

Sales Strategy Workbook

This workbook helps you move from just posting products to actually selling. Based on The Coach's script: 'You Don't Have a Sales Strategy. You Have a Posting Problem', it includes brief examples and guidance under each section to help you take action.

Step 1: Know Your Customer

Who are you really selling to? Be specific. Don't say 'everyone'.

Target Customer Profile (Example in italics):

- Age: _____ (e.g. 25–35)

- Gender: _____

e.g. Female

- Income level: _____

e.g. Low to middle income (*be specific by estimating what their income is after major household expenses*)

- Location: _____

e.g. Urban, Harare CBD

What problem does your product or service solve?

Answer:

e.g. My hair salon helps working women who don't have time to wait in queues

Step 2: Craft Your Offer

What exactly are you offering?

Product/Service:

e.g. Natural hair care packages for women who want low-maintenance styles

What makes it valuable or unique?

Answer:

e.g. I offer home service, same-day appointments, and protective styles for busy professionals

Step 3: Start the Conversation

List 3 people you will initiate a conversation with today:

1. _____

2. _____

3. _____

Sample conversation starter:

Message:

e.g. Hi Tapiwa, I saw your post about your phone issues — I've got affordable models with long battery life. Want me to send options?

Step 4: Ask for the Sale

How will you ask for the sale?

Write your closing line:

Closing Line:

e.g. I can deliver that power bank today if you're ready. Should I prepare your order now?

Follow-up plan if they hesitate:

Follow-Up Plan:

e.g. I'll follow up tomorrow morning with a quick message and offer a limited-time discount

Final Reflection

What will you stop doing (that hasn't worked)?

e.g. Waiting for people to ask me first or relying only on WhatsApp statuses

What new habit will you commit to?

e.g. Starting 2 sales conversations every day and asking for the close confidently

What does 'Sales Confidence' look like for you?

e.g. Being clear, calm, and direct when I talk to customers about buying