



# How To Market And Sell Your Idea WIIFM (What's In It For Me?)

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At the end of this module you will be able to. . . . .

1. Define and give an example of a market niche.
2. Describe six (6) ways to find out if there is a market niche for your business idea.
3. List three (3) ways to create a demand for your product or service.
4. Give three (3) methods to motivate someone to buy your product or service.
5. List at least five (5) questions to ask about your target customers.
6. List and describe seven (7) different sales tools.
7. Distinguish between types of sales tools effective for a new product and those effective for a new version of a product already on the market.
8. Describe two business advantages of being young.
9. Define the following sales tools, give examples of each, list advantages and disadvantages of each type, and indicate which sales tool is appropriate in different situations:
  - telemarketing
  - paid advertising
  - publicity
  - face-to-face sales calls
  - sales promotion
  - public relations strategy
10. Prepare a phone schedule and a phone script.
11. Describe how and why networking is a selling tool.
12. Describe each of the seven major decisions in planning a sales program.