

Transcript for Episode 173 - Streamlining Your Sales Process for Maximum Efficiency

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Jessica Miller: Hello everyone and welcome to the It's Your Offer podcast. I'm Jess Miller and I'm so excited to be hosting today's episode that focuses on streamlining your sales process for maximum efficiency. If you are a business owner and you want to grow with ease. You want to eliminate the bloat and the complexity and all of the churn that slows down growth. You want to make sure that your sales process is optimized for efficiency. When you do that in your business, you create faster conversions, higher revenue and less wasted effort and make a whole lot more money with

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Jessica Miller: ease. Whether you are a physical brick and mortar business or you're a virtual business, whether you're selling products or services, the strategies that we're going to talk about today are applicable to you. And let me tell you, this is like the super highway to fun and easy growth. It is taking the process that you have, it's making it work better for you so that you actually do less and make more money. It is so important. When you have an efficient sales process, you save time and resources. A well-oiled sales process means fewer bottlenecks, there's less friction,

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Jessica Miller: there are faster sales cycles. Like things get really good. Your clients come in, they have an amazing and consistent experience, which really ensures that customers receive predictable, high quality buying experience, there's trust, there's satisfaction. It is so cool. You also can handle more clients and more leads without breaking your system or having to add a lot of extra work streams or headcount. That scalability factor is there when you have an awesome and maximally optimized sales process. And the other piece of this, as we already alluded to, is you can make a lot more money without complexity.

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Jessica Miller: You want to optimize what's already working to boost your sales without complicating your business. And we are so often in the mindset as entrepreneurs that in order to grow you need to add more. I am here to tell you

that all of the money that you want to double your revenue and grow your business right now already exists hiding in your business in the form of inefficiencies, in the form of things that are not optimal. And when you start to make them more efficient and you start to optimize the things that you have and specifically the

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Jessica Miller: things that are working really well, you end up growing so much faster and it is so much more streamlined. Now, how do you do this? I'm gonna walk you through the things that I look at and that I help my clients look at when we're thinking specifically about streamlining your sales process. So, get your pen and paper and let's take a look at this really quickly in these easy steps. So, the first thing I have you do, and I'm gonna have you listen to this podcast, is that I want you to map out your current

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Jessica Miller: sales process. So, what do I mean by this? I mean, I want you to literally identify every step of the lead generation process to closing the sale. What is that process, that journey that your client goes through in order to get from where they start, that lead gen piece, to actually buying from you? You can do this super simply, like get out a piece of paper right now, just write it down or if you want to get super sophisticated and have it be prettier, you could use something like Lucidchart or one of those programs where you're

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Jessica Miller: actually like, you know, doing it electronically and it can look super pretty. But the bottom line is it doesn't need to be tough. I want you just to map out that sales process. Then I want you to look at it and I want you to think about where are we losing either time or people? Where are you leaking people in that process? Where is it clunky? Where is it complicated? Like pinpoint where there is time lost or prospects or clients are dropping off, okay? So, map out that sales process and then look at all the different

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Jessica Miller: steps and pinpoint where there's a gap, essentially. That's the first thing. Second thing, I want you to look at that same journey and I want you to simplify and remove any redundancies okay it is not your friend when you're

doing things that you don't need to do or you're doing them more than one time and it's not necessary So you want to cut out any unnecessary steps that you see there and you want to make sure that you're focusing on actions that directly lead to conversion So if you see that there's like I said redundancy or

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Jessica Miller: unnecessary steps you want to get them out You want to make sure that the steps that are there are actually the ones that are directly leading to the conversion. We don't want people to do things that they don't need to be doing in order to close the sale. Okay, the next step of this, when you're looking at that journey, is we wanna look for opportunities where we can automate where possible. Now, I say this from the perspective of thinking efficiently, but you also want to think about the client experience. So are there things that are not

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Jessica Miller: important from the perspective that you need a physical person to do them, that they need to be very manual. Like can you leverage your CRM system to do something like automate email follow ups or maybe some scheduling tools to easily schedule people for different steps on that journey. Are there ways where you can automate and streamline that where possible? It could also be like automating reminders or other things or even post-sale things, engagements and such, but anywhere where you can make that journey more powerful because you have automated something. Now again, I want to just say

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Jessica Miller: as a side note, you want to think about the client experience and you don't want to automate something that is important that you are part of. So, like for example some people have a lot of different feelings about sales you know they're like I just want to automate myself right out of this thing and I'm like okay well depending on your offer and the type of sales process that you have and sales journey that you have, like for me, example, with my clients and my particular programs, me speaking to them is a very important piece of

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Jessica Miller: it. So, in some capacity, I want to make sure that is not the piece that I automate out. Now, do I need to be speaking to every single person every

step of the way? No. So I can automate some parts of it, but I'm not going to automate myself completely out of it. And especially for me personally, the way that my funnels are built, the sales calls are really important. I want to be in and part of that. Okay, so that is really important. So, you want to automate where possible and then also kind of in

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Jessica Miller: that same vein, leverage technology where you can. Like, can you use the technology, for example, to book these calls? Like, can you use Calendly or can you use Acuity? Or can you use your CRM to send a message where you're leveraging the technology in a way to, you know, bolster the value and the ease of that process and not take something away from it. So, does someone actually need to like talk to somebody on your team every single time they're booking a call? For most of us the answer is no. This is actually one of the

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Jessica Miller: things I think people do really well, you know, as far as like using calendar systems and that. But an area you might see is like, are there 3 different steps that they need to go through in order to just get to that booking page. If the answer is yes, can you make this easier? Can you, for example, leverage another technology, Zapier or whatever, to get them from like step 2 to step 5 on the booking page and not have to go through step 3 and 4 as part of the process for example, okay So that's the

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Jessica Miller: next piece and then the last piece is you always want to have continuous improvement and a feedback loop This is literally like the foundation of everything that I talk about. And if you're listening to this podcast every week, you're like, here she goes again. But you know what I'm going to say here. You want to always look at what is working and how can we make it work better? So, what kind of things can you put in place to consistently review your sales process for inefficiencies and really include in your normal business processes. How do we

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Jessica Miller: basically, like debrief this look at it and make it better and the more powerfully you do that to carry forward what is working get rid of these

Inefficiencies tweak things the more powerful the result is because you're taking the next best version and you're rolling that forward and you're Continuing to iterate on that and optimize it and you always want to collect feedback from your clients about the process. If you have a sales team, the other members of your team, customers, anyone that is touching this process, you want to talk to them because you want to

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Jessica Miller: improve the experience. So, getting them as part of the improvement process and that feedback loop is really really important. Now I'll tell you the common things that I see after those are the steps that you would take to streamline your process. The common things I see are number 1, too many steps. People make the journey to getting to that sale like I don't even know. It's like a 7,000-hour journey. Don't do it. Try to make it simple. Don't have over complicated journeys. Don't make over complicated workflows. Don't make your clients work for it.

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Jessica Miller: Make it super easy for them to just get what they want. So too many steps. Lack of automation. They are manually doing everything. It is redundant. It is slow. Don't be that person. Inconsistently following up. Somewhere in that process, that sales journey, people are falling out and you're not catching them. And one of those places are, is that there's no follow-up. Leads are falling out. People are falling through the cracks due to irregular follow-up. And we know, we hear it all the time, right? The fortune is in the follow-up. Well, when they're going through that journey

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Jessica Miller: and they're not a yes to buy, or maybe they're a yes, but are you following up with them? And that inconsistent follow-up, we don't see that piece in that journey easy enough. And then there's these disconnected tools from the team and the actual automation. So, you've got these things going on, these systems are not speaking to each other, or you have a team, so the sales team's not talking to the marketing team, not talking to the customer support, or you're too removed from your business. And we find that those create a lot of inefficiencies in the

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Jessica Miller: sales process, and so it becomes a problem. Again, why does this matter to you? So just to reiterate, you want to speed up the time from lead to conversion. So, when you optimize this, you get a faster sales cycle. People are talking to each other, there's increased revenue per lead, there's reduced workload for your team, and there's scalable growth. You can really grow without increasing complexity and overhead. And just think about this. Like if you have a sales process and people are coming in and let's just take your most, you know, highest revenue generating product or

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Jessica Miller: service and you learn how to do that better; you end up generating so much more with such a smaller lift. And that's what you want to do. You want to take out the kinks. It's just the same idea as if you're driving down the road and you're like, you know, flooring it and things are good and you're going 60 miles an hour. And then all of a sudden you hit a road where there's like a speed bump every, you know, I don't know, 10 feet. You're not going to be going 60 miles an hour. And if

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Jessica Miller: you are, it is like super, super, super clunky. So, you don't wanna be in that place. So, looking at these things from that perspective is really important. And there is so much upside that you're going to see from a results perspective. You know, your closing rates will be better. You will have higher customer satisfaction. You want less lead drop off. A lot of people spend a lot of time and a lot of effort and a lot of money on really getting these clients to come in, right? On that acquisition of client. And so, you don't want

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Jessica Miller: these people to be leaking out of your sales process, right? So, if you have a way to keep them in the process and keep them streamlined You know simple things like better follow-up and better automation means that you are now having less missed opportunities and that's really important and cash flow right faster conversions, fewer bottlenecks, they drive immediate cashflow. And cashflow is so important. So, you wanna make sure that you simplify your sales process and increase the efficiency, revenue, and client satisfaction that you see in your company. The way that you do that, just to recap,

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Jessica Miller: is this way. You want to, number 1, map out your current sales process. Every step, do it on a piece of paper. It does not have to be complicated. Every step from lead gen to the sale, map it out. You want to pinpoint where time is lost or prospects are dropping off. You want to simplify and get rid of any redundancies. You want to cut out any unnecessary steps. You don't want to do anything twice. It is a waste of your time. And you want to make sure that you're focused on actions that lead directly to

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Jessica Miller: conversions, right? That speed to sale is so important. Automating where possible, you do not need to be doing it all on your own. And if there's a team member or somebody else that needs to know about that, you wanna make sure they know. Leverage technology to take out those steps that you do not need to be doing, like someone doesn't physically need to be booking somebody on your calendar. So, make sure you're leveraging that tech and make sure you have something in place to provide a continuous feedback loop so that you can look for these inefficiencies

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Jessica Miller: and constantly be on the lookout for a better, more optimized way. And I don't mean you have to do this every single second. A lot of times people will look at this once or twice a year, maybe once a quarter. That's fine, but just make it part of your business process. Because again, the more that you do this, the more money, happiness, satisfaction, ease you will make without adding more to your business, without adding more complexity. I mean, just those tweaks alone in the sales process can increase your bottom line by a ton, and it's very

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Jessica Miller: small tweaks. So, to that end, you want to start with small changes, right? So just look at that, those pieces in that sales process, identify where those, those, those opportunities efficiency doesn't mean cutting corners. You don't need to be slashing and burning things. I'm not suggesting that it means focusing on what works and making it seamless. Seamless. Okay, so what do I want you to do right now? I want you to go and I want you to audit your

current sales process and I want you to find one thing that you can streamline immediately. So, go

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Jessica Miller: to your current sales process and I would suggest if you are a business and pretty much everybody on this call is a business who likely has more than one product or offer, go to the one that is bringing in the most revenue. Where is most of your business coming from? Audit that 1. So go to your sales process for your most, again, highest generating revenue offer. And I want you to write out that sales process and Find one thing that you can streamline immediately. And when you do that, I want you to share your experiences and

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Jessica Miller: insights with us on streamlining your sales for your business. And we of course always love to hear it. So, you can tag us on social media, you can respond to the podcast email. But whatever it is, we wanna hear it because this is where it gets really good. And we don't want you working harder. We want you working smarter. And we want you taking everything in your business and making it a powerful, repeatable asset that's going to pay you back over and over and over and over again. Until next week everyone, have an amazing week!