



**The
Business
Hospital®**



**The
Business
Hospital
Institute™**

www.thebusinesshospital.com

info@thebusinesshospital.com


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1-855-249-4677

The Business Hospital®

The Business Hospital® serves as the only one of its kind for companies of all sizes and classes globally. Operating in 15 countries, the core mission of the company is to make businesses healthier and more productive through the expertise of high-skilled practitioners. We specialize in Information, Innovation, Ideation, and Imagination.

The Business Hospital



Dr. J.C. Baker

Chief Business Physician



The Business Hospital



LaShawn Aden

Business Hospital Practitioner

The Business Hospital



Joe Faisant

Senior Business Practitioner

The Business Hospital



Benjamin Phillips III

Business Hospital Practitioner

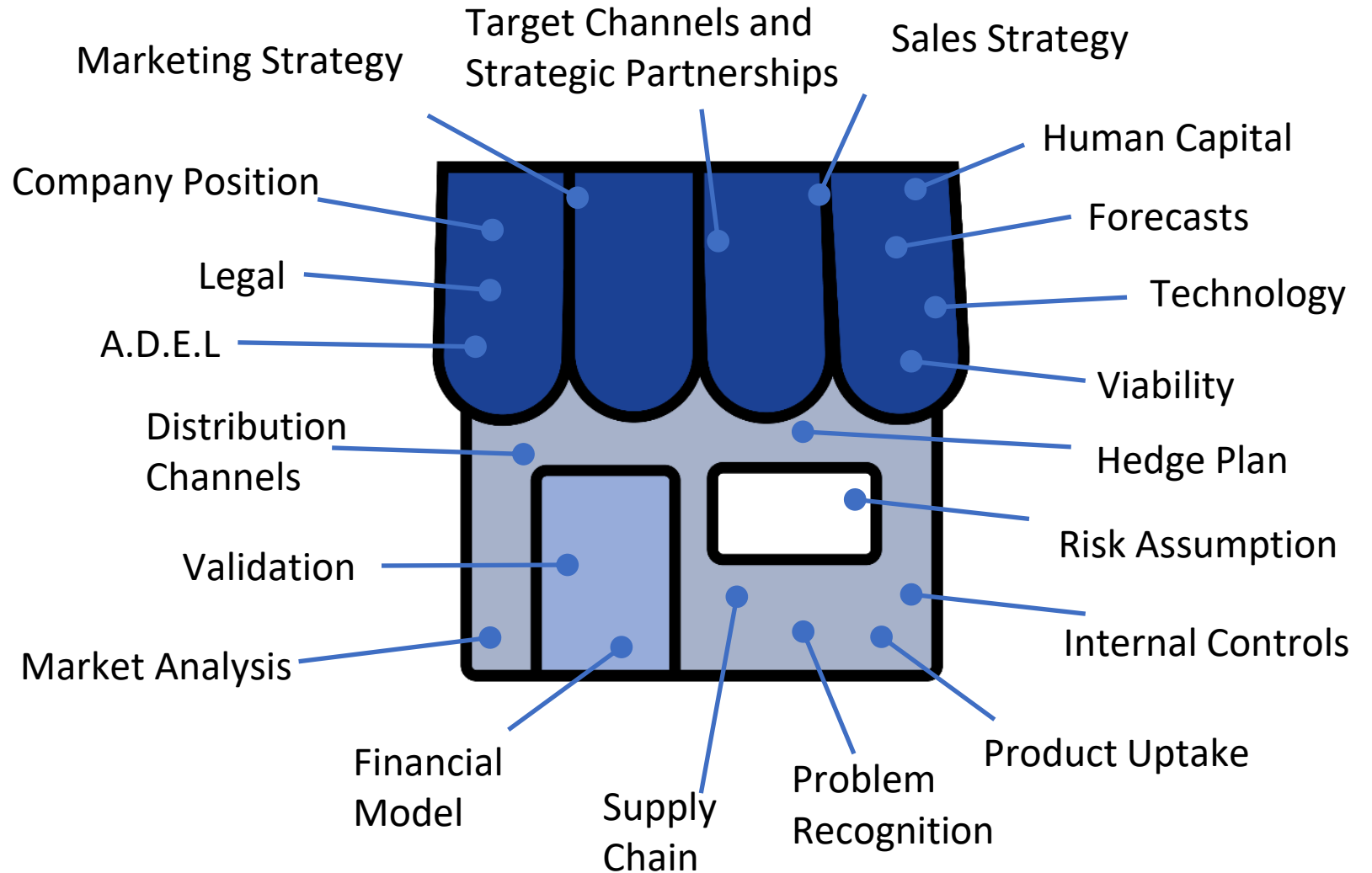
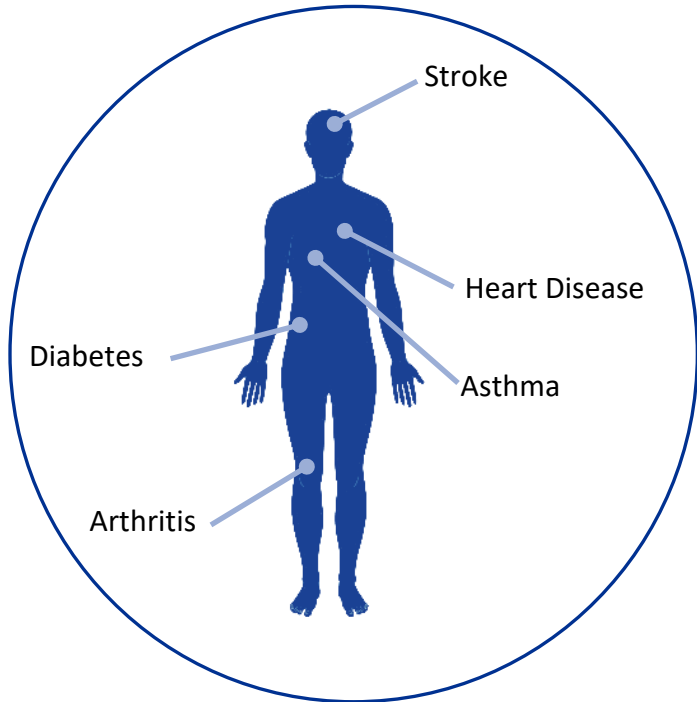
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Renan Delgado

Senior Business Practitioner

The Business Hospital Explained



Top Sales Professional – Experience vs. Execution

- Men's Fashion
- Mortgages
- Fundraising
- Pharma
- Automotive
- Business Hospital



Purpose

- Introduce concepts of sales for increased sustainability and viability.





Economic Misconceptions



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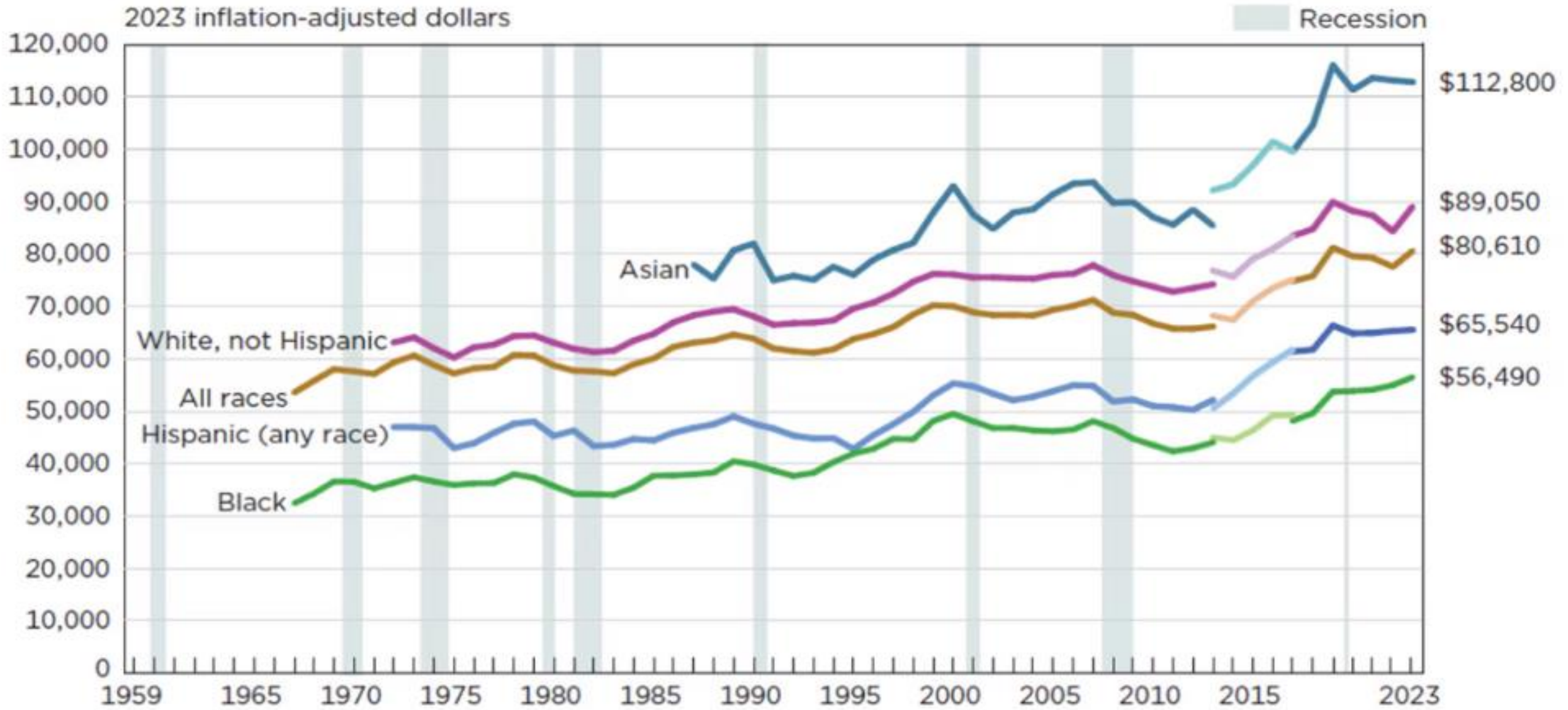
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Figure 2.

Real Median Household Income by Race and Hispanic Origin: 1967 to 2023



Source: U.S. Census Bureau, (2024). Real Median Household Income by Race and Hispanic Origin. *Annual Social and Economic Supplements*.

Income Before Taxes: Self-Employment Income by Occupation: Self-Employed Workers (CXUSFEMPINCLB1202M)

Observations:

2023: **68,030**

Updated: Sep 25, 2024 11:43 AM CDT

Next Release Date: Sep 23, 2025

Units:

U.S. Dollars,

Not Seasonally Adjusted

Frequency:

Annual

1Y

5Y

10Y

Max

Edit Graph

1984-01-01

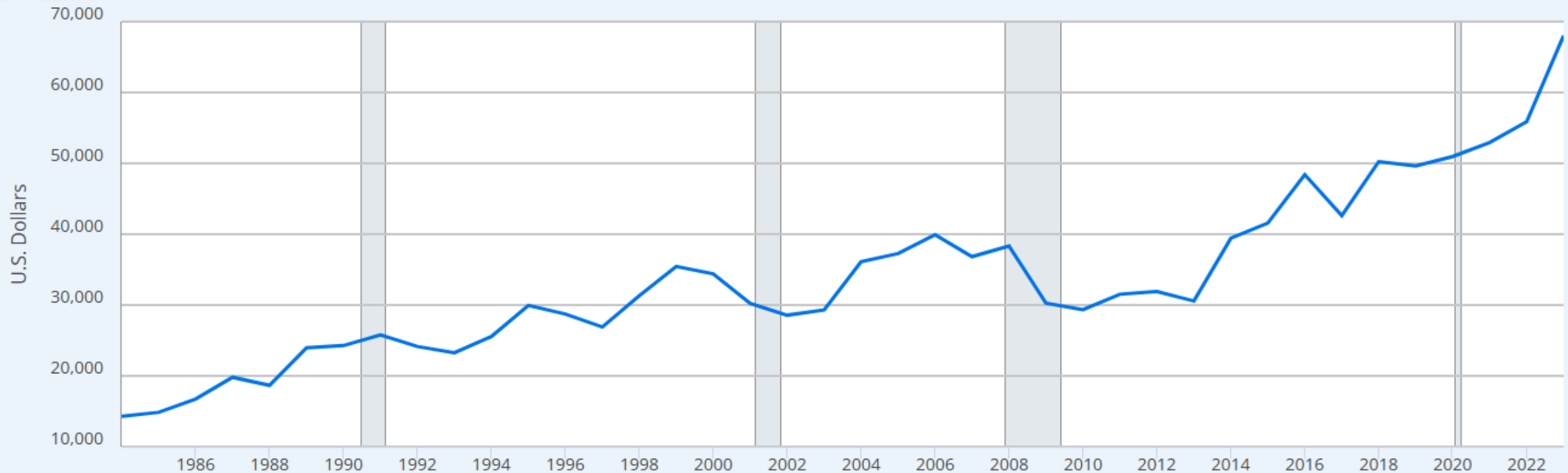
to

2023-01-01

Download

FRED

Income Before Taxes: Self-Employment Income by Occupation: Self-Employed Workers



Source: U.S. Bureau of Labor Statistics via FRED®

Shaded areas indicate U.S. recessions.

fred.stlouisfed.org

Fullscreen

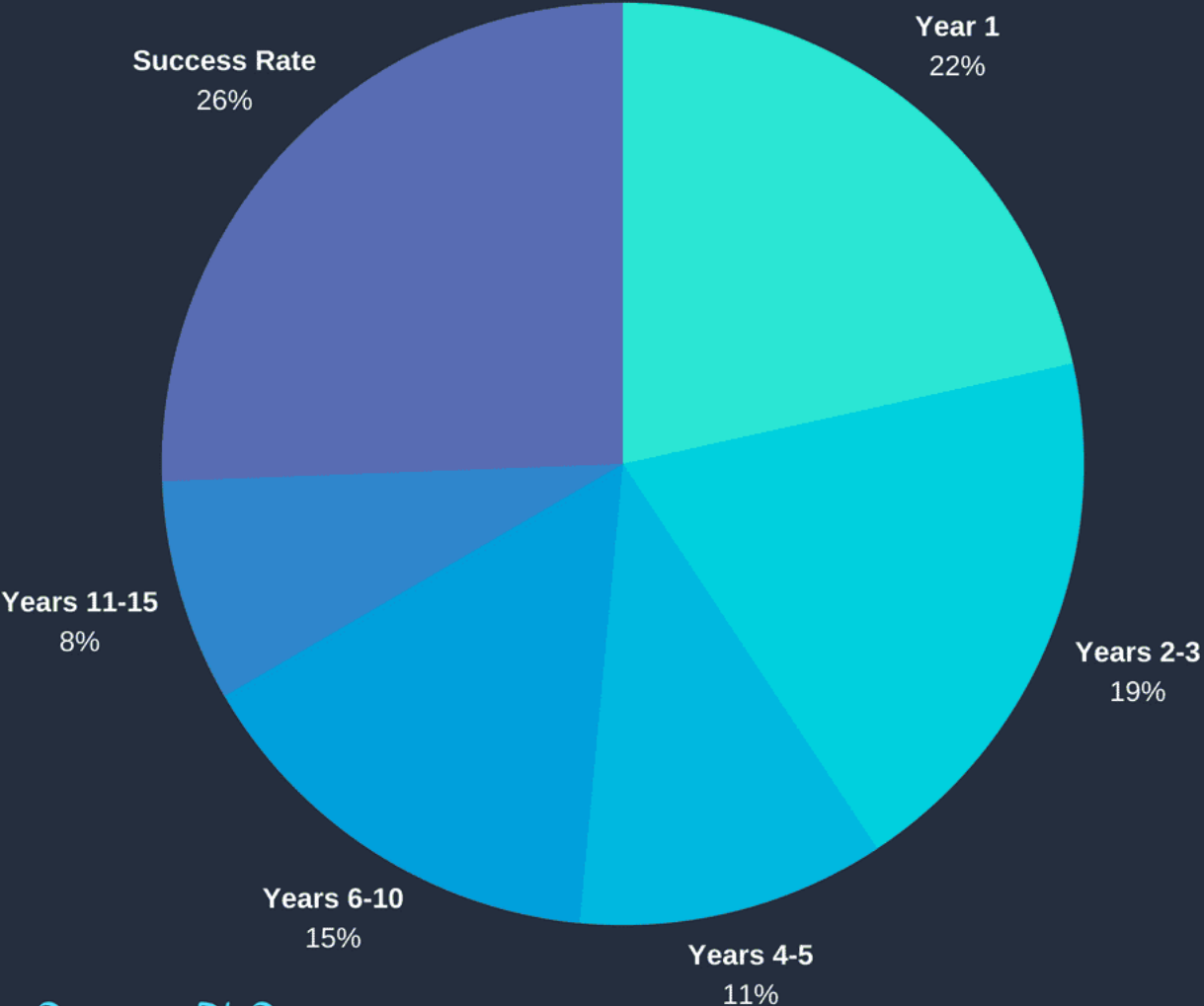
Average Small Business Revenue By Number Of Employees

Number of employees	Average annual income
1-4	\$347,000
5-9	\$1.08M
10-19	\$2.16M
20-99	\$7.12M
100-499	\$40.77M

86.3% of small businesses earn less than \$100,000 of annual revenue.

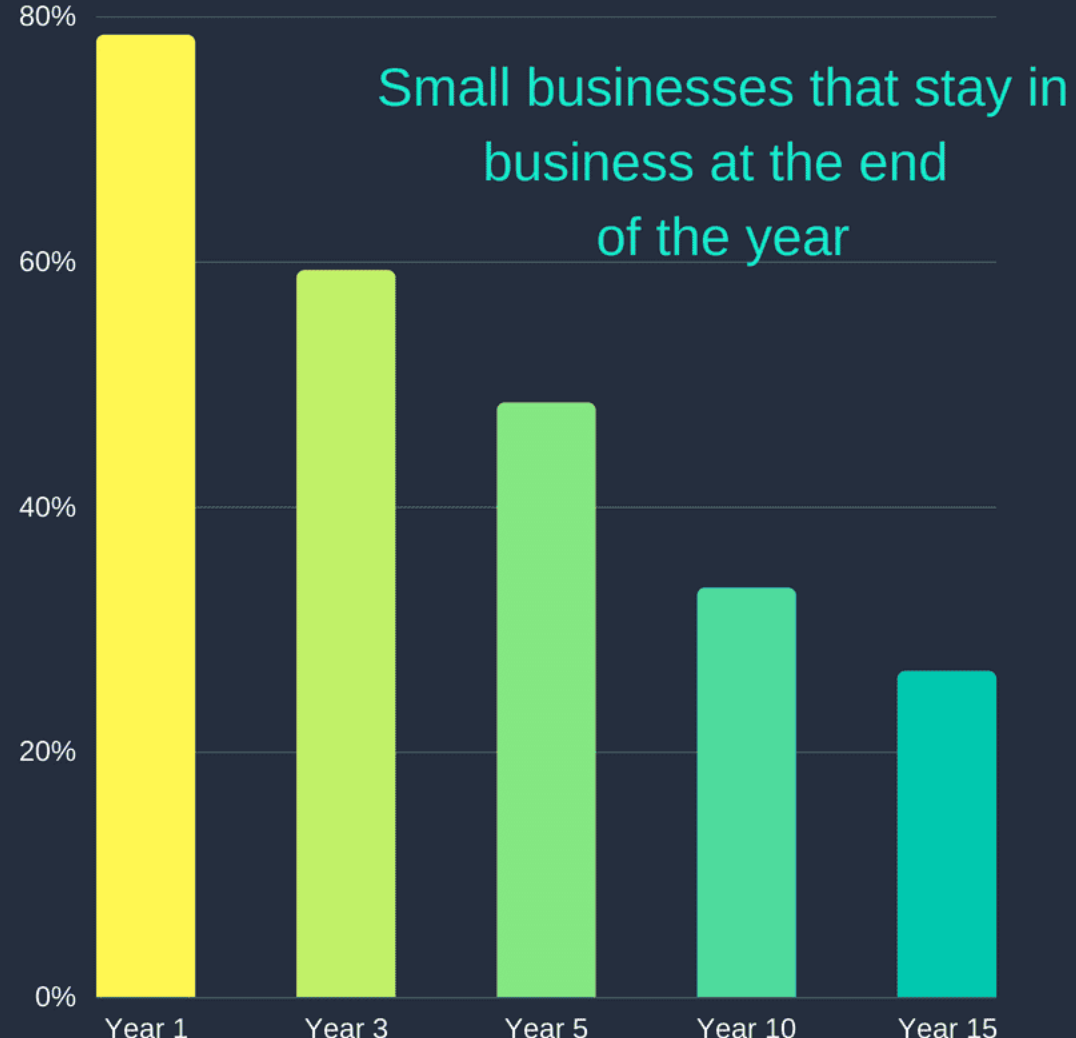


Failure Rates of Small Businesses by percentages



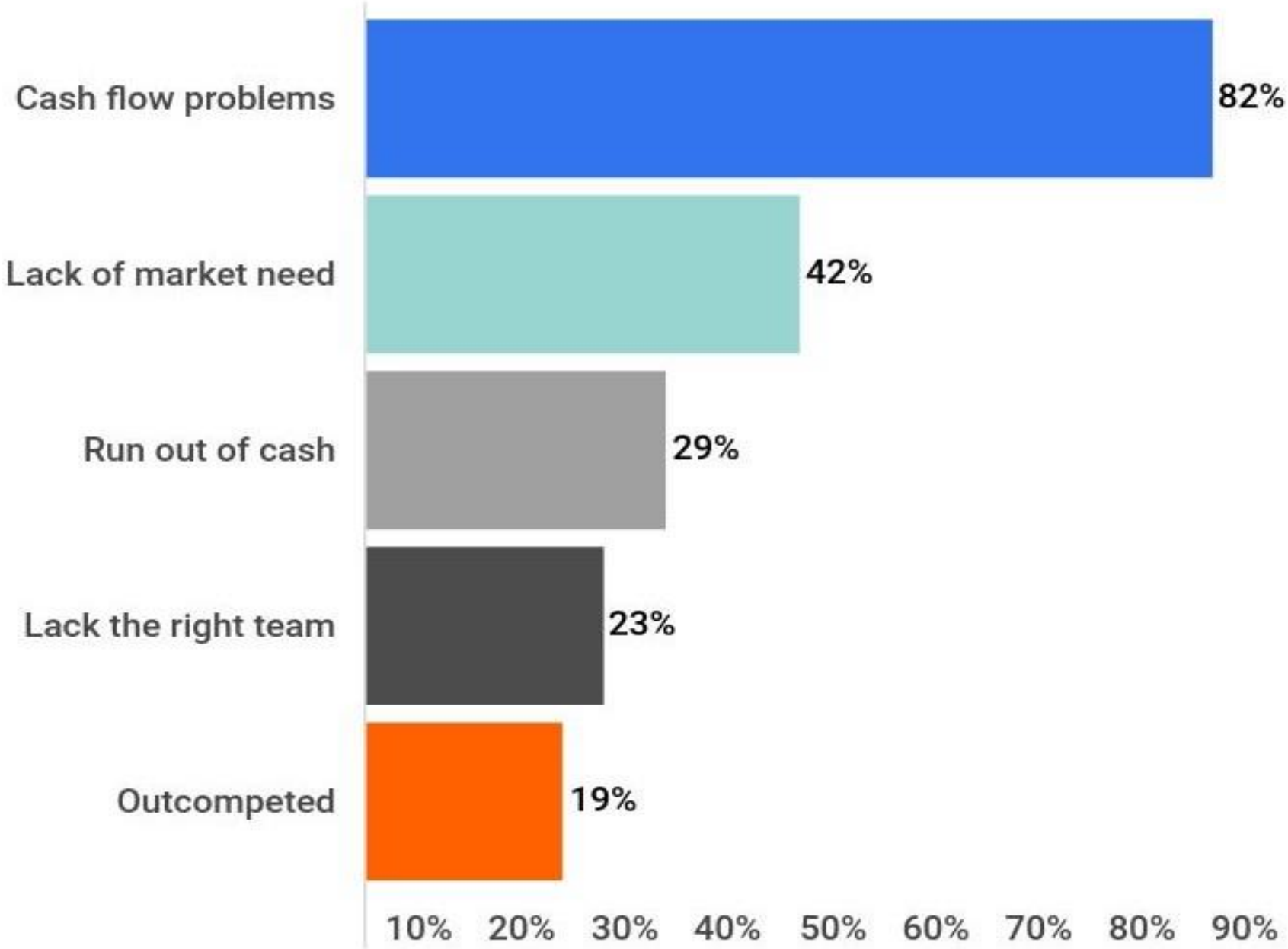
Source: BLS.gov

Success Rates of Small Businesses



Small businesses that stay in business at the end of the year

WHY SMALL BUSINESSES FAIL





Marketing



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Marketing

The marketing concept proposes an organization anticipate the needs and wants of potential consumers and satisfy them more effectively than its competitors.



Marketing Mix



- Product
- Price
- Place
- Promotion



Conversion Rate by Digital Marketing Channel

Channel	B2C Conversion Rate	B2B Conversion Rate
SEO	2.1%	2.6%
SEM / PPC	1.2%	1.5%
Email Marketing	2.8%	2.4%
Organic Social	2.4%	1.7%
Paid Social	2.1%	0.9%
Display Ads	0.7%	0.3%
Influencer Marketing	1.1%	.8%
Affiliate Marketing	2.0%	1.2%
Online PR	1.4%	1.1%
Webinars	1.3%	2.3%

Website - 2.35%

-

E-commerce sites < 2%





Sales



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Sales



- Fundamental concept of commerce.
- Sales are activities related to selling or the number of goods or services sold in a period.
- Both seller and buyer engage in a process of negotiation to consummate the exchange of values.



Prospect Origin



1. Consumer vs. Customer vs. Ambassador
2. Awareness and Discovery
3. Offering vs. Expectation



Conversion

Conversion Rate = 10%

(5 sales / 50 visitors x 100% = 10% CR)



50 visitors



5 sales

1. All leads are not equal.
2. The process for lead cultivation differ.
3. Compare skillset to task.



Unique Selling Proposition

1. Did you properly articulate the USP?
2. Does the prospect understand the USP?
3. Is the USP needed?
4. Did you close the USP?



Sales Clarity



1. Sales vs. Education
2. Collect Agreements - "Yes"
3. Clear Action Steps
4. Close Every Step



Secrets of Persuasion



1. Consistency – Habitual
2. Consensus – Everyone Agrees
3. Authority – Expert Power
4. Reciprocity – Unexpected
5. Liking – Affinity
6. Scarcity - Demand



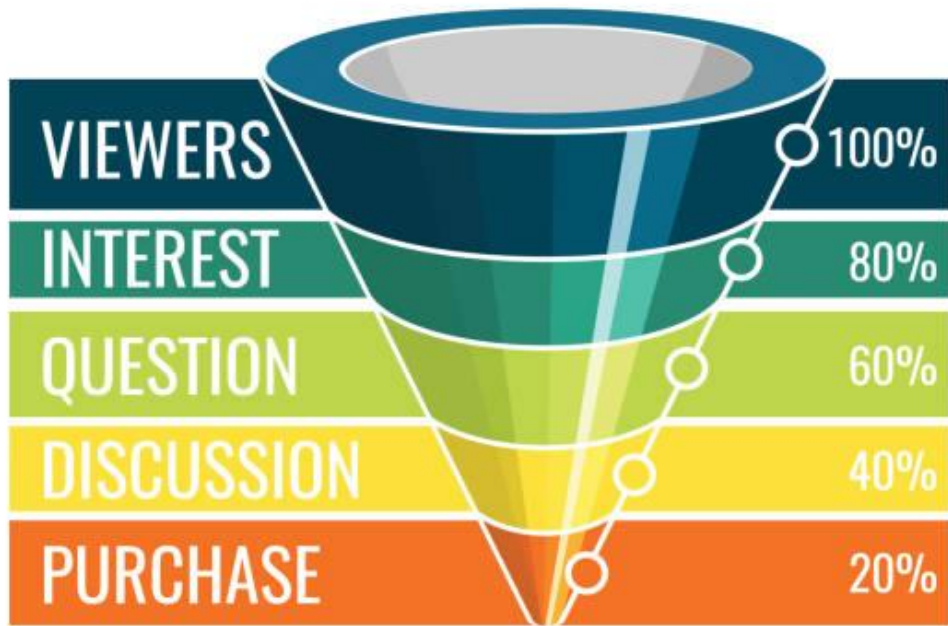
Rebuttal Challenges



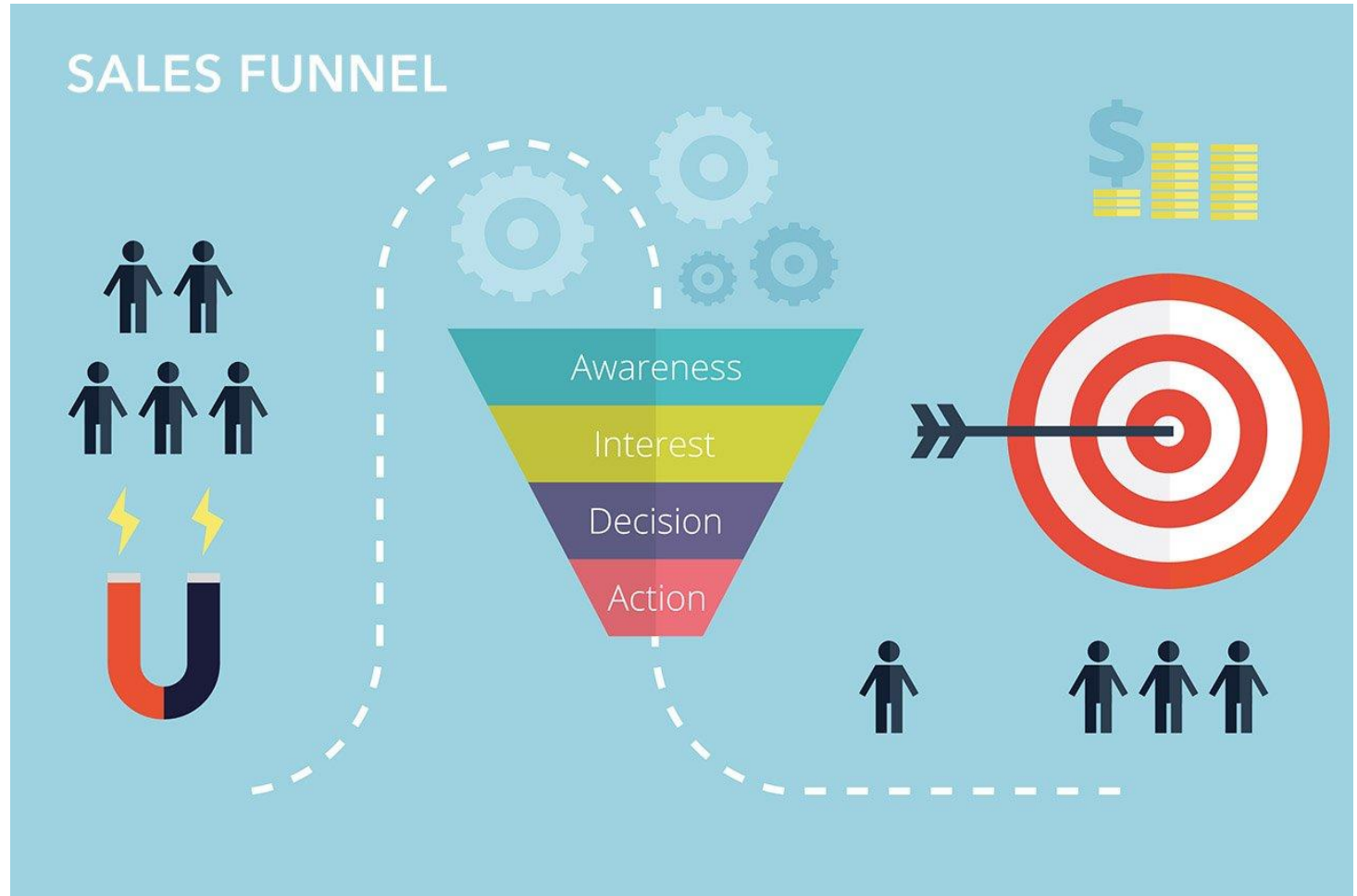
1. Question Rationale
2. Revisit Original Premise
3. Operate with Strength



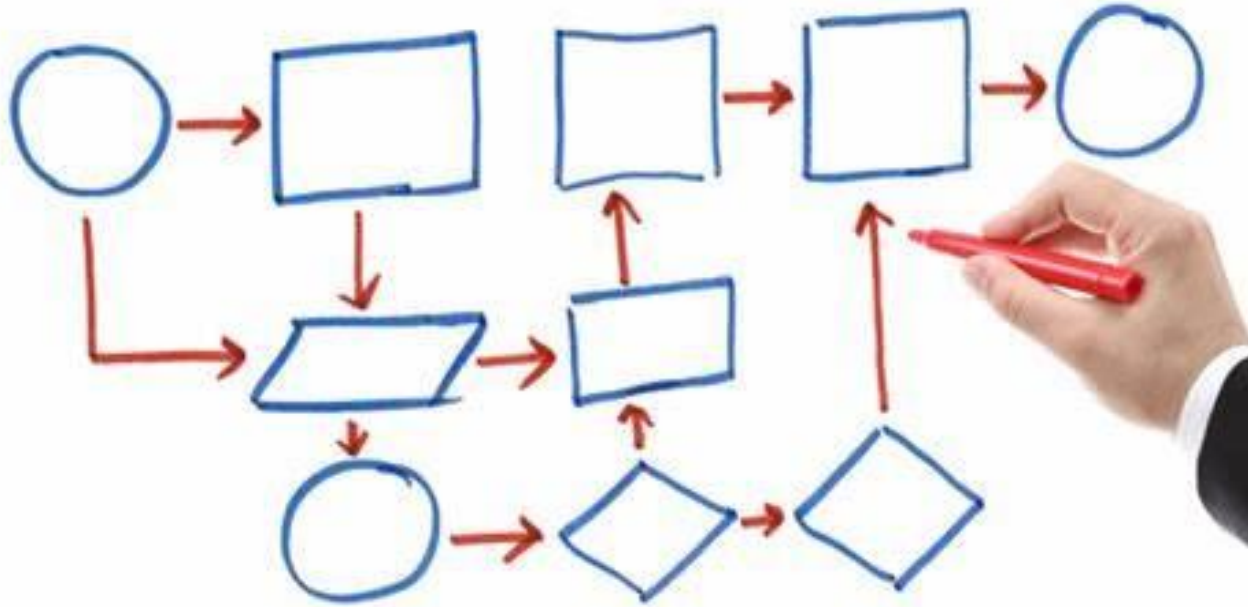
Sales Funnel



SALES FUNNEL



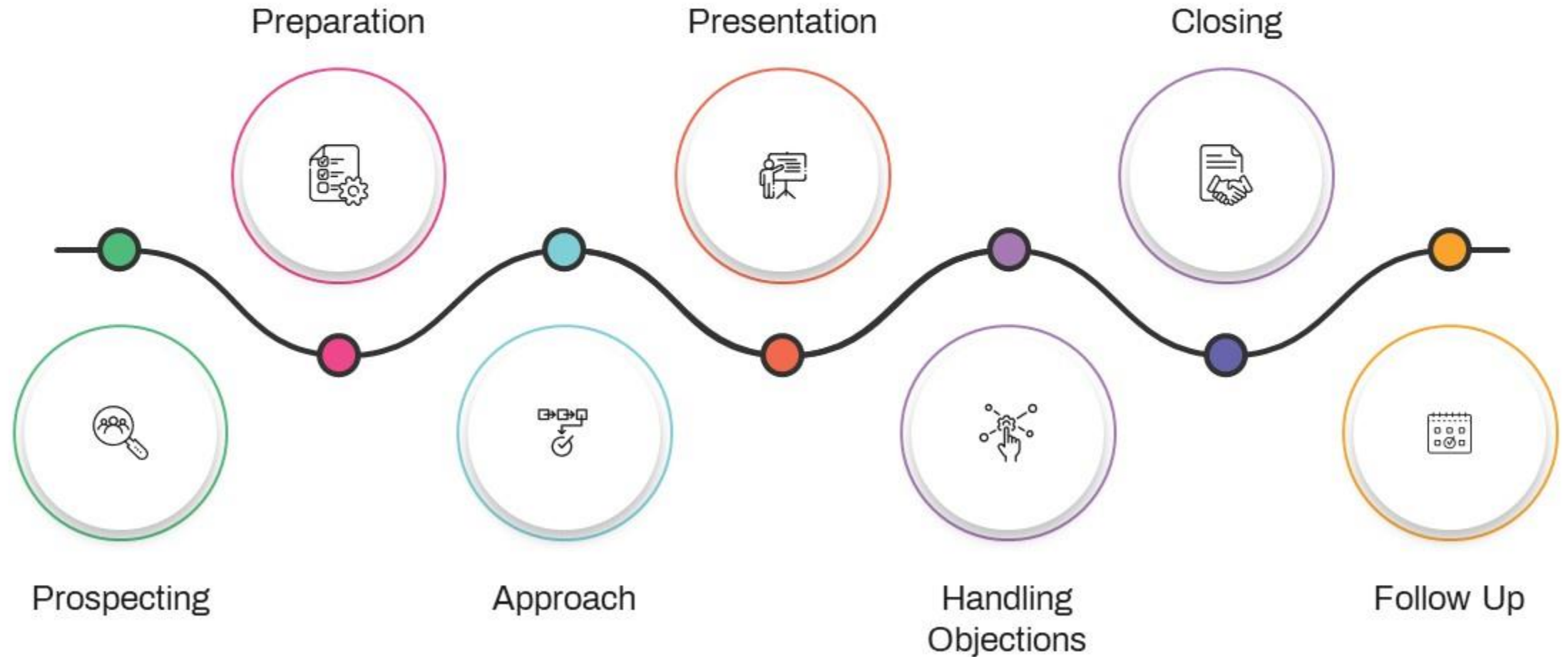
Sales Process



- Sales Cycle
- Daily Processes
- Tracking System / CRM
- Lead Generation



Sales Process Template



Pipeline Management



1. Pipeline Priority (Short-Term, Long-Term)
2. New Value Recognition
3. New Closing Action





Final Remarks



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Business Development Prescription



- Differentiate marketing from sales
- Build a daily sales process
- Be realistic in your pursuit
- Track & measure your efforts



Questions?





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