



Website Sales Methodology Tips

Summary of Tips from a webinar for SBDC advisors (August 2020) by SBDCnet and W3 Consulting.

1. Develop Buyer Personas (Customer Segments).
2. Separate different segments/personas. For example, “In Business” or “Not Yet In Business” clients.
3. Create customer journey maps (Sales Funnel) for each buyer persona.
4. What does the business do to convert sales?
5. What need/want/problem of your customer does your business solve (value proposition)?
6. Minimum viable product is not perfection.
7. State the problem from customer’s perspective, show empathy, introduce solutions (features).
8. Use benefits to overcome barriers.
9. Answer buyer questions.
10. Create a “Call to Action” (CTA), which is the next step for the client to take in the desired purchase or contact journey.