

Influencer-sales.com

Influencer Digital Sales Action Planner



This is a planner to help you implement a long term plan for incorporating your new tools and strategies.

Introduction

We covered a LOT of content over the last few months. This workbook was designed to help you realistically incorporate these new strategies and skills into your business life.

We have put together our suggestions for a step by step implementation plan for our program. We suggest which steps you start with, how you should approach it - but the timing is up to you. Some people do a six week plan, others do a 90 day plan.

Key Takeaways

Bottom line - if you don't make a plan to incorporate these tools, you will forget them. Most of them work together to create the most successful Influencer Sellers so taking a logical, step by step approach to implementing them helps with our overall course objectives:

Outcome: Grow sales

-By expanding your reach and influence with both your internal and external customers - by focusing on adding value at every touchpoint.

The Approach:

For both audiences - your clients and your hotel property partners, we will get there by strengthening your brand as a

Trusted resource – You Know Things increase depth of knowledge of your industry, account, buyers, and your property partners.

Thought leader – Share your expertise and insights.

Valued advisor – Make sense of it all by being clear, compelling and confident.

Preferred Partner – Stay engaged, top of mind and create customer advocates .

Holly Zoba

Holly Zoba

Key Actions

In the following pages, we list the priorities, you fill in the details which should include action steps AND due dates.

Create Account Blueprints for each significant account or segment

Plan details

LinkedIn - Update Profile, Join Groups, Expand Network, Post, Like and Comment

Plan Details

Share relevant content - on LinkedIn and other social channels

Frequency Goals

Key Actions Continued

Create and send video emails

Plan details

Create Lumen5 videos with your story for more involved messaging

Plan Details

Think about buyer enablement tools - what should you be sharing?

Plan Details

Key Actions Continued

Design a Scavenger Hunt for your clients or property partners

Plan details

Create a Trivia Game, survey or knowledge quiz for your clients and hotel partners

Plan Details

Other Ideas

Plan Details

Resource Page

We have created a resource page with worksheets, checklists, links and how to videos in case you have forgotten anything!

You can access it here. Bookmark it as we will make updates as we discover new tools.

<https://influencer-sales.com/influencer-resource-portal>

Passcode - GLOBAL