

# Trampoline NH CIC

*Promoting Community Enterprise*

*Supporting Ethical Leadership*



## MASTERCLASS: SALES

## Trampoline NH CIC

- *Promoting Community Enterprise*
- *Supporting Ethical Leadership*

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# SALES

## Learning Objectives / Session Outcomes

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### OBJECTIVES

The session will enable you to:

- Optimise your sales potential.
- Recognise your products' / services' Unique Selling Point / Proposition (USP).
- Know about lead generation and sales prospecting.
- Create your sales funnel and pipelines.

### EXPECTED OUTCOMES

By the end of this session, you will be able to:

- Communicate your products' benefits and USP properly.
- Know who your ideal customers are.
- Understand sales funnel and sales process.
- Close sales with confidence and handle feedback constructively.



## Basic Understanding / Assumptions

During the **Marketing session**, we focused on:

- **Market research** → You understand your potential customers
- **Target market(s)** → You know who you are trying to reach
- **Customer persona(s)** → You can clearly describe your typical customer
- **Pricing policy** → You understand how your product is priced

Let's assume you now have a good knowledge of your product, you know how to communicate with your chosen audience, and you know how to price your product.

Let's now explore the main aim of your business: **SALES!**



# SALES

Sales is more than closing deals. It's the practice of making your product or service **accessible**, **visible**, and **compelling** to the people most likely to buy it.

Sales is a **natural extension of your value**:

- It's how you get your product into people's hands.
- It's how you sustain your business.
- It's how you build a cycle of trust, delivery, and return customers.



## Why Sales Matter?

Many founders struggle with the idea of “selling.” But in reality:

- Sales = **survival**: no sales, no revenue.
- Sales = **connection**: meeting people’s real needs.
- Sales = **impact**: your product in the hands of the people who need it.

Even the most mission-driven, ethical business must make sales to sustain its mission.



## UNIQUE SELLING POINT / PROPOSITION (USP)

A Unique Selling Point / Proposition (USP) is the essence of what makes your product better than your competitors’.

It’s the reason why customers would want to buy from you and not from your competitors’.

A USP is a short statement of what differentiate you from your competitors.

Knowing your USP quickly and communicating it clearly is one of the keys to attracting potential customers.



## UNIQUE SELLING POINT / PROPOSITION (USP) (2)

### A good USP is:

- Short and simple
- Clear and realistic
- Focused on real value (not just on hype)
- Backed by product quality, presentation, or care

### Common USP Angles:

- Superior Quality
- Better Price (without compromising value)
- Ethical sourcing or community impact
- Convenience or innovation
- Personalised service or aftercare

## UNIQUE SELLING POINT / PROPOSITION (USP) (3)

### Examples:

- **Domino's Pizza** – “You get fresh, hot pizza delivered to your door in 30 minutes or less — or it's free.” → Clear, bold promise with zero risk.
- **Apple (iPod)** – “1,000 songs in your pocket.” → Focus on benefit, not technical specs.
- **Dollar Shave Club** – “Shave time. Shave money.” → Witty, disruptive, and customer-first.
- **Trampoline NH CIC** - Subsidised access to business incubation support for people who need it the most.



## About You and Your Product

Before we dive into sales techniques, let's take a step back and look at your experience and business journey. Effective sales are built on a clear understanding of what you offer and why it matters.

### *Reflective Questions:*

- What product(s) or service(s) are you selling or planning to sell?
- What defines *quality* for your product?
- What is *unique* about what you offer?
- How will customers find or access your product?

## Reflective Questions

- What product(s) or service(s) are you selling or planning to sell? → clear definition of what is being offered and sold.
- What defines *quality* for your product? → understanding of the standards and value customers expect
- What is *unique* about what you offer? → identification of your key differentiator or competitive advantage
- How will customers find or access your product? → awareness of sales channels and customer journey



# Lead Generation & Prospecting

Many entrepreneurs think, *“If I build a good product, the right people will find it.”*

That’s a myth. Sales don’t happen by accident. They happen when you make it easy — and desirable — for the *right people* to say yes.

“Sales prospecting is all about finding potential buyers or clients – also known as prospects – and reaching out to them...”

To sell, you must:

- **Attract attention** (Lead Generation)
- **Start a relationship** (Prospecting)
- **Guide a decision** (Sales)

## STAGE 1: Create Awareness & Attract Attention

This is the “magnet” stage. You’re not selling — you’re *sparking curiosity*.

### What You Do:

- Social media content (Instagram Reels, TikTok, Facebook posts and groups)
- Local visibility (Flyers, community events, pop-ups)
- Ask for referrals (Happy customers -> new leads)
- Free downloads or trials (e.g. free tester for newsletter sign-up)





## STAGE 2: Qualify, Engage and Convert

This is where you shift from broadcasting to **personal engagement**.

### What You Do:

- Research who your lead is (look at their profile, business, needs)
- Start the conversation (direct message, email, voice note)
- Offer something relevant (freebie, advice, discount, consultation)
- Follow up (reminders, new offer, case study, social proof)



# Your 5-Step Buyer Flow

Use this table to define how you attract and nurture potential buyers. Use information from previous session to define your customer segment & persona.

Step	Your Answer
Who is your ideal customer? (demographics, lifestyle, values)	
Where would you find your customers? (online / offline)	
What's your lead magnet? (Freebie, sample, download, quiz, story, tip, or engaging question)	
What first message will you send to a lead who shows interest?	
How will you follow up and nurture the relationship?	



# Your 5-Step Buyer Flow (Example)

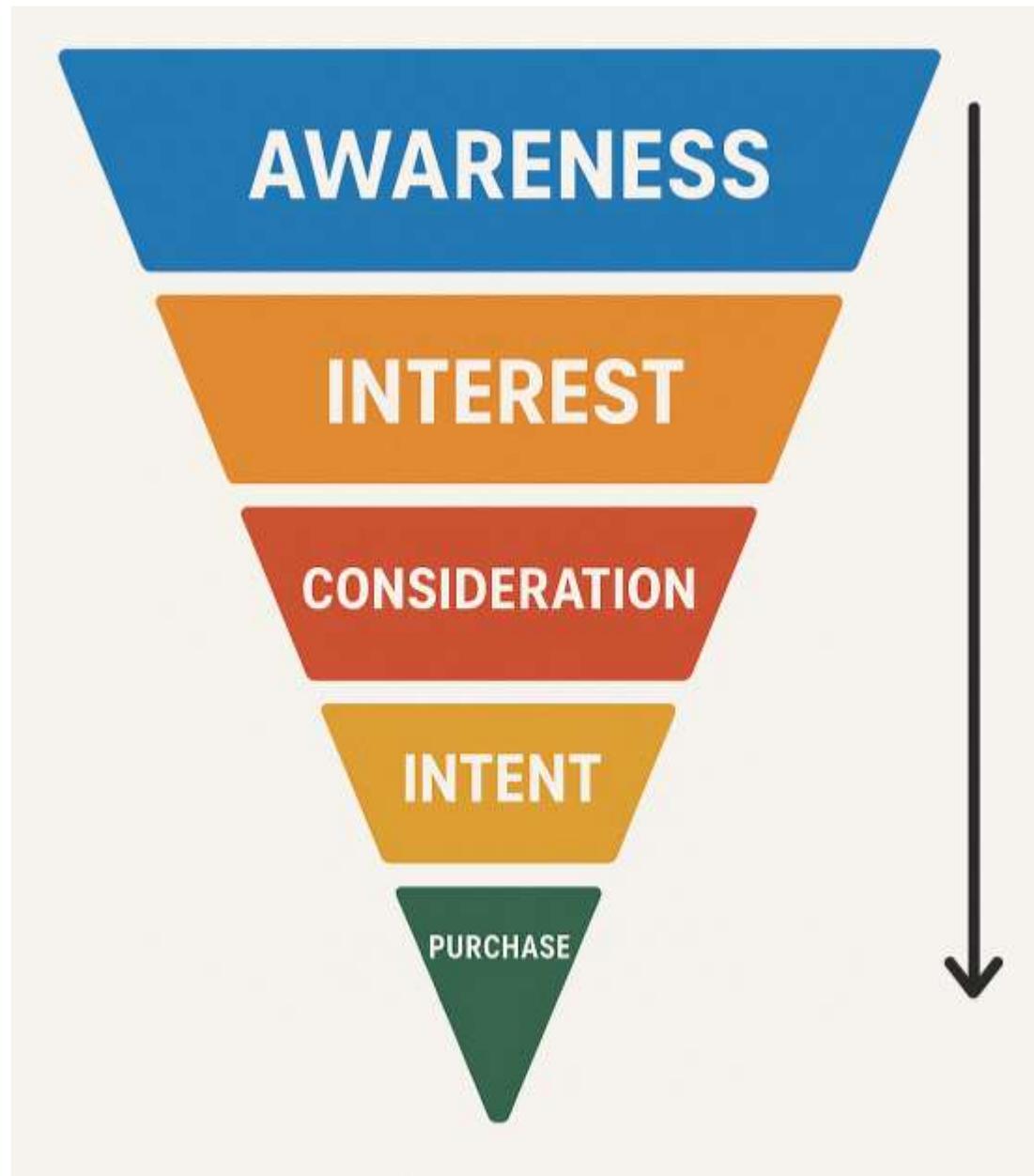
Here is an example of a 5-step buyer flow for a web developer.

Step	Your Answer
Who is your ideal customer? (demographics, lifestyle, values)	Early-stage founders with a live website or MVP who get traffic but struggle to convert visitors into leads or sign-ups.
Where would you find your customers? (online / offline)	LinkedIn, startup and founder communities, WhatsApp groups, coworking spaces, incubator events.
What's your lead magnet? (Freebie, sample, download, quiz, story, tip, or engaging question)	Free homepage audit, free consultation call, free website checklist (5 things your website must have).
What first message will you send to a lead who shows interest?	Thanks for your interest. I work with early-stage founders to improve website conversion by fixing common homepage issues. I can share 2–3 specific improvements for your site — happy to book a free consultation call to discuss this further.
How will you follow up and nurture the relationship?	Deliver the audit, explain the impact of fixing the issues, share a relevant case study, then propose a paid website optimisation or build package as the next step.

## SALES FUNNEL

A sales funnel is a marketing term that describes your journey of engaging with potential customers within your target market, before they buy your product.

There are several steps to a sales funnel, usually known as the top, middle, and bottom of the funnel, although these steps may vary depending on a company's sales model.





## SALES FUNNEL (contd.)

Here are the key stages of a sales funnel.

1. Awareness -> They discover you (post, referral, event, message)
2. Interest -> They engage with your business (visit website, send DM, ask questions)
3. Consideration -> They see the value and want to learn more
4. Decision -> They're deciding whether to buy or not.
5. Conversion -> They say yes (or no).
6. Loyalty -> They come back or refer others.



# Build Your Funnel Map

Use this table to capture how people currently engage with your business at each stage of the funnel and identify improvements.

Funnel Stage	What Happens Now?	What Can You Add or Improve?
Awareness (How people discover you)	e.g. Instagram posts, markets	Try a short TikTok video
Interest (How they show curiosity)	e.g. Comments, likes, asking questions	
Consideration (When they compare or learn more)	e.g. Reading reviews, visiting your page	
Intent (They show signs they might buy)	e.g. Asking for prices, signing up	
Purchase (They actually buy)	e.g. Order placed via DM or checkout	
Loyalty (They come back or refer others)	e.g. Tagged you, sent a friend/referral	



# Build Your Funnel Map (Example)

Here is an example of a simple funnel map for a web developer who provides website optimisation services.

Funnel Stage	What Happens Now?	What Can You Add or Improve?
<b>Awareness (How people discover you)</b>	LinkedIn posts, founder group comments, referrals	Share short posts showing before/after websites
<b>Interest (How they show curiosity)</b>	Likes posts, comments, downloads checklist	Add a clear CTA: 'Get a free homepage audit'.
<b>Consideration (When they compare or learn more)</b>	Visits website, reads case studies, views your portfolio	Add past work and testimonials. Include 'How I work' section.
<b>Intent (They show signs they might buy)</b>	Asks for pricing, books a consultation call	Send a short proposal with clear scope and outcomes.
<b>Purchase (They actually buy)</b>	Agrees on scope and pays invoice.	Offer a clear onboarding process and next steps.
<b>Loyalty (They come back or refer others)</b>	Requests updates, refers another founder.	Ask for a testimonial and offer ongoing support.

# CUSTOMER RELATIONSHIP MANAGEMENT (CRM)



At its core, CRM is simply **how you record and track customer information**. For many early-stage business, Excel or Google Sheets is their first CRM. This may include names and contact details, notes, follow-up dates and so on.

As the business grows, this becomes harder to manage. CRM tools take what you already do in Excel and make it easier, smarter, and more reliable by managing all your contacts and communication with leads, prospects, and customers in one place.

Examples: HubSpot, Zoho, Salesforce, Monday, Pipedrive, and so on.

# CUSTOMER RELATIONSHIP MANAGEMENT (CRM)



If you sell online or run a retail business, you may already be using a version of CRM (even if you don't call it that).

Many platforms include built-in CRM features, such as:

- **Shopify / Wix** – customer details, order history, contact info
- **Etsy / eBay** – buyer profiles, messages, purchase records
- **Online booking tools** – client details and past appointments

These systems already help you store customer data in one place, track purchases and conversations, and follow up with customers. As your business grows, you can use these built-in tools more intentionally or connect them to a dedicated CRM for deeper tracking and automation.

# CUSTOMER RELATIONSHIP MANAGEMENT (CRM)



Key benefits of using a CRM system includes:

- 1. Centralised Customer Data:** one place for all customer data.
- 2. Improved Customer Service:** Better, more personal follow-ups.
- 3. Streamlined Processes:** Saves time through automation.
- 4. Sales Growth:** Helps with sales funnel and close deals faster.
- 5. Customer Retention:** builds long-term customer relationships

**Cost:** CRM systems usually comes with a cost. Many tools offer free plans, but these often have limited features. Here's what you can expect to pay depending on your size:

- Small businesses/teams: £12-£30 per user, per month
- Medium businesses/teams: £30-£60 per user, per month
- Larger businesses/teams: Custom enterprise plan (~£1000 per month)



## Closing the Sale

You've built awareness. You've engaged leads and tracked them in a pipeline.

Now comes the moment many founders' dread: **asking for the sale.** If closing feels uncomfortable, it's usually not a sales problem. It's a confidence problem.

**But closing isn't about pressure.**

When you trust your product and your pricing, then closing a sale shouldn't be difficult.

"You don't have to hard sell. You just need to help the right person say yes to the right offer."

# How to Know When They're Ready

Prospects will usually signal that they're near a decision.

## Look for these buying cues:

- Verbal → 'How much is delivery?' / 'Do you take payment upfront?'
- Behavioural → Visits your site again, likes recent posts, saves product
- Situational → Mentions a need or event: 'My event is in 2 weeks ...'

When you spot these, don't wait too long – gently move towards a close.



# Handling Objections Without Fear

Even highly interested prospects will sometimes hesitate.

Rather than responding with pressure or justification, effective sellers pause, ask thoughtful questions, and seek clarity on what is truly driving the hesitation.

In some cases, hesitation signals a buyer nearing a decision.

In others, it reveals misalignment and recognizing this early protects both parties' time.

**What hesitation patterns do you observe most often in your sales conversations? How would you reframe those objections?**



How Did we do today?

Please scan the QR Code below, to give us your feedback



# Join the Start-up Movement!

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