

YLAJ Giveback Project - Presentation Outline

Title and Subtitle:

“Retail Selling and Price Calculation for Entrepreneurs”

“Adding value to your products and to yourself”

Summary of the Presentation:

Two of the worst mistakes an entrepreneur can fall into are: not knowing how to sell and not knowing how much to charge. It doesn't matter if you have the best product, good production processes, or the best material if you are not able to sell your products. Also, underpricing or overpricing your products can be a problem for your cashflow or credibility, so having a good pricing structure is crucial for your business. In this presentation, you will be able to detect where your production costs can be improved, as well as your selling process.

Outline:

- Understanding all your expenses
 - Operative costs
 - Administrative cost
- Improving your costs
 - New providers
 - New materials
 - Investing to lower costs
- Defining your selling price
 - How to correctly value an item
 - Understand your market
- Having a sustainable business
 - Pay yourself first
 - Save and re-invest
- Have a business that can run without you
 - Build a residual income
 - Expand your financial literacy
- Now... off to sell...
 - Wait... I don't know how to sell
 - Learning to sell and not dying in the attempt
- “I'm not a good sales person”
 - The “selling” gene
 - Communication Skills
 - The treasure is in the follow-up
- Telling a story
 - What am I really selling?
 - Selling codes

- Define your audience
 - Who am I talking to?
 - Personality colors
 - Who is your customer?
 - It is not necessarily the person with the money
- Questions and Answers

Takeaways the participants will get after the presentation:

- Understand the costs of their business
- Define the correct audience for their products.
- Improve their communication and selling skills