

MARTIN VICTOR

learn

SALES SECRETS

*UNDERSTAND THE SCIENCE
BEHIND MAKING
CONSISTENT SALES AND
BUILDING CLIENTS BASE*



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Introduction

Firstly, I want to thank you for getting this ebook, I greatly appreciate it.

I believe you want to make consistent sales for your business and boost your level of income.

If you agree to diligently implement all the tips and strategies you're about to learn in the book, you will end up getting your desired results for your business.

Each of the chapters discussed in this book is equipped with a full strategy that can give you the result you're craving for in your business.

Whether you are doing an online business or you are doing an offline business, each strategy covers how they can impact your success rate.

I implore you to take your time and read each of the chapters meticulously and grab the idea behind the information I have detailed there.

After you read each chapter, you are required to apply each strategy to measure your success rate, take action on the strategies and report on your success level.

My Goal

What is my goal with this Book?

Before we go any further it's important that I share my exact goal on why I wrote this Book.

I want to help you learn the secret to making consistent sales in your business.

Keep in mind that as you start to implement the ideas in this Book, it will take you time before it clicks and results starts flowing in.

I also want you to grow your business more while making sales so I may share general tips to help you scale your digital business.

I made provision for a business oriented group which you can be a part of in order to ask questions and get clarified on any chapter you need more information on.

Check your email for a link to the group,if you were not redirected when you purchased this book.

My Book Journey

Please Read Me

This book came as an idea to me, to document my experiences on how I make consistent sales not just for the businesses I run myself but also for the businesses of different customers I handle as a digital marketer.

I had this thought to myself that if things I have done work for most businesses, why not make it a documented file and share my experience out to other businesses to help them make sales too, and as well create relationships between much more businesses, And this idea gave birth to this book.

I have tried a lot of things, failed badly at a lot of them, yet got some right. Reading this book and taking action on it will show you that the strategies I share here work.

All of the strategies I have detailed in this book, I applied to businesses as a digital marketer, some of the strategies are written based on the research I made, training I had and practical experiences I have gathered.

Each strategy has been building up business sales, and the ones I researched, I tested to know if they do work before I decided to include them in this Book.

"The Secrets To More Sales: A Guide for Winning More Sales."

Chapter 1

Understanding Your Target Audience

Sales success starts with understanding your customers. The digital market is a diverse market with varied needs and preferences, this is why conducting thorough market research is essential.

To understand the target market for your business, you will need to delve deep into the demographics, psychographics, and behaviors of your target audience.

You need to KNOW WHO YOU'RE TALKING TO, AND WHOM YOU WANT TO SELL TO.

There is an easy concept you need to know in order to picture this your audience, to picture them easily, you start by considering your target audience as a single person and not people.

It's obvious you note them as singular, Why?

The very moment you know the problem of a person, get to the person's pain points and offer the person a solution (which is your product or service) then you can replicate this process to sell to an audience just like this person.

You may have been told that to create a persona of the person you want to sell to (which is not a bad idea) but in reality you may not really know what this persona is all about.

A persona is an imaginary person who has pain points and needs a solution which in essence is mainly your product or the service you offer.

Here are ways you can get to know your target audience:

1: Conduct Market Research

Before you can effectively sell to an audience, you need to understand them. Start by gathering data on their demographics such as age, gender, income level, location, and occupation.

This information will provide valuable insights into who your customers are and what they need.

Remember as I said earlier, you start with just one person in mind and then replicate this to other people who are like this one person.

You don't expect to make sales when you have not known the right person to sell to, you have to understand this person clearly and know what the person wants at the moment in order to sell easily.

This is why I have to explain to you here that the process of selling starts by knowing who you are expected to sell to, no profit comes into a business without a sale, and for an effective sale you must have an idea of who you're selling to.

Additionally, you have to do a psychographic research to understand their lifestyles, interests, values, and purchasing behaviors.

When you think of big companies that you see on a daily basis, study how they operate and you'll see that they do this too - for instance, Facebook, twitter etc. monitors the psychographic behavior of people on their platform in order to serve them with specific ads or information and psychographic based activities.

This psychographic research dwells on giving you deeper understanding on what this person really wants, you get to have an idea of what they love doing and what interests them.

Understanding this will help you create more personalized sales approaches that resonate with your audience on a deeper level.

When you want to sell to a fashionista, you may not attract the person's interest just by setting up your shop be it online or physically and calling passers by to come in and have a look. You can easily resonate with a fashionista if you can dress fashionably and strategically showcase how this dress appears if someone gets to put it on.

This serves as a better chance to attract the interest of a fashionista because you already have shown how fitting or better the dress will look on a body.

Wonder why most fashion industries adopt this method?

Even for their marketing purposes, they adopt this method that's to show you the psychographic approach they want to create so their target audience will understand what they stand for and patronize their products.

I believe you may also have seen commercial adverts in the cosmetics niche, a lady bathes with a soap and after the bath she looks fresh with smooth and glittering skin.

These commercials are meant to target a set of individuals who want to have fresh, smooth and glittering skin.

I'm not saying you should copy verbatim what these industries are doing. No!

Rather you need to know that understanding the psychology behind sales is a crucial process you need.

You need to find an avenue to replicate this to your business and based on your market research, know specific persons this can serve.

B: Demographics Research and Market Segmentation

Segmenting your market based on demographics and psychographics allows you to tailor your sales messages and offerings to specific groups within your target audience.

By identifying common characteristics and choice preferences among different segments, you can create more targeted marketing campaigns that are more likely to align with your audience.

We all know your business can't serve every age bracket and as well can't serve all the psychological conditions of every human being you can think of.

That's where segmentation comes in, you need to align your product to suit the category of people whom you can serve best.

You can segment based on age bracket, desires, thought process, pain points and many more of these personalities.

Understanding similar characteristics between this set of people makes it much easier to segment and make a better approach of sales to them.

Not so difficult to carry out the process, all you need to do is to start with people around you and understand how they react towards products like yours and this way you will have an idea on how to segment them into different categories of people you can sell to.

It will help you know if your product is a market fit for some age grade, if it's okay for some categories of people, or if it based on lifestyle or even gender based.

Start with your friends, your family members and people living around you. Your family serves as your first customers, and friends serve as your second customers.

People living outside your family and friends are your third customers and it's much harder to sell to your third customers.

The secret to easily sell to your third customers lies on the TRUTH your first and second customers tell you about your product.

These customer categories all have a role to play in helping you segment and in profiling who and who you have to sell or market your products to.

You don't expect to sell a product meant for teenagers to adults and vice versa. Your sales approach needs more research and psychological profiling.

When I say psychological profiling, it's all about helping you understand what your customers will think about your product- that's a feature you don't need to neglect.

C: Creating Buyer Personas for Specific Sales Strategies

I have already briefly described a buyer persona as a person who has some pain points and needs a solution which can be your product or service.

Once you've gathered data and segmented your market, create detailed buyer personas that represent your ideal customers.

Include information such as their goals, challenges, pain points, preferred communication channels, and objections they may have to your product or service.

By understanding your buyer personas, you can narrow your sales strategies to address their specific needs and preferences.

Whether it's writing personalized messaging, designing targeted promotions, or developing customized product offerings, aligning your sales approach with the needs of your buyer personas will increase your chances of making more sales.

This days, AI tools like chatgpt and other NLP GPT models can help you generate a persona specifically for your business and help you draft out the pain points, or challenges this imaginary persona might be facing.

All you have to do is to prompt these AI models(eg chatgpt) to create a persona for you.

So you get to know how to position your business to be the best solution to the person.

Here is the prompt you can insert into chatgpt to help you create a persona with different pain points and as well help you segment them into different potential customers you can sell your products to...

Chapter 2:

Developing irresistible Sales Offers

Offers can mean your business products or the services you render.

Sales offers play a crucial role in enticing customers to make a purchase. In a competitive market, it's essential to craft compelling offers that stand out and address the needs of your target audience.

I am going to show you in this chapter various ways you can create an offer that will entice your customers to buy from you.

This chapter will enlighten you more on how to present offers that will make your potential buyers feel bad for not buying from you.

All you have to learn is how to strategically place these offers.

Everyone loves a good deal and the easier you make this deal available, the more money you make from it.

In my line of marketing for brands and businesses, I adopted this strategy as a winning approach I do everytime, and the best part of it is that it works every time. Even to sell this book, you'd see this strategy applied in its fullness.

Let me break down this strategy for you to clearly understand.

A: Crafting Irresistible Product/Service Offerings

To craft irresistible offers, focus on highlighting the unique value of your products or services. Clearly communicate the benefits and advantages customers will gain from choosing your offerings over alternatives in the market.

The question now is “What can you call value in your business?”

Knowing what you can call value in your line of business can be a starting point to craft the irresistible offer you'd be able to sell.

Example of this is walking into a restaurant to order for a meal and you see a menu that has

Jollof rice = #2600

Jollof rice + Meat = #2700

Jollof rice + Meat + Fruit juice = #2800.

Or

You order a book and it comes with a free pen...

What do you think comes to the mind of the buyer? We all like to have discounts for products we purchased or even want to get the best deals off what we want to buy.

Setting this up for your business as well is worth what you need to do.

Here are the various steps to determine value and enable you to create an irresistible offer for your business.

1 . Easy to understand- your value offer must be easy to understand by your potential buyer.

You wouldn't want to create an offer that a common buyer can't really understand what you mean.

For instance, just with the illustration I gave above using jollof rice...

This offer is much easier to understand as the buyer is getting to see what is included when he or she wants the meal. You have to understand how to replicate this to your business.

Simply put, look at your business and add those things that can aid your product to sell and sell together as one product.

Doing this means you are creating an irresistible offer for your business. Just like you will see offers like buy one get one free or buy this book and get a free gift or even buy a book and get a pen.

The pen here is placed as a bonus to commensurate the purchasing of the book because if one should get a book a pen should come in handy.

2 . Highly desirable: You need to ensure your offer is highly desired by your potential customers.

It's all about what they want and not what you think they should want and an example is just as I detailed using a book and a pen.

If customers should buy a book they are most likely to need a pen but you have to ensure it's really what they desire, that you attach to create your irresistible offer.

If the pen is not highly desired and another item can serve as the additional item, then it's nice to add what complements the original product they want.

3 . Low risk or no risk: Your value irresistible offer should be one that gives room to low risk or no risk entirely.

That is to say it should remove the risk that is attached to the product initially. An offer with no risk or little risk can be easily sold, No one prefers to acquire all risk attached to a service or product.

Find out the risk around your product or services and eliminate them or reduce these risks and you'll see an increase in sales.

4 . High perceived value: Value on its own is determined by the buyer and an offer with little value is bound not to do well.

There is value and also there is high perceived value. An irresistible offer is one which has a high perceived value.

This kind of offer is one the buyer will regret if he or she misses the opportunity of acquiring the offer. To create a high perceived value offer, place yourself in a buyer's position and ask yourself these questions

- A. If I am a buyer what will I say about this offer
- B. how will I see this offer (is it important to me)?
- C. Why will I buy this offer?

If you can answer these questions from the buyers perspective that means you are enroute to creating an offer buyers will easily resonate with.

5. Easy to get: Your offer should be easy to get. An irresistible offer should answer the query of “how can I get this easily?”

Irresistible offers should have buy buttons placed easily so buyers can easily buy the products (that is if the product is on a website or a landing page).

You don't need to confuse the buyer of the processes to go through before acquiring your product or service. It's expected to be a simple and smooth process.

As a marketer I have seen a lot of businesses that stress their potential customers before they acquire their product.

For a buyer who is on your website or your landing page to buy, why have multiple layers of sign up and account creation before such a buyer gets the offer?

I have seen offers I want to purchase, clicking to get the offer you may see register and after registration, select items you need etc.

It's best you streamline the process into one step solution or at most two step processes.

You can have a system to register a buyer automatically once they fill in their email, name and number and redirect them to a page where they can pay for the offer they want to have.

However way you want to approach the process, just make sure your product is easy to get. People are too conscious of their time, the more complex it is to make an order of your product, the more liable your potential customers will opt out of buying.

5 . Urgency: Don't forget your offer must have an act of urgency.

Urgency pushes interest to an offer immediately.

You must have seen offers with a Time written on it like an offer expires in 3 days available only to 50 people to buy today and win a gift.

“Offer lasts for 24 hours only”.

All these are a matter of urgency, pushing the buyer to see the need to get the offer immediately.

You must find a way to include urgency in your approach and it must be part of your irresistible offers strategy.

Understand the buyer thoughts (i.e the way buyers think before the buy) and this will help you position your product or service at the best price range. Yes this can give you the best approach to price strategy.

When it comes to selling psychology, most sellers want the buyers to see their products are worth more, but in reality it's not because they are worth more but just because people want to pay more for things.

Yes, people want to pay more for things you read that right.

All you need to do is give them the reason to pay more. You only have to make them see the value of what you sell, make them question themselves on why what you sell is valuable to them.

If you're to converse price with a client, your better chance of pushing them to see value in your offer is to ask them the WHY question:

“Why is this valuable to you?”

Ask them why the product you sell or the service you offer will be valuable to them.

Their answers to this question helps you see the level of value the place on the product.

Be aware that the higher the value the place on the offer, is relevant to the higher price range you are liable to sell to them.

Also consider bundling products or services together to create value-packed packages that appeal to your customers' needs. Additionally, you can offer incentives such as discounts, freebies, or exclusive deals to sweeten the deal and encourage purchase decisions.

****B: Implement Effective Pricing Strategies for higher conversions****

Pricing plays a significant role in influencing purchasing decisions. Conduct thorough market research to understand price sensitivity and competitive price changes in your industry.

Optimize your pricing strategy to create a balance between profitability and affordability.

I have heard a lot of people say they don't know how to price their offer, while some say they don't know how to come up with price tags for their products or services.

Here are pricing factors you need to consider before you set your offer price:

1 . Expenses : You need to consider how much it will cost to deliver the service or make the product.

2 . Market: the market price for the offer (note the market price does not fully determine your price, the idea of market price helps you draft a structure on what yours will be).

3 . Time/input: How much of your time it will take to deliver the service or to make the product entirely.

4 . Profit: How much will you want to earn after everything.(For the profit range,you can add 20% - 50% of the original cost of the product or service).

This gives you the idea on how to come up with a price for your business.

For instance: let's look at how to come up with prices for both physical products and services using the strategy I detailed above.

For a Service Business (a type of business where you either sell your skills, you sell a tool,app etc). And you want to structure out the price range.

If you sell your skill as a service,eg content writing.

Let's say the existing market price = #30000

Expenses:

Monthly Data Cost = #10000

Word Count Cost : (#10 per word)= #10000

Miscellaneous cost = #30000

And Time input cost= #20000

Total: #70,000 (this is your product cost)

Profit: 20% of product cost = #21000

So your price structure should be within #21000 - #35000 for 3-5 clients every month.

Analysis: Looking through the data above, is a simple idea on how you can structure your price for selling your skill.

For a content writer just as used for citing this analysis, word count can be #5-#10. If we choose #10 per word and the content writer writes #1000 words minimum per article, that gives a sum of #10000.

Miscellaneous costs here can include your common issues like rent, common unknown problems (like keeping health fit).

This can be structured to cost #30000 monthly.

Now, to drive at how the price structure came to #21000-#35000, we say (Monthly Data Cost + Word count cost + Miscellaneous cost + Time Input cost)

Which is: #10000 + #10000 + #30000 + #20000 = #70000

20% of #70000= #21000

50% of #70000= #35000

Total for monthly expected revenue: #70000 + #35000 = #105000

Price Structure will now be = #105000/(by how many clients you can cover monthly)

This is a simple model to determine how you can charge if you sell your skill. If we say #105000/3 clients = #35000 per month. This means you can charge #35000 for each client and handle only 3 clients monthly to make #105000 monthly as a content writer.

Read the analysis again to understand how this works. I am a believer your skill (which you should run as a business) should cover your expenses too.

The best part is that you can determine to be flexible with the number of clients you acquire and still be within market price range.

Let's look at price structure for physical business.

For a physical product: you first calculate the expenses incurred to get the product to the location you sell. These expenses can include, price of product, transit cost, some miscellaneous cost too.

Let me further illustrate this analysis;

If you sell shoes and you want to come up with price range for the shoes you sell,

The existing market price = #65,000

Expenses: Product cost = #60,000
Transit cost = #30,000
Miscellaneous cost = #30,000

And Time input cost= #20,000

Total: #140,000

Profit: 50% of product cost = #70,000

This is not a general price structure, rather this is to give you an idea on how to structure your price to serve your business. The figures used above are exemplary to express how you can easily come up with a price pattern.

It's best if you have a three package price offer for your digital businesses (this is excluded for e-commerce businesses as this type of business requires a stipulated price fit).

C. Inclusion Of Discounts, Promotions, and Incentives**

Discounts, promotions, and incentives can be powerful tools for driving sales.

Whether it's offering limited-time discounts, running promotional campaigns, or rewarding loyal customers with incentives, these strategies can create a sense of urgency and encourage action.

However, it's essential to use these tactics strategically to avoid devaluing your offerings or flipping profit margins.

You need to focus more on creating genuine value for customers while maximizing your returns on investment.

Chapter 3:

Leveraging Effective Sales Channels

Leveraging sales channels requires careful consideration of your business objectives and target audience preferences.

By selecting the right digital channels and understanding their pros and cons, you can maximize your reach and effectiveness.

In this chapter, I will be showing you how to leverage digital channels to acquire massive sales. You will get to understand how advancing your sales approach to other channels can be a plus to your sales campaign.

A: Finding the Right Digital Channels for your Business

It can get confusing on finding the right digital channels for your business. I will be showing you different ideas on how you can find the right digital channel for your business.

To start this process of finding your right business digital channels, start from the outcome of what you expect from your business.

If you are getting into a fashion business, what will you want as your outcome apart from just the profit you will make?

I bet it will be to see people putting on your stylish fashion designs. This outcome can make you happy and smiling whenever you see a customer putting on a dress from your fashion store.

However, you first need to know where this customers are hanging out. Thinking about this, you will notice that apart from you making money, you will want to create an environment of being able to show your potential clients what you stand for and how efficiently you sell your products.

Social media today has made it much more easier for you to showcase how you want people to see your business.

Your job is that you will need to know the channels where they are mostly active and receptive to the offer you have.

One of the greatest mistakes most business personnel's make is not first locating the channels where their customers are active and are open to reception, and some feel their products will sell everywhere.

This is not how sales work. Sales is more like an intentional action of which you know how to navigate around it.

You want to make sales, then you need to know who your potential customers are, where they are and how to make them see the WHY reason to buy your product or subscribe to your services.

It's just like, if you see a fashion business, running sales campaigns on digital platforms like LinkedIn or YouTube, is this business most likely to experience low or high conversion rate?

You will agree with me that it will bring low conversion rate.

Why?

Take a look at the business in question (fashion business) and you will agree that those platforms cannot resonate correctly with this type of business model. This business can only bring in high conversion on these two platforms if they are run as educational fashion stores.

But think of this fashion business selling their products, running this sales campaign on platforms like Instagram, Facebook and TikTok, and you will easily see that a sales campaign on these platforms for fashion business can perform better and bring about more sales.

This is similar to running a sales campaign for a SAAS (software as a service) business model, you will discover that this type of business will get more conversions on LinkedIn and YouTube other than when the campaign is run in Instagram and TikTok.

Bottom line is, finding the right channels for your business is very crucial, aligning your sales approach can help you increase the rate of conversion and improve customer engagement.

There are a lot of sales approaches you can easily apply to sell more but in a scenario you can't get to deduce a pattern for your business, reach out in the Telegram community you were added in and direct your questions there.

To get more information on how to use different social media channels and other platforms to get visibility and credibility for your business, I have a book titled "A-Z of business visibility and credibility" how to boost your business visibility.

You can get the book here <https://martinvic.com.ng/booklaunch/>

For in-depth information on how to use different social media platforms step by step to skyrocket your business visibility and credibility plan.

B: Determining the Best Channels Based on Target Audience and Sales Objectives

The best digital channels for your business will depend on your target audience preferences and behavior.

I have shown you how to conduct market research to understand where your customers are most active and receptive to purchasing.

Align your channel selection with your sales objectives, whether it's expanding market reach, increasing sales volume, or improving customer engagement.

Your objective i.e the aim you want to give towards your business can help you determine the channels that aligns to your demand.

Take a good look at the demographics of your target audience and know on which sales platform the had first chat with you or engaged in your sales campaign, take note and if 60% of people you target reached out or engaged from a specific digital channel, then you can concentrate more on using this platform as you major digital sales channel.

Chapter 4:

Mastering the Art of Selling

In a market full of competition, mastering the art of selling goes beyond just pitching products or services—it's about building genuine connections with customers, understanding their needs, and guiding them through the purchasing process with confidence and professionalism.

At the early chapter of this book, I stated the overall idea of sales. In this section I will be rephrasing this idea of sales and going deeper to show you how to master the art of selling.

Rephrasing the idea of sales. Sales means:

S-Service: Selling starts with the idea of being of service to the customer.

To make more sales, you should be ready to serve, you serve based on your capacity.

Which means you serve because you understand that service is a tool for sale.

Think of going to a traditional marketplace, you will notice that some sellers are ready to go around, get products their customers want and make sure the customers feel at ease shopping from them and in essence, they end up having the customer to sell to, anytime, anyday.

You have to understand that when you are serving, you are selling yourself first, you're selling your personality, your connection, and most importantly you are selling what you believe in to the customer and customers buy what you believe in more.

If you believe your product will serve the customers needs, they will buy easily. All you have to do is sell this belief to them.

This belief you have about a product goes on to touch the emotions of your customers, making them easily see why they need to have the product you advocate for.

When you want to buy an item, especially a physical product, and the seller says to you “hey my friend, this product I am selling to you will definitely serve you, this is why I believe (gives his/her reasons- selling his belief) why it will serve you well, take it and thank me later.

You easily feel connected to buy.

You start believing the reason behind the product he recommended for you to buy.

Same way it is to a digital business, if as a digital buyer, you see a seller pitching how good of a service a product will render to you, you start connecting and at the end make the purchase.

Sales as a service is what you need to start practicing. Ask yourself, how do I position myself and my product to be of service to customers, start seeing sales from the angle of service of which both you and your product should serve.

A- Ask: To make a sale, you need to ask. You don't just ask people to buy, rather you ask for how important your product or your service is to your potential customers. You ask the questions of why the product or service will be of good service to your customer.

Asking requires you to learn how to ask good questions, that helps you understand how well to sell to your customers. You need to learn to ask good questions that prompt sales.

Ask questions that benefits the curiosity of why your product or services is the best fit for a customer to buy.

Listening: Sales approach requires the ability to listen.

-You listen to understand what your customer needs.

-You listen to know how well to serve your customers.

-You listen to learn as well on how to improve what you sell.

A good listener is a good business person.

Have you wondered why top brands and businesses you look up to, do well in their space? They tend to accept so much feedback (in essence the listen). Look at Google, Meta, Apple, Amazon, AliExpress etc.

All these industries are known for actively collecting feedbacks. Why?

They want to hear what their customers are saying. You need to learn how to listen whether you feel you have the right offer or not, you need to hear what they customers has to say.

The more you listen, the more you're liable to better your product and the better your product is, the easier it is for you to sell your product with assurance.

To make more sales, develop an attitude towards listening.

Empathy: Empathy is a treat to show you care about the satisfaction your customer derives from having your product or your service.

A friend said to me when discussing this idea of SALE, why don't you say E for Exchange rather than empathy?

I said to him one of the reasons why most people don't offer good products or services is because they do not empathize with the buyer. When you see sales as just an exchange there is a high chance that you wouldn't care about the satisfaction the client will get from the sale.

You will only be cautious of how you will get your profit and nothing more.

Is there an exchange in the process of selling?

Yes. But if you want to master the art of selling, empathy helps you learn the way to make your product or service the best fit to satisfy your customers' wants.

S-Summarize: For a sale to take place, you need to summarize all you have learned from this concept of sale and offer it to your customer easily. Summarizing gives you the edge of handing a product worthy to a customer.

Summarizing help you conclude on the final reason the product is a fit for your customer.

With this concept of what sales is all about let me show you **how you can master the art of selling in a unique way:**

A . Build a rapport: A rapport is the process of you getting to understand your customers, know their pain points before you start talking about business.

The rapport building stage helps you know what your customer wants. It gives you the opportunity to demonstrate your expertise and reliability, authenticity and transparency.

To build good rapport with your customers, you need to have a talking pattern to connect with them. Provide your rapport building process with documented format to help you understand what your customer feels about and know their pain points.

Establishing rapport and trust is essential for successful selling. Take the time to listen to your customers, empathize with their concerns, and demonstrate your expertise and reliability.

Authenticity and transparency are key in building good rapport and also long-lasting relationships that extend beyond the initial sale.

While building rapport, be authentic and transparent to your customer.

B . Be Solution Oriented: The distance between a buyer and A seller is the solution. How well you present this solution determines the price and exchange rate you make from it.

C. Utilize Persuasive Communication Techniques

Effective communication is the heart of successful selling. Utilize persuasive techniques such as storytelling, social proof, and emotional appeals to engage customers and influence their purchasing decisions.

Structure your messaging to resonate with their needs and motivations, and highlight the unique value proposition of your offers.

Persuasion is not manipulation. Use good persuasive pattern to sell your offers.

**** Incorporating Principles of Persuasion into Your Sales Approach****

Drawing from principles of persuasion such as reciprocity, scarcity, and authority. Craft sales strategies that compel action and drive conversions.

Provide valuable insights, create a sense of urgency with limited-time offers, and establish yourself as a trusted authority in your industry.

By aligning your sales approach with psychological triggers, you can effectively influence customer behavior and increase sales.

Chapter 5:

Use Technology for Sales Success

Today, technology plays an important role in driving massive sales.

Technology on its own is not your friend but the best thing you can do is to live within its provision to get what you want, which is “More Sales”.

By leveraging tools and platforms, you can monitor processes, reach out to more people (potential customers), enhance customer experiences, stay ahead of the competition and be a market of your own in your place of business.

There are multiple ways you can leverage technological advancement from the start of your business process to the implementation strategies you have.

Be it a physical business or a digital one, they need to leverage technology is very much needed if you want to make consistent sales.

Are you a physical business owner, you need to leverage on technological platforms for more visibility and credibility, for more outreach to wider audience, for more engagement from people who love what you do, for more easy feedback to help you better your product or service, for more connections and even to help you automate how your business is run on daily basis.

More information on how to use technical platforms for running your business, you can get my book on “A-Z of business visibility and credibility” or direct your question on how to use it for your business to the group and I will respond to you on that.

Let me show you how you can leverage certain tools for your sales:

A . Customer Relationship Management (CRM) Tool Implementation

One of the best technological leverage tool you need is a CRM. There are a lot of CRM tools in the market. The type of business you do determines the very one that you need to work with.

A CRM tool can help you segment the type of customers you have, for instance you can segment your customers into:

-Cold customers.

- Warm customers.
- Red/Hot customers.

This also helps you know the kind of messaging and marketing tactic you will use on either of them.

Cold customers here are those customers you are trying to win over.

Warm customers are those ones that may have bought from you once or are already on the process of buying from you.

Red or hot customers are those ones that repetitively buys from you whenever you have a new product available in the market.

You can also segment based on **age or location**.

With CRM tools you can as well automate workflows. You can use CRM tools to automate the response you desire to send to a customer when he or she purchases from you.

Like sending a personal message to congratulate or thank the customer for having your product.

To also automate the timely messaging you have with your customers. You can also use CRM to personalize the communications you have with this customers, initiate talking sections and converse more with your customers, get feedback from them (which is very important) and serve them better the way the expect from your business.

B . Use an Electronic Platform for online / digital sales:

Do you sell in the e-commerce space?

You need to leverage on using existing e-commerce platforms in your locality to enhance your ability to reach more audience and make sales.

Find out two e-commerce platforms in your locality, make your products available on the platforms and learn how to sell using such space.

Have you thought of how Amazon works?

Amazon is a marketplace just like a physical marketplace you can think of, the only difference is that amazon.com is an online marketplace, but it works similar to how physical marketplaces work.

On amazon.com, sellers can list their products and buyers come on this website to buy the products they want.

Note that the sellers are leveraging this website (amazon.com) to advertise their products to sell to their buyers and when they sell the product, they distribute the product to the location of the respective buyers.

You too can involve these as a sales mechanism to use a similar marketplace website you can find in your country or region to sell your product online.

You just have to learn how to do it and go on to use these platforms to get more sales for your business.

In Nigeria, there are marketplaces like jumia,konga etc. find the one you can easily use and get on with it.

Chapter 6:

Providing Exceptional Customer Service

In a competitive marketplace, delivering exceptional customer service is very important for building loyalty, positive word-of-mouth, and sustaining long-term business relationship.

Prioritizing customer satisfaction and going above and beyond to exceed expectations, businesses can cultivate a loyal customer base attitude and drive sales growth.

A: Prioritizing Customer Satisfaction and Retention

Make customer satisfaction a top priority by consistently delivering high-quality products, personalized service, and prompt resolution of issues or concerns.

Invest in training your team members to provide attentive, empathetic, and solution-oriented support that leaves a lasting impression on customers.

B: Handling Customer Inquiries and Complaints Professionally

Respond to customer inquiries and complaints promptly and professionally, whether through phone, email, social media, or in-person interactions.

Listen actively, acknowledge their concerns, and offer timely solutions or alternatives to address their needs and restore their confidence in your brand.

Have you thought of how banks or telecommunications customer support teams respond to you when you have a complaint?

No matter how furious you are, once you get on a call with this kind of companies, the customer representative there directs your anger to calmness.

One afternoon, one of my bank accounts was restricted and I was required to upload some documents for upgrade.

I did all I was expected to do yet the account was still restricted. With how furious I was, I decided I will call the bank and only talk about account closure since the upgrade is taking months to be done with.

Only for me to get on the call and the customer support agent, after listening to my complaint, repeatedly says “I am sorry for the inconvenience this may have caused you”.

Almost every minute while she works on the complaint, she repeatedly apologizes and at the end of the call, she picks up my contact details to call me, that she will give me feedback at the end of the day about my complaint.

I kept wondering after my ranting about closing the account, suddenly after the call it seems I changed my mind and I'm looking forward to the positivity on my account she will relate to me.

The gesture alone exhibited by the customer management personnel made me rethink how this can change the concept people have towards sales.

This is one of the features you need to apply to enhance more sales to your business. Sell the gesture of positivity by handling customer complaints professionally.

C: Going Above and Beyond to Exceed Customer Expectations

Differentiate your business by going the extra mile to exceed customer expectations at every touchpoint.

Surprise and delight customers with unexpected gestures, personalized recommendations, and proactive communication that demonstrates your commitment to their satisfaction and success.

Your priority towards your customers is for them to be satisfied.

Sometimes, you may not offer the service or product required by a customer, it's still a sales technique to point the customer to the right channels to get the product/service.

Does this push the customer away from you?

No it does not. It creates this sense of trust between you and the customer as they will see that at the end of the day, your priority is to satisfy their wants.

D: Create Positive Experiences That Keep Customers Coming Back for More

Focus on creating memorable experiences that leave a lasting impression on customers and inspire loyalty and advocacy.

From personalized thank-you notes to exclusive perks and rewards programs, find creative ways to show appreciation for their business and encourage repeat purchases.

In most cases, the optimum value of your business may lie in the positive experiences you create in the minds of your customers.

Don't stigmatize your sales process, you can make adjustments to create experiences that make customers happy to buy from you.

Chapter 7:

Continuous Improvement and Adaptation

One of the best secrets to more sales is continuous improvement on the sales offer.

In this chapter we are going to explore ways to make improvements to your offers, your adaptation technicians strategies to be consistent making sales.

Here are ways to get ideas on what you need to improve in your business:

A . You don't need your product or service to be 100% perfect and that's the reason you give room for feedback to know where you need to enhance for better usage.

Set up feedback campaigns to gather information and get to apply the changes desired by your customers.

There are various ways to set up feedback.

You can do that using assessment forms, using congratulations quiz surveys, callbacks and more.

B . Stay at alert on industry trends, changes in market strategies.

A good business person monitors the way sales are going, to know where you are doing better and where you are failing it.

Be ready to analyze, be ready to track your performance rates and as well be ready to adjust if a particular strategy is not working accordingly for what you need.

The way business is decades ago is not same with the way the are now and it will not be same with the way it will be in a decade to come.

Before now,the use of AI (artificial intelligence) was not popular but today,AI can help you automate almost everything you do in your business.

Same way this applies to other areas of sales.

Be ready to make changes with the emergence of new trends.

C . Invest in your knowledge capability as well:

The more you're knowledgeable on what you do, that's the more you are capable to build an empire around such.

My process to be consistent on acquiring strategic knowledge and applying it to your business is to:

i . Look for a known person in your field who has achieved success in the area you want to succeed in,

ii. Follow them on all their platforms and tag along on what they do on these platforms.

If they have a book, buy it and read it and if they don't, then read posts or write ups from them with an understanding of learning from their contents.

iii. Look through what they do on this platforms and try to get an idea of your own, based on what they do daily.

iv. Create this intention of partnership with them and try to get a relationship and if you are opportuned to meet them later, be open to create a connection that brings your business to the level you aspire.

With this idea,you will continue to improve in your sales approach for your business.

You will also be able to adapt perfectly. Seeing them make assertions about some trends, and market routines, give you the ability to adapt and not be left unguided.

Chapter 8:

Optimizing Sales Processes

Efficient sales processes are essential for maximizing productivity, minimizing inefficiencies, and driving consistent results.

By optimizing your sales funnels, implementing automation tools, and analyzing the customer journey, you can streamline operations and enhance overall performance and most of all, make more sales.

A: Streamlining Sales Funnels for Efficiency

Sales funnel is the process a customer goes through in order to purchase your product or service.

Map out your sales funnels approach to identify bottlenecks, eliminate unnecessary steps, and optimize the flow of leads through each stage of the sales process.

Simplify complex procedures, reduce friction points, and implement clear calls-to-action that guide prospects smoothly towards conversion.

Don't make your sales funnel approach too complex. I always recommend that if you're in to collect leads, you should at least make two sections to explain clearly what the offer is all about.

While creating your sales funnel, it is very vital that you consider that people who go through your funnel don't have all the time to go through everything.

This is the reason why you should streamline the funnel to contain only what is very important and can bring sales.

B: Implementing Automation Tools to Simplify Repetitive Tasks

Use automation tools and software solutions to streamline repetitive tasks, improve workflow efficiency, and free up valuable time for your sales team to focus on high-value activities.

Automate lead nurturing, email marketing campaigns, and follow-up processes to maintain consistent engagement and drive conversions.

C: Analyzing and Optimizing the Customer Journey for Better Conversion Rates

Gain insights into the customer journey by analyzing data, tracking interactions across touchpoints, and identifying opportunities to enhance the user experience.

Use A/B testing, conversion rate optimization techniques, and customer feedback to refine your sales strategies and increase conversion rates at every stage of the funnel.

D: Streamlining Your Sales Process

Review your sales process regularly to identify areas for optimization and streamlining.

Simplify paperwork you have for a business to be carried out, standardize procedures, and leverage technology to enhance collaboration, communication, and coordination among team members.

By continuously refining your sales process, you can improve efficiency, productivity, and overall performance.

Chapter 9:

Adapting to Cultural Patterns

Checking through the cultural norms of a locality where your audience is, requires sensitivity, respect, and a deep understanding of local customs and traditions.

Be keen to adapt your sales approach to resonate with cultural patterns, you can build trust, build connections, and enhance customer relationships.

If you sell locally to customers, it's best you understand this strategy to help you increase your sales opportunities.

A: Understand Cultural Norms and Preferences in the Market

Take the time to familiarize yourself with the cultural norms, values, and traditions that shape consumer behavior in the region or locality where you're pushing your marketing strategies to.

Respect cultural sensitivities regarding language, greetings, gestures, and social etiquette, and tailor your sales approach accordingly to build rapport and trust with customers.

You may not be open to sales in an urban area and so you also need to make sales running your business in a rural area. Having this as a strategy can give you an edge over other businesses around you.

B: Tailoring Sales Approaches to Resonate with Local Customs and Traditions

Customize your sales messages, marketing materials, and promotional campaigns to align with local customs and traditions.

If you're selling in a local market, incorporate cultural references, imagery, and symbols that resonate with the audiences, and avoid language or imagery that may be misinterpreted or offensive.

You need to be mindful of potential cultural fiascos that could undermine your sales efforts and damage your brand reputation.

If you sell locally, you may find it much better to seek guidance from local experts, partners, or cultural consultants to navigate unfamiliar cultural territory and ensure that your sales strategies are respectful, inclusive, and culturally appropriate.



Chapter 10:

Exploring Alternative Sales Channels

Diversify your sales channels beyond traditional methods to expand your reach, tap into new markets, and drive growth opportunities.

In today's markets, exploring alternative sales channels such as online marketplaces, social media platforms, and partnerships with local retailers can give you room to untapped potential and maximize sales effectiveness.

A: Rebrand Sales Channels You Adopt Beyond Traditional Methods

Look beyond traditional stores and patterns of doing business, and explore alternative channels to reach customers where they are.

Consider selling through online marketplaces, pop-up shops, mobile sales units, or direct-to-consumer channels to expand your market reach and adapt to changing consumer preferences.

B: Selling Through Online Marketplaces or Social Media Platforms**

Leverage the power of online marketplaces such as Jumia, Konga, or Etsy to reach a wider audience and leverage their existing infrastructure for sales and fulfillment.

Alternatively, utilize social media platforms like Facebook, Instagram, or WhatsApp to showcase your products/services, engage with customers, and facilitate direct sales transactions.

There are multiple ways you can adopt to use social platforms to sell.

C: Explore Partnerships with Local Retailers or Distributors for Wider Reach

Collaborate with local retailers, distributors, or resellers to extend your sales reach and access new distribution channels.

Make strategic partnerships with complementary businesses or established brands to leverage their existing networks, customer base, and market expertise for mutual benefit and increased sales opportunities.

You already know the business you do and other businesses that can compliment you, having partnership with these complementary businesses goes a long way to enhance the sales you make.

For instance, if you sell clothes, a complimentary business partnership is with shoes. You can come up with a well structured pattern on how these two businesses can complement each other.

You may agree with the shoe vendor that once a customer buys a set of clothes, it must go together with a certain shoe (which will be from the shoe vendor) and vice versa.

Chapter 11:

Sales Data Analysis

Today, data is very important as it helps you denote how well your product or service is or can do if the sales approach is done right.

Everything you can think of today boils down to data. Look through a lot of businesses, and you will see that for them to thrive, they need data.

Data helps businesses to take note of where to put in more resources and where to re-strategize.

Learn how to process and analyze data relating to your business. This plays a role in bringing in more sales.

Now what is DATA?

Data here are those pieces of information you have about your product from the time of production to the sales stage.

Leveraging your business data can provide you with valuable insights, ideas etc into customer behaviors, market trends and sales performance.

With this you can make informed decisions on sales strategies to explore, make more sales and gain sustainable growth.

Towards your customers, your data analysis is in understanding your customer preference (that is what they prefer more), their purchase history and their behavior pattern towards buying your offer.

For sales strategies, your data analysis is in how to generate more leads, how to convert your prospects, customer retention and more.

A: Valuable Insights About Customers You Need to Know

Utilize data analytics to gain a deeper understanding of your customers' preferences, purchase history, and behavior.

You need to Analyze demographic data, transactional data, and engagement metrics to identify patterns, trends, and opportunities for personalized marketing and targeted sales efforts.

Make out time to look into customer data and use the information you grab to better your sales approach.

Customer data can reveal if customers finds it difficult to checkout while trying to buy your product or your services.

It can reveal more information on what you need to improve towards your customers.

B: Roles of Data Analytics in Driving Sales Performance

Data analytics plays a critical role in driving sales performance across various stages of the customer journey.

From lead generation and prospecting to conversion, optimization and customer retention.

Leverage data-driven insights to optimize sales processes, allocate resources effectively, and measure the impact of your sales initiatives.

A good idea on how to use data to your advantage is the new oil well.

Make it a routine to always measure data regarding your business.

Chapter 12:

Innovation in Sales Techniques

Embracing innovation is essential for staying competitive and driving sales growth.

You need to adopt new approaches, technologies, and strategies.

A: How to Embrace Innovation in Business

Embrace a culture of innovation within your organization by giving room for creativity, experimentation, and a willingness to challenge the status of business currently.

Encourage your employees to think outside the box, explore new ideas, and embrace change as an opportunity for growth and improvement.

Most information we have a decade ago is no more relevant today and in years to come, what we see as sales strategies will change drastically.

Be open to innovate on ideas, experiment and create room for new experiences. You can as well encourage your employees to share ideas and practical thoughts.

More ideas breeds sales. Desire for Innovation gives room for more ideas.

B: Strategies That Can Help You Differentiate Your Business and Drive Sales Growth

- Differentiate your business by offering unique products, services, or experiences that set you apart from competitors.

Focus on innovation in product design, features, or packaging to create value for customers and capture their attention in a crowded market.

- Implement Scalable Solutions and Infrastructure**

Invest in scalable solutions that can support your business growth and adapt to changing market demands.

Embrace cloud-based technologies, automation tools, and agile processes to streamline operations, improve efficiency, and position your business for long-term success.

SALES SECRETS

How to generate leads and make more sales for your business.

One of the most important tasks every business must accomplish in order to thrive is to make sales, and to make sales first you need to attract the people who have interest in what you sell, then they will be able to buy your products or services.

Everything you do in business, starts with LEAD GENERATION.

Lead Generation is a process you follow in order to get people who are interested in what you sell to buy.

In business we call people who you want to buy into your business, "LEADS".

I'll be showing you very sweet various ways you can be able to generate quality leads that will patronize your business .

But before that, you need to know why people buy.

-People buy because they want to resolve tension.

-People buy because they connect logically and emotionally to what you offer.

Example of this is when you need the service of a marketing agency, and the marketing sales reps asks you, on a scale of 1-10, how fast will you want this project to be done?

You connect to this kind of question logically and emotionally since you will think of this percent metrics to give your answer and you will amount to the fact that this marketer really wants to get you result and in time.

You have to understand that for a successful lead generation, people have short memories and are easily distracted.

That's a human trait, we are easily distracted.

So you need a strategy that can help you remind people of what you sell.

However, you will need a consistent approach to generate leads on a daily basis.

Lead Generation Techniques (9 ways to generate leads)

The first principle to generate leads that likes what you do is to be open to give freely to people.

The quality of what you give determines how more of interest your lead will buy into what you sell.

Give before you ask- just like when you give gifts, you discover that the more you give the more the receiver feels like to reciprocate in any way they can and that's how you win them over.

1 . Give Free Audits: You can give audit/review, i.e audit/ review of what you do or what interests them eg on my website <https://martinvic.com.ng>, I give free website and digital marketing audits to customers to help them know how their brand website is performing on the internet and I also make recommendations based on the audit to show how they can do better.

I give out SEO and web design audits. You can audit what you can do for your customers.

No matter your line of business, there's is one thing you can give freely.

If you're a carpenter,you can audit the cost and materials needed to actualise a desired style a customer needs.

If you're a copywriter,you can give an audit on how to write good copies and how copies written by a company may not work for conversions.

If you're a marketer, you can give an audit on how the campaign a brand is using is performing and how they can do much better.

An audit/review is more little a diagnosis and recommendation. Create an avenue to give this freely based on your business and people will want to partake in it.

When they partake in it, you're creating room for business relationships and in essence, you can easily sell your product or your services to them.

2. Strategy guide/Report: You can give a strategy guide or report on how to carry out a task. Table out the way you have done a thing or two in your business and got a result, that is a strategic guide and you can share this with people freely in exchange for them to either give you their email or join a group where you can speak to your leads from time to time.

As a tailor, you can draft a guide on how to make a t-shirt, give it out as a strategic guide and in return have them join your class on how to start a tailoring business.

If you are into seed planting, you can draft a guide on how to plant seeds and nurture them till they grow and in return you can get them to join your class on how to start small scale farming as a business.

This and more you can create reports or guides strategically to show people what you do and how they too can do it with ease.

I'll practically show you more about this in the group you're a partaker of.

3. Online self assessment: On my website at <https://martinvic.com.ng/branding>

We provided an online self assessment survey to help small businesses assess themselves on how well they are performing in their business.

I recommend you take this assessment for your business to understand whether your business is doing perfectly and areas it needs improving. Before you go further to reading the next strategy, take the assessment test, and you will as well understand how it works.

Now on my website, Once a business person takes the self assessment, they know how well and bad they are doing in their business.

This is something you too can do in other to generate specific leads to your business: create an online self assessment survey or a score report to help people assess themselves and in exchange you can have their email, phone number, for further business transactions.

You only have to set up the self assessment to resonate with the possible problems your leads might be facing.

This way when they make an assessment on their business themselves you get the information you need from them.

To set this process up all you need is a landing page with survey questions and if you need help, reach out in the telegram group.

4. Consultancy: This is one of my favorite ways to generate leads.

You can offer a free consultation in other to generate leads. In consultation calls, this lead can easily buy into what you want to sell to them.

Create a consultation process and allow people to consult on a particular idea about what you do in business and this way you can turn this lead into sales easily.

5. Use a waiting list: This method of lead Generation has been tested over time and always used by Industries often and on to generate leads which they can sell their products or services to.

Take a look at industries like apples, tesla etc.

Apple's uses a waiting list strategy each time to generate leads and make people buy their products even before it launches.

Same way Elon musk uses this strategy to sell his new innovation even before it's available in the market.

A wait list is an effective strategy to generate good leads for your business.

It's all about informing your potential buyers of new products or service your brand is bringing into the market and once they are interested in getting access to the new products early before it becomes assessable in the market generally, they can exchange their emails or even pay a certain amount in other to have early access once the product is ready.

You can also give a discount for early birds before the product launch. This is a good strategy to generate leads around what you sell.

Have a question on how to set up your waiting list? Reach out in the group.

6. Tool or template: Giving free access to tools is another easier strategy to utilize and generate a good number of leads.

Develop a tool people around your business use or a tool around the product you intend to sell and this way you can get to have leads you can sell to.

Same way,you can develop a template on how to use certain things around your business and share it to people in exchange to have them in a group where you can sell your offer to them.

On my website I set up a tool to help people check through their SEO status,to help them get search engine information they may need.

You can access the tool here: <https://martinvic.com.ng/tool>

7. Checklist: A checklist is an outline step by step to be marked to help the user carry out an activity.

Providing a free checklist to your potential customers makes it easier to get access to selling to them.

You can create a checklist around your niche and offer it to your potential customer in order to generate leads.

8. Live training: This is not just a way to generate leads but also a way to push your leads to buy immediately.

This strategy requires you to prepare the offer you want to sell before you go live.

Once you go live, train your audience on the things they need to know and this free live training will make them feel more interested to be part of what you sell, and this way you can sell the entirety of what you offer to them.

This strategy of lead generation can be applied to any business model. All you have to do is understand how to position it and sell it to your potential customers.

9. Workshop/Events: This form of Lead strategy requires mostly physical appearance.

You can organize events or a workshop based on your capacity to bring people to a venue and give training on what can help your audience, with the idea of creating relationships which can turn out to give you consistent sales and also you can sell your offer directly to them.

There are a lot more ways you can generate leads for your business but you have to start with one you think you can easily implement for your business.

This way you can be able to sell your products or services and maintain consistent sales.

Note growth requires more leads. Because as you grow your conversions drop from 10% to 2%. Therefore you need to adapt most strategies as your business grows immensely.

Mastering the art of sales requires a structured approach that encompasses understanding your target audience, developing compelling offers, leveraging effective sales channels, and embracing innovation.

Next steps

There are several resources to support your advancement in your Digital Business.

1 . My blog

Success is a process and the more knowledgeable we are towards our vision, shows the level of success we achieve.

On my blog, I share knowledgeable tips, strategies and information on how to help you do better doing your online business.

Follow my blog here and stay connected: <https://martinvic.com.ng/blog>

2 . Sales Scorecard

A scorecard is a set of questions I have designed to help you measure how far you've gotten with your sales process when you answer the questions.

Growth requires measurement and this set of sales questions is designed to score you on how well you are in your business.

It gives you a customized report and access to training specifically to help you advance more in your progress.

Take a scorecard here: <https://martinvic.com.ng/branding>

3 . Workshop program

Our workshop program is an event mainly focused on showing you the entire process your business needs to grow and make sales.

It entails a program where you share your difficulties in your Digital Business journey as we help you navigate through the situation.

To gain access to the workshop program, keep an eye on your email and we will update you when our next workshop program is coming up. Also be on alert to be notified in the telegram group you're added to when you purchased the book.

MY FINAL THOUGHTS

Sales is the lifeblood of any business, and mastering the art of selling is crucial to your success.

Throughout this ebook, we've covered the key principles, strategies, and secrets behind successful sales efforts.

By honing your communication skills, understanding your customers, and positioning your offers in a way that resonates with their needs, you can drive meaningful results.

Remember, selling isn't about pushing products or services—it's about solving problems and creating value for your customers.

Keep refining your sales techniques, build genuine relationships, and always aim to serve before selling. With these principles in mind, you'll be able to close more deals, grow your business, and achieve long-term success.

ABOUT THE AUTHOR

Martin Victor is an experienced digital marketer, web designer, and content creator with over 7 years of expertise in helping businesses thrive in the digital space.

Martin's passion for entrepreneurship, marketing strategies, and website development led him to start his solopreneur journey, where he now runs successful platforms like martinvic.com.ng, a hub for his web design and marketing services, and asoftrev.com, a software review site that helps users find the best tools for their needs.

In 2016, Martin Victor started his journey in doing online businesses. Martin started with doing the mini importation business, over to drop shipping, and having skills in web design and digital marketing, he was able to sell his marketing skills to business owners where he helped these businesses 10x their revenue.

Martin's mission is to empower entrepreneurs, freelancers, and business owners with the knowledge and tools they need to succeed online. He is dedicated to teaching others through his platforms and has become known for his free tutorials and practical business tips.

His expertise ranges from building and optimizing websites to running effective marketing campaigns, and now, he brings his knowledge to readers through his ebooks on making money online, sales, and business visibility.

When he's not working, Martin enjoys teaching, playing the keyboard (music entirely), and exploring new strategies for business growth. His love for sharing knowledge and helping others succeed is what drives him, and he continues to inspire people on their journey toward financial freedom and business success online.