

# The No-Nonsense Path to Sales Success

## 10 Point Checklist

Wes Schaeffer

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a 10 point checklist that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**“People don't do business with you for two reasons.  
Either they haven't heard of you or they have.”**

**WES SCHAEFFER**

# 10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?  
Here are 10 steps that can move you closer to your goals – today.

- Position myself in a unique place in the market. Find my niche and leverage that by finding great clients who can support my business.
- Prioritize marketing for my business. It should be my number one job as a business owner.
- Ensure there is congruency across my entire marketing plan. My sales team should understand what they're marketing and that all efforts work harmoniously towards one end goal.
- Nurture leads more effectively by creating distinct phases in the customer journey. Educate my team about each phase so that they can accommodate leads more efficiently.
- Follow Wes Schaeffer's ABCDE model: Attract, Bond, Convert, Deliver, Endear. For a detailed explanation, read Wes' [article](#) about it.
- Establish my business processes and document everything so that new hires (and existing employees) can be easily trained.
- Invest in tools and apps that can help me automate and run my business processes more efficiently.
- Decide which CRM tool works best for my business. Take Wes Schaeffer's quiz at [www.bestcrmforme.com](http://www.bestcrmforme.com).
- Incentivize my sales process and grant commissions to my salespeople and affiliate partners so that they're more motivated to sell my brand.
- Check out [thesaleswhisperer.com](http://thesaleswhisperer.com) for more content, courses, and information on how to uplevel my sales strategies.