

# SELLING IN DIGITAL

—  
HARVESTER  
CHRIS DARNELL



The  
**Harvest Group**

Landscape Business Consulting



CITY

Four Roses  
KENTUCKY STRAIGHT  
BOURBON WHISKEY

TAKE YOUR TRAILS  
LEADING TO THE MOST  
AMAZING VIEW

CHEER



Man in a pink checkered shirt and sunglasses, standing on the far left of the group.

Man in a black polo shirt and sunglasses, standing behind the man in the pink shirt.

Woman in a green jacket and sunglasses, standing in the front row, second from the left.

Man in a blue polo shirt and sunglasses, standing behind the woman in the green jacket.

Man in a grey blazer, blue shirt, and sunglasses, standing in the front row, center.

Man in a plaid shirt and sunglasses, standing behind the man in the grey blazer.

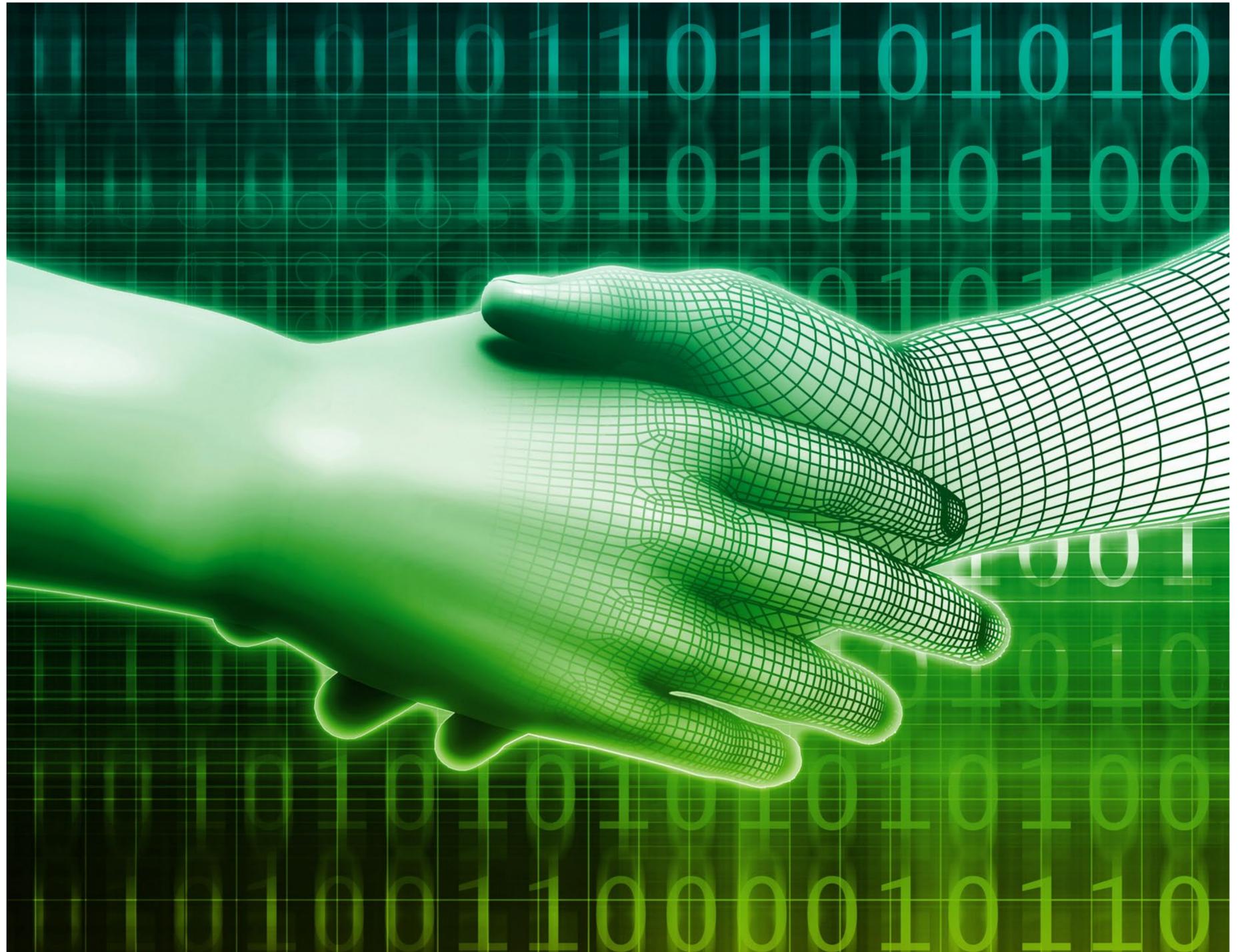
Woman in a black top and grey jacket, standing in the front row, second from the right.

Man in a dark suit jacket, light blue shirt, and sunglasses, standing on the far right of the group.

SELLING IN THE  
**DIGITAL**  
**AGE**  

---

**SALES 2.0**



DIGITAL AGE

# HISTORY OF SALES

---

WHERE DO YOU  
FALL WITHIN  
THE HISTORY OF  
SALES?



D2D (1960'S)

ESTABLISHED

CATALOG (1990'S)

JOINT



ECOMMERCE  
(ONLINE)

(2000)

10M SUBSCRIBERS



# SALES CYCLE DIAGRAM

Process For Employees To Follow



## CLOSE THE SALE

Ask for the sale! It's time to bring home the MONEY!

## OVERCOME OBJECTIONS

They will object, and you should overcome. Take advantage of this process to build trust.

## PROPOSAL

Create a fantastic presentation with your proposal. Make sure you present it in person.

## ACTION PLAN

Once you know your prospect's issues and expectations, create an action plan around those items.

## PROSPECTING

Lead Generation Strategy and Lead Funnel.

## MAKE CONTACT

Make contact via marketing, phone call, email, etc.

## QUALIFY

Make sure the prospect is someone you actually want as a customer.

## CONSULTATION

The best sales start with great discovery and consulting with the client about their needs and expectations.

D I G I T A L   A G E

# SALES CYCLE



D I G I T A L   A G E

# PROSPECTING

## **1** CRM TOOLS

Organize and keep track of your contact records along with developing a pipeline for your sales records.

## **2** LEAD GENERATORS

Easily gather information on target companies that you want to work for. There are several tools out there that provide a wealth of information.

## **3** SALES FUNNELS

Step by step digital strategy for attracting prospects to contact you instead of you reaching out to them.

# CRM TOOLS



**BOSS**

**pipedrive**

D I G I T A L   A G E

# PROSPECTING



## 1 CRM TOOLS

Organize and keep track of your contact records along with developing a pipeline for your sales records.

## 2 LEAD GENERATORS

Easily gather information on targets companies that you want to work for. There are several tools out there that provide a wealth of information.

## 3 SALES FUNNELS

Step by step digital strategy for attracting prospects to contact you instead of you reaching out to them.





D I G I T A L   A G E

# PROSPECTING

## 1 CRM TOOLS

Organize and keep track of your contact records along with developing a pipeline for your sales records.

## 2 LEAD GENERATORS

Easily gather information on target companies that you want to work for. There are several tools out there that provide a wealth of information.

## 3 SALES FUNNELS

Step by step digital strategy for attracting prospects to contact you instead of you reaching out to them.

# SALES FUNNEL

How are you going to generate leads?

## WEBSITE/SEO

Conversion Rate:  
2.35%

## NETWORKING

Conversion Rate: 15%

## LEAD MAGNETS

Conversion Rate: 2% -  
4%

## BLOGGING

Conversion Rate: 2-5%

## DIRECT MAIL

Conversion Rate: .5% to  
2%

## Referral Program

Conversion Rate: 50%



D I G I T A L   A G E

# MAKING CONTACT

---

## HOW ARE YOU STAYING IN FRONT OF YOUR PROSPECT?



## 1 EMAIL MARKETING

There are many levels to email marketing which I could create an entire presentation on alone. Email marketing is my preferred method of outbound marketing.

## 2 PAID ADS

Its hard to argue with the results and paid ads do get results. There are positives and negatives, but if you want sure fire leads, find an agency that specializes in Paid Ads.

## 3 SOCIAL MEDIA (CONSUMER)

Some will say this doesn't work, but there are too many that get great results. I am on the side that I don't enjoy Social Media marketing, but it does work if done right, especially in consumer markets.

# EMAIL MARKETING TOOLS



ExactTarget®

a salesforce.com® company

Constant Contact® 



emma®

 AWeber  
COMMUNICATIONS

GRAPHIC MAIL 

Infusionsoft.

verticalresponse  
Marketing. Just Like That.

DIGITAL AGE

# MAKING CONTACT

---

HOW ARE YOU STAYING IN FRONT OF YOUR PROSPECT?



## 1 EMAIL MARKETING

There are many levels to email marketing which I could create an entire presentation on alone. Email marketing is my preferred method of outbound marketing.

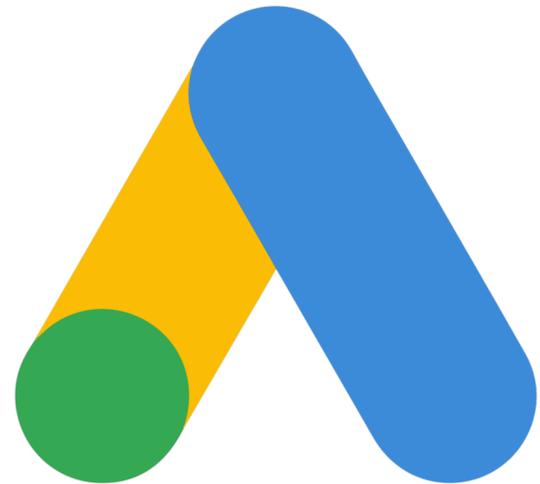
## 2 PAID ADS

Its hard to argue with the results and paid ads do get results. There are positives and negatives, but if you want sure fire leads, find an agency that specializes in Paid Ads.

## 3 SOCIAL MEDIA (CONSUMER)

Some will say this doesn't work, but there are too many that get great results. I am on the side that I don't enjoy Social Media marketing, but it does work if done right, especially in consumer markets.

# PAID ADVERTISING



Google Ads

facebook Ads

**RESEARCH AND LEARN ABOUT  
LOOK-A-LIKE AUDIENCES**

D I G I T A L   A G E

# MAKING CONTACT

---

## HOW ARE YOU STAYING IN FRONT OF YOUR PROSPECT?



### 1 EMAIL MARKETING

There are many levels to email marketing which I could create an entire presentation on alone. Email marketing is my preferred method of outbound marketing.

### 2 PAID ADS

Its hard to argue with the results and paid ads do get results. There are positives and negatives, but if you want sure fire leads, find an agency that specializes in Paid Ads.

### 3 SOCIAL MEDIA (CONSUMER)

Some will say this doesn't work, but there are too many that get great results. I am on the side that I don't enjoy Social Media marketing, but it does work if done right, especially in consumer markets.

# SM PLATFORMS

**facebook**

**Linked in**®





## 1 **AUTOMATED FORMS**

Develop a system of automations to collect information for you instead of you manually doing it with the client. If they submit a form on your website, create a trigger to send them an email with a form requesting information before your visit. Think of as many tools and process that you can automate to make your job easier.

## 2 **ASSESSMENTS**

When you have someone that is really interested in using your services, they will invest some time in filling out a form or needs assessment. They will agree to meet with you and walk their property to discuss their needs. Make sure you are using this as a qualifier.

## 3 **SEARCH ENGINES**

This is often one of the easiest and one of the most underutilized tools used. **LOOK UP YOUR PROSPECTS!** I see it often where salespeople could have saved themselves time or improved their selling interaction with the client by simply looking up the company. Know your client!



## 1 AUTOMATED FORMS

Develop a system of automations to collect information for you instead of you manually doing it with the client. If they submit a form on your website, create a trigger to send them an email with a form requesting information before your visit. Think of as many tools and process that you can automate to make your job easier.

## 2 ASSESSMENTS

When you have someone that is really interested in using your services, they will invest some time in filling out a form or needs assessment. They will agree to meet with you and walk their property to discuss their needs. Make sure you are using this as a qualifier.

## 3 SEARCH ENGINES

This is often one of the easiest and one of the most underutilized tools used. LOOK UP YOUR PROSPECTS! I see it often where salespeople could have saves themselves time or improved their selling interaction with the client by simply looking up the company. Know your client!

# PUBLIC SERVICE ANNOUNCEMENT

**REVIEW YOUR PROSPECTS  
PROPERTY WITH THEM!**

**TAKE PICTURES, DOCUMENT ISSUES WITH THE  
PROPERTY, AND MAKE SURE YOUR PROSPECT  
SEES AND UNDERSTANDS THE CAUSES**



## 1 AUTOMATED FORMS

Develop a system of automations to collect information for you instead of you manually doing it with the client. If they submit a form on your website, create a trigger to send them an email with a form requesting information before your visit. Think of as many tools and process that you can automate to make your job easier.

## 2 ASSESSMENTS

When you have someone that is really interested in using your services, they will invest some time in filling out a form or needs assessment. They will agree to meet with you and walk their property to discuss their needs. Make sure you are using this as a qualifier.

## 3 SEARCH ENGINES

This is often one of the easiest and one of the most underutilized tools used. LOOK UP YOUR PROSPECTS! I see it often where salespeople could have saves themselves time or improved their selling interaction with the client by simply looking up the company. Know your client!



INITIAL  
CONSULTATION  

---

DIGITAL AGE

D I G I T A L   A G E

# ACTION PLAN- PROPOSAL CREATION

---



## 1 TOOLS FOR ESTIMATING

There are many tools out there to help measure and estimate your services.

## 2 TOOLS FOR PROPOSAL CREATION

PowerPoint, Prezi, Adobe Acrobat are all examples of tools that can be used to create fantastic presentations. You can use whatever you prefer as long as you can make a great looking proposal.

## 3 UNDERSTANDING MARGINS

Make sure you know your margins when creating your proposals! When you are competing for the properties, you really want, its helpful to know your limits on pricing strategy in order to still make a profit.

# TOOLS FOR ESTIMATING



DIGITAL AGE

# ACTION PLAN- PROPOSAL CREATION

---



## 1 TOOLS FOR ESTIMATING

There are many tools out there to help measure and estimate your services. There are some that

## 2 TOOLS FOR PROPOSAL CREATION

PowerPoint, Prezi, Adobe Acrobat are all examples of tools that can be used to create fantastic presentations. You can use whatever you prefer as long as you can make a great looking proposal.

## 3 UNDERSTANDING MARGINS

Make sure you know your margins when creating your proposals! When you are competing for the properties, you really want, its helpful to know your limits on pricing strategy in order to still make a profit.

# TOOLS FOR PROPOSAL CREATION



# BOSS

# PUBLIC SERVICE ANNOUNCEMENT

**DO NOT INCLUDE YOUR CONTRACT  
WITH YOUR PROPOSAL!!!!**

DIGITAL AGE

# ACTION PLAN- PROPOSAL CREATION

---



## 1 TOOLS FOR ESTIMATING

There are many tools out there to help measure and estimate your services. There are some that

## 2 TOOLS FOR PROPOSAL CREATION

PowerPoint, Prezi, Adobe Acrobat are all examples of tools that can be used to create fantastic presentations. You can use whatever you prefer as long as you can make a great looking proposal.

## 3 UNDERSTANDING MARGINS

Make sure you know your margins when creating your proposals! When you are competing for the properties, you really want, its helpful to know your limits on pricing strategy in order to still make a profit.



## POWERPOINT

It's the old dog on the block, but you probably haven't even learned all the tricks its capable of. Still a good resource.



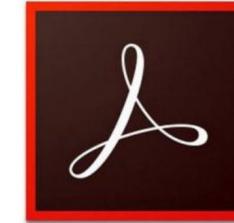
## PREZI

PowerPoint on steroids and 25 years in the future. Prezi is a next gen presentation tool. I always recommend have a printed copy and delivering digital presentations in person.



## SLIDEDECKS

Printed or Digital, a good old value packed slide deck will do everything you need. Sometimes simple is better and slide decks keep it simple. Use a graphic designer to give you slide deck a face lift if needed.



Adobe™ Acrobat™



DIGITAL AGE

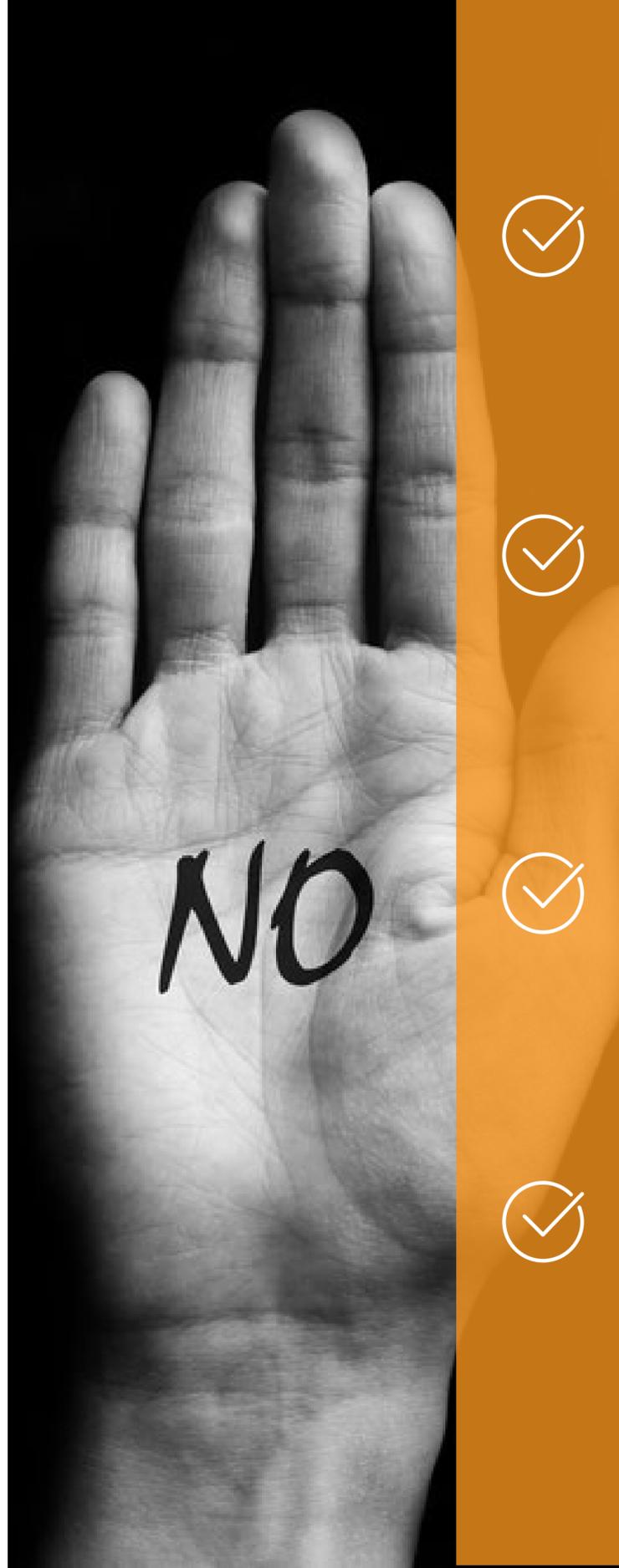
# PROPOSAL PRESENTATION

REQUIRE YOUR PROSPECT TO MEET IN PERSON TO SUBMIT YOUR PRESENTATION

D I G I T A L   A G E

# OVERCOMING OBJECTIONS

---



## UTILIZE YOUR PRESENTATION

If you built your presentation around their issues, then its usually easy to overcome most objections as they will be comparing you to their current provider.... Who they are unhappy with.

## KNOW YOUR COMPETITORS

If you performed a good discovery, then you should know who you are competing against. Hopefully, you have a thorough understanding of your competitors, their offerings and their pricing strategy.

## UNDERSTAND YOUR VALUE

Reinforce pricing objections with the value that you offer over competitors. There is a reason you are more expensive and there is a reason they were shopping when they contacted you. At the end of the day, they just must understand and see the value and they will pay more to have that headache go away.

## SELL SAFETY

At the end of the day, nothing sells snow removal as well as safety and transfer of liability. Build your marketing and sales strategies around this truth and you will have easy success.

DIGITAL AGE

# CLOSE THE SALE

---



## ASK FOR THE SALE

Make sure you ask for the sale! So often, salespeople will present and then never try to close the sale. You spent a lot of time and money preparing your proposal, its okay to assume you have a good chance at getting the work!



## CONTRACT AT CLOSING

Make sure your contract is not part of your proposal. This is a mistake I see all of the time. STOP IT!. Let them love everything about you before you give them a legal document that some lawyer created.



## BE SLOW TO NEGOTIATE

When it comes to price, be slow to negotiate. Understand your value and where your competitors stand in comparison to you. If you negotiate on price, there should be an extremely good reason and not just because they are saying you are too expensive.

DIGITAL AGE

# CLOSE THE SALE

---



## ASK FOR THE SALE

Make sure you ask for the sale! So often, salespeople will present and then never try to close the sale. You spent a lot of time and money preparing your proposal, its okay to assume you have a good chance at getting the work!



## CONTRACT AT CLOSING

Make sure your contract is not part of your proposal. This is a mistake I see all of the time. STOP IT!. Let them love everything about you before you give them a legal document that some lawyer created.



## BE SLOW TO NEGOTIATE

When it comes to price, be slow to negotiate. Understand your value and where your competitors stand in comparison to you. If you negotiate on price, there should be an extremely good reason and not just because they are saying you are too expensive.

DIGITAL AGE

# CLOSE THE SALE

---



## ASK FOR THE SALE

Make sure you ask for the sale! So often, salespeople will present and then never try to close the sale. You spent a lot of time and money preparing your proposal, its okay to assume you have a good chance at getting the work!



## CONTRACT AT CLOSING

Make sure your contract is not part of your proposal. This is a mistake I see all of the time. STOP IT!. Let them love everything about you before you give them a legal document that some lawyer created.



## BE SLOW TO NEGOTIATE

When it comes to price, be slow to negotiate. Understand your value and where your competitors stand in comparison to you. If you negotiate on price, there should be an extremely good reason and not just because they are saying you are too expensive.



# WEBSITES



## WEBSITES - COMPANY MESSAGE

# WHAT DO YOU SELL?

---

Whether it is face to face,, website, brochure's.... You should have a great understanding of what you sell and what your company message needs to be to appeal to your target customer. For example, you might think you are selling snow removal, but in most cases, you are selling safety and transference of liability. When you are talking to your customer, you will have an easier time selling the value of your snow removal operations because it provides safety.



PROJECTS

# SEO SEARCH ENGINE OPTIMIZATION



## Technical Optimization

Is your site optimized to be able to talk to search engines? Speed, Design, Functionality all matter a great deal to Google and the end user.

## Document Relevancy

Does your subject matter really apply to your user? If you have a picture of your truck on your front page, that would be a NO! This is how well you have your site set up to target the right customers.

## Website Authority

Once you start to gain credibility, you will be referenced more by peer websites and others linking to you. This give your site Authority, showing that your content is respected in your industry.



PROJECTS

# SEO SEARCH ENGINE OPTIMIZATION



## Technical Optimization

Is your site optimized to be able to talk to search engines? Speed, Design, Functionality all matter a great deal to Google and the end user.

## Document Relevancy

Does your subject matter really apply to your user? If you have a picture of your truck on your front page, that would be a NO! This is how well you have your site set up to target the right customers.

## Website Authority

Once you start to gain credibility, you will be referenced more by peer websites and others linking to you. This give your site Authority, showing that your content is respected in your industry.

PROJECTS

# SEO SEARCH ENGINE OPTIMIZATION



## Technical Optimization

Is your site optimized to be able to talk to search engines? Speed, Design, Functionality all matter a great deal to Google and the end user.

## Document Relevancy

Does your subject matter really apply to your user? If you have a picture of your truck on your front page, that would be a NO! This is how well you have your site set up to target the right customers.

## Website Authority

Once you start to gain credibility, you will be referenced more by peer websites and others linking to you. This give your site Authority, showing that your content is respected in your industry.

WEBSITES

# LOCAL SEO

---

## Local Listings

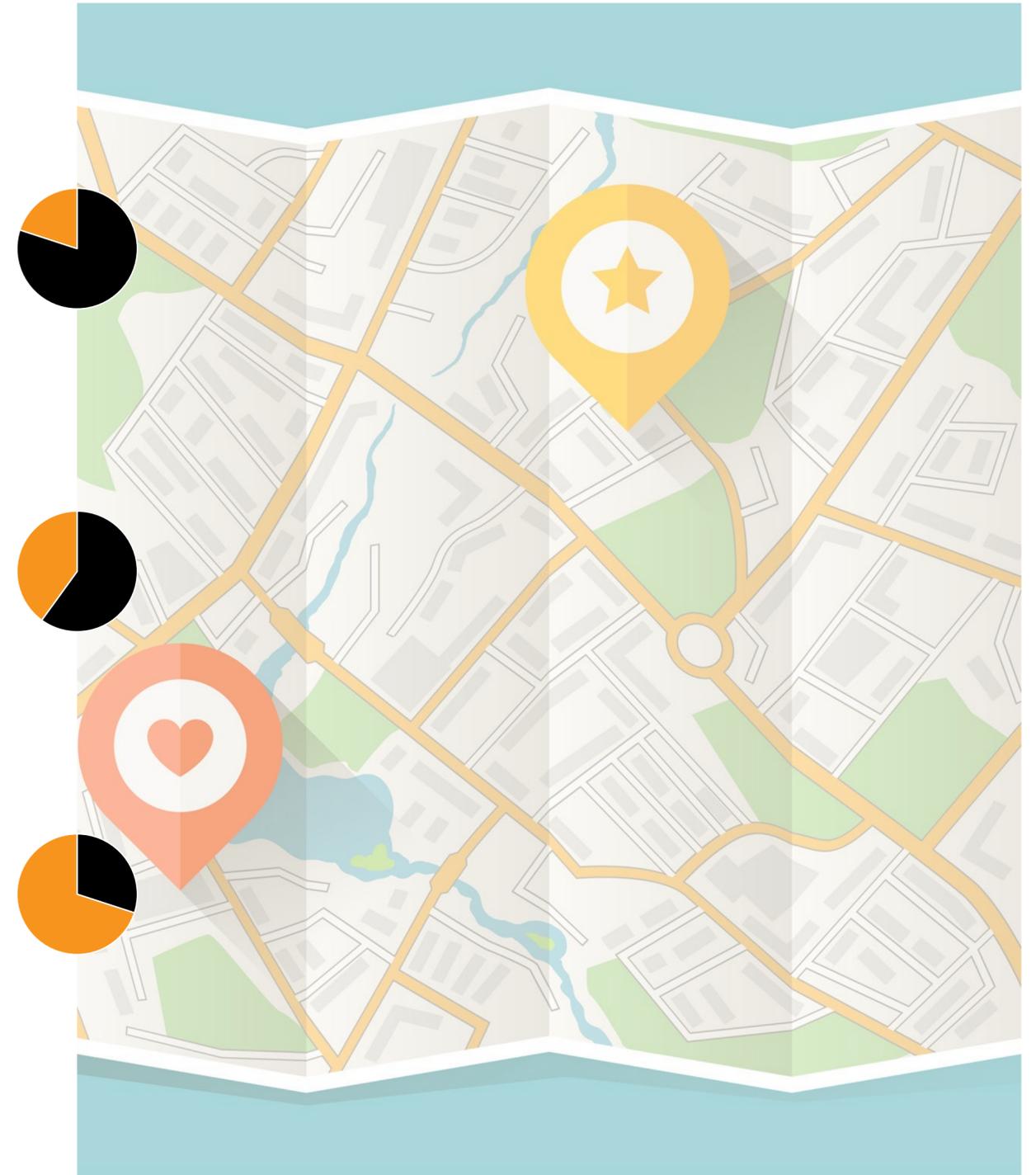
Are you in all of the online database's and is your information accurate?.

## Google My Business

Have you claimed or set up your Google My Business Listing?

## Know Your Competitors

How are your competitors ranking in your region compared to you? Do you know why they are ranking better or worse?.



# TOOLS FOR LOCAL OPTIMIZATION

**MOZ**  
LOCAL



WEBSITES

# LOCAL SEO



## Local Listings

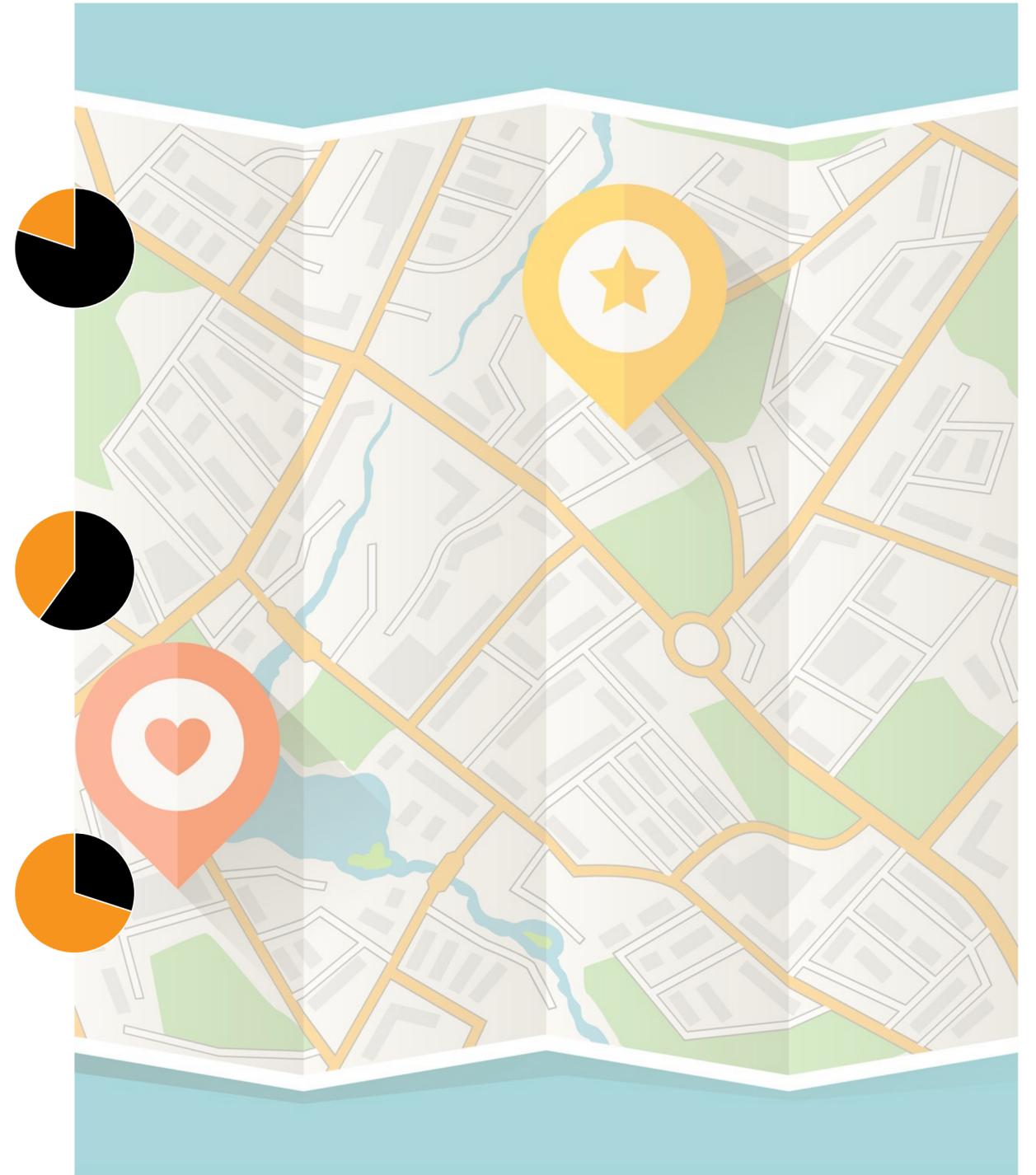
Are you in all of the online database's and is your information accurate?.

## Google My Business

Have you claimed or set up your Google My Business Listing?

## Know Your Competitors

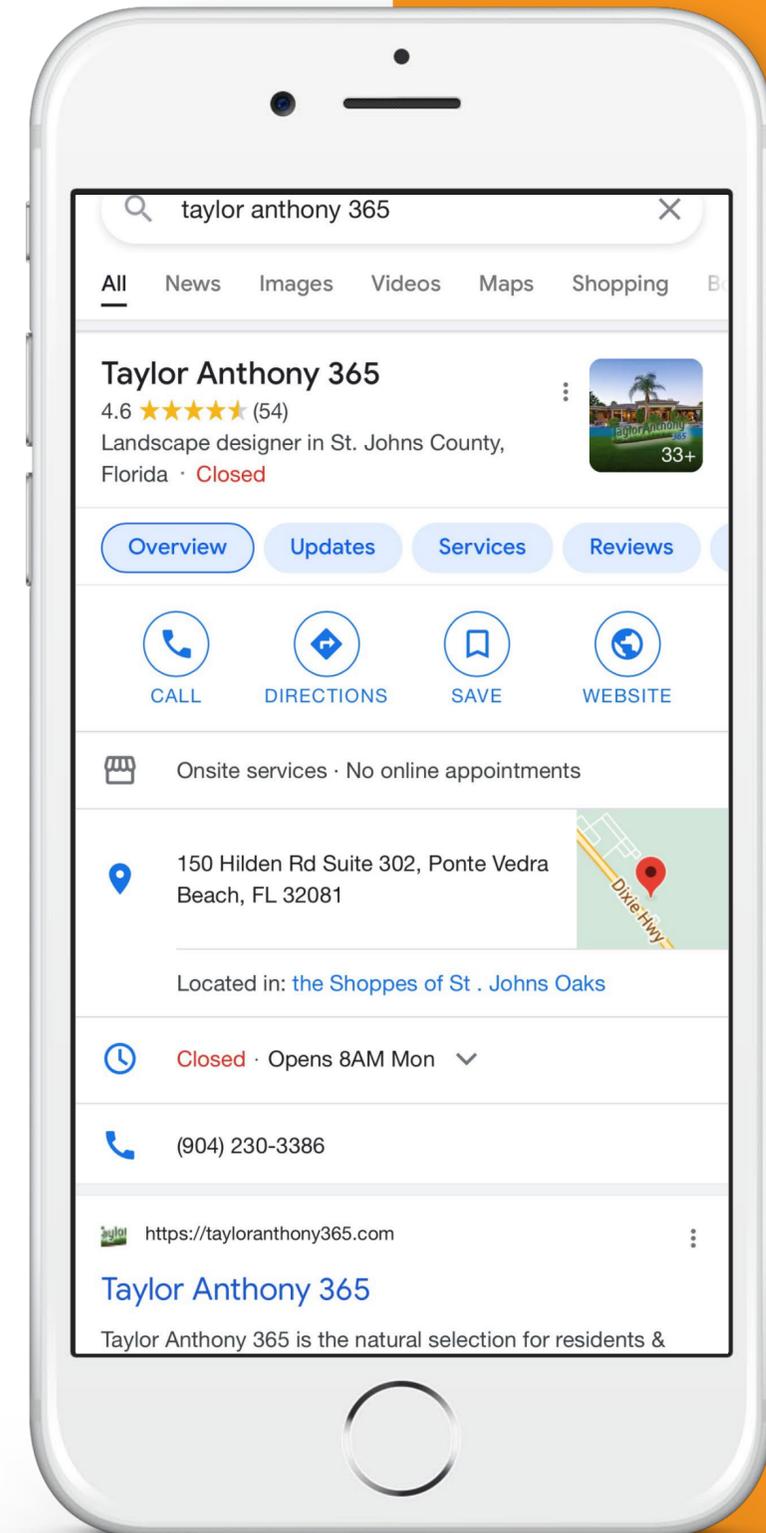
How are your competitors ranking in your region compared to you? Do you know why they are ranking better or worse?.



D I G I T A L   A G E

# GOOGLE MY BUSINESS

Google My Business<sup>®</sup> lets you update your Business Profile and engage with your customers. Give customers more ways to connect with your business. Connect and get results.

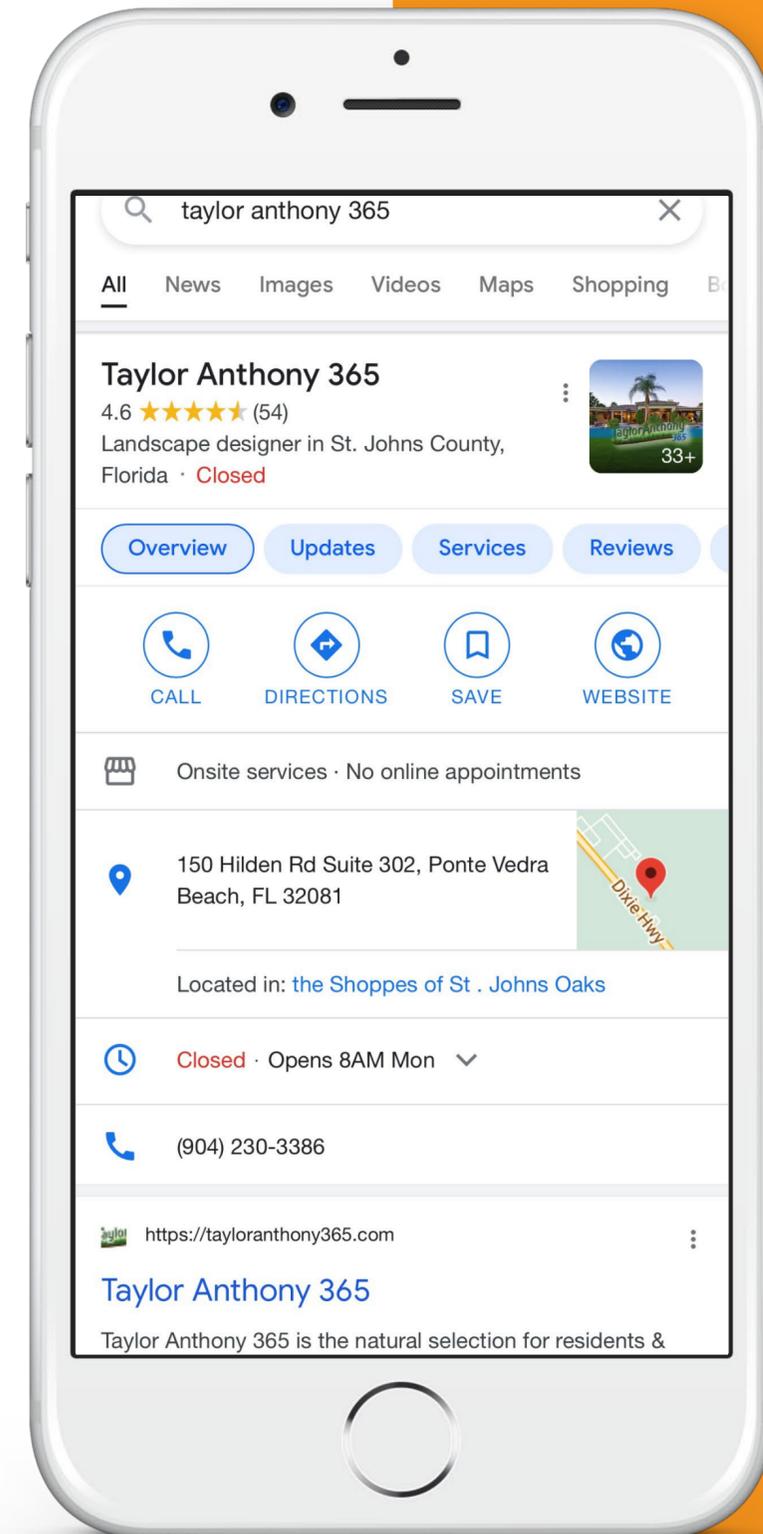


**FREE HANDOUT**

GOOGLE  
MY  
BUSINESS  
OPTIMIZATION  
WALKTHROUGH

---

**LINK: [HARVESTLANDSCAPECONSULTING.COM/SIMA](https://harvestlandscapeconsulting.com/sima)**



WEBSITES

# LOCAL SEO

---

## Local Listings

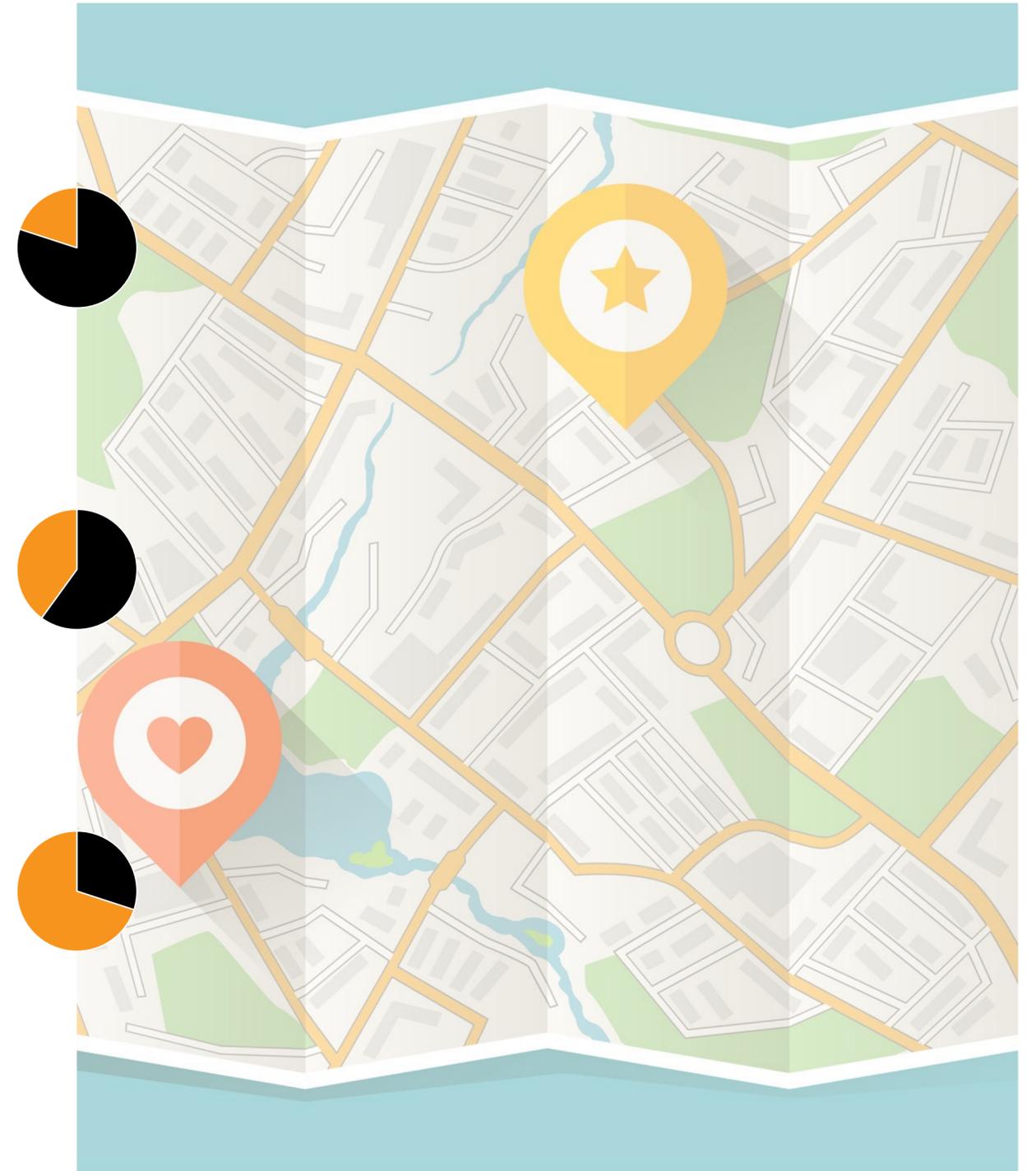
Are you in all of the online database's and is your information accurate?.

## Google My Business

Have you claimed or set up your Google My Business Listing?

## Know Your Competitors

How are your competitors ranking in your region compared to you? Do you know why they are ranking better or worse?.



# PUBLIC SERVICE ANNOUNCEMENT

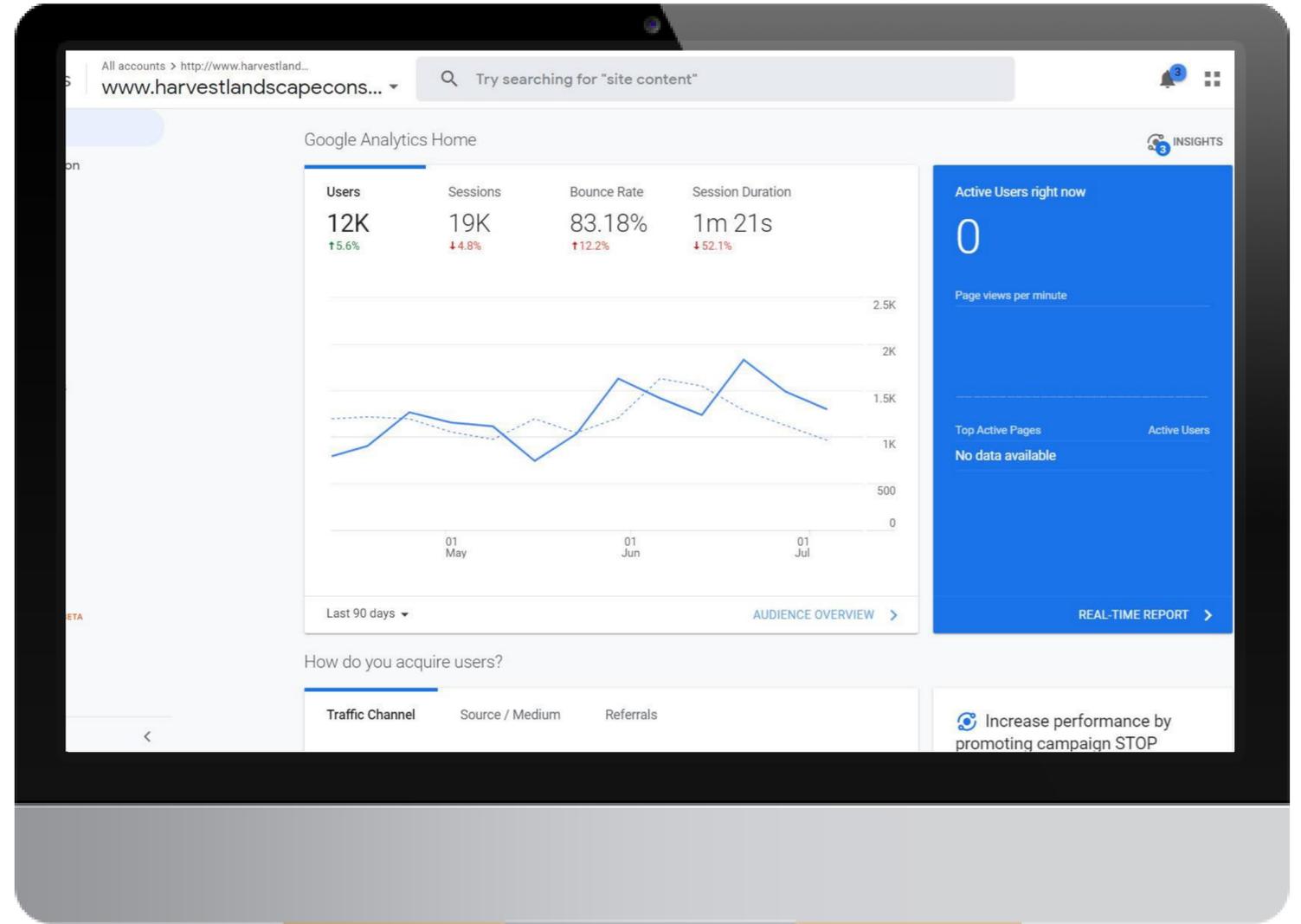
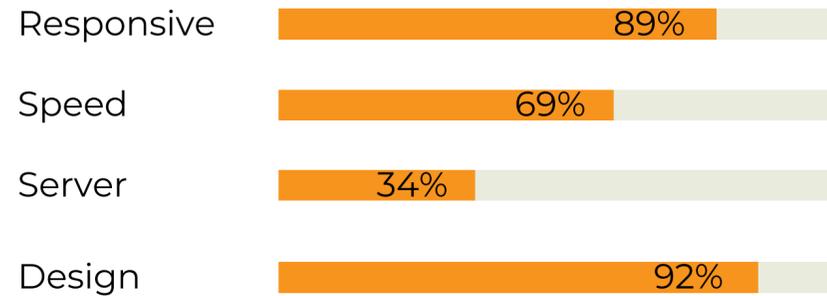
**FORGET ABOUT SEARCH RANKING!!!!**

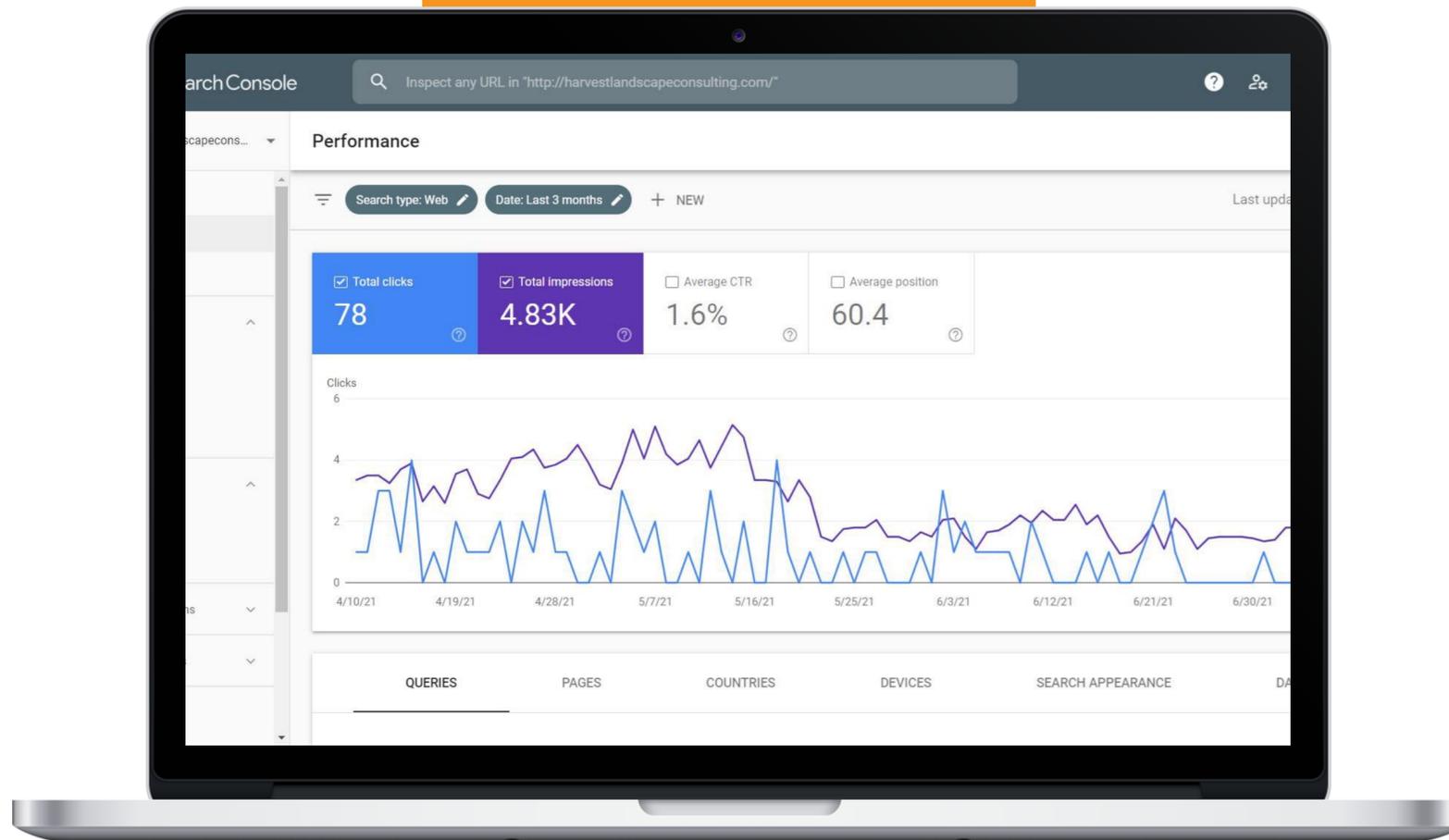
**LOOK AT YOUR RANKING  
REGIONALLY AGAINST YOUR DIRECT  
COMPETITION AGAINST A SERIES OF  
KEYWORDS**

WEBSITE

# GOOGLE ANALYTICS

Google Analytics lets you measure your advertising ROI as well as track your Flash, video, and social networking sites and applications.





A B O U T U S

# GOOGLE SEARCH CONSOLE

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results.





THE HARVEST GROUP

# WAYS TO WORK WITH ME



## 1:1 SALES & MARKETING



### Consulting

Work with you 1-on-1 to provide direction on sales and marketing to take your company to the next level.

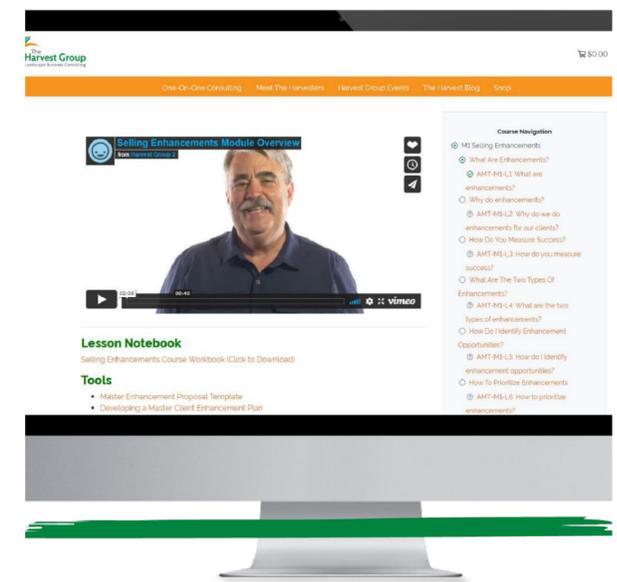
## MONTHLY



### Marketing Services

Working with you on an agency level, executing marketing campaigns for your company.

## ONLINE EDUCATION



### Courses

Check out the online education platform on our website. It will help you in many areas of your business!

# QUESTIONS





# CONTACT ME

HARVESTER CHRIS DARNELL

---

Website: [www.harvestlandscapeconsulting.com](http://www.harvestlandscapeconsulting.com)

Email: [chris@harvestlandscapeconsulting.com](mailto:chris@harvestlandscapeconsulting.com)

Phone: 314.437.0901