maybe 1 month, but one that I can assure you that your efforts won’t go to waste.

Start today. Start bold.

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