



Mega Conference 2015 Atlanta

Presented by Hugh Nicholson: President US Southeast & Latin American

Who Are Those Guys?



What do we need them FOR?



Surprising Statistics about Small Business

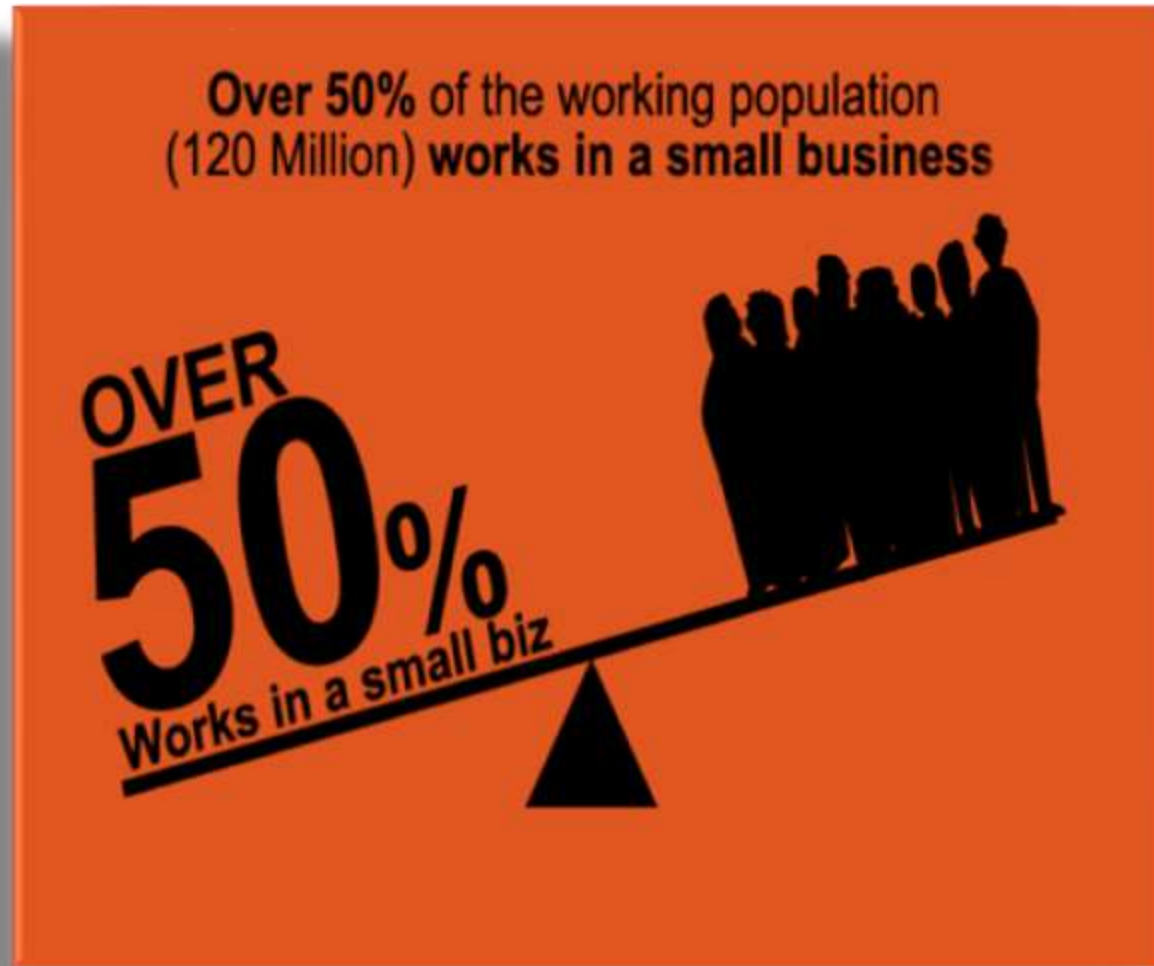
The SBA defines a **small business** as an enterprise having **fewer than 500 employees**



There are almost **28 million small businesses** in the US, & over **22 million** are **self employed** with no additional payroll/employees (non employers)



Surprising Statistics about Small Business



Surprising Statistics about Small Business

Approximately **543,000 new businesses** get started each month (but more employer businesses shut down vs. start/ month)



543,000/m
New Business Started

Surprising Statistics about Small Business



Surprising Statistics about Small Business

**The fastest growing sector for
freelance businesses in 2011 included,
auto repair shops, beauty salons,
and dry cleaners**

1:1 Sales skills

10,000+ Employees

Large

*One to One:
Agency Sales*

101- 9,999 Employees

Medium

*One to Few:
Local Sales*

100 > Employees

Small

One to Many

10 Steps to Marketing SMBs

Prospecting

Appointment Setting

Sales Presentations

SMB Speak

Follow up by Phone

Assessing Customer Needs

Closing the Sale

Building Product

Countering SMB Objections

Building a 10 second SMB Pitch

Top Tips for Building a 10 second Pitch

Know your Business

Follow your own Advice

Create a Bang; *But not a Big Bang*

Don't try to cram too much in

Focus on Results; *Not Process*

Plan, Write, Practice & Repeat

Be Prepared to tell them More