



GPS GLOBAL SOLUTIONS

GUIDE HOW INCREASE YOUR SELLS

CLASSIFICATION OF MARKET AND CUSTOMERS TARGETS

- You have access to sell many different products for Surveying & Mapping Customers, Engineering/Construction, Industry Customers such as Agricultural, Electric, Geological, Hydrographic.
- Our shop is divided on categories which can more help you to choose which products you can promote to which kinds of customers.
- Also in descriptions of products you can find to which targets device is recommended

The sample of GNSS receiver product

Applications

- Mapping
- Land Survey
- Topography and As-built
- Landfill
- Hydrographic
- Agriculture
- Sensor
- UAV Base Station

CLASSIFICATION OF CUSTOMERS

How to do?

- Identify the people who will be the Best potential customer, contact them by social media, email, phone call or even face to face.
- Provide to them your unique code generated in your Affiliate account to our shop, any category or concrete product.
- Establish own customer database, record their name, interests, feedback
- If will have any technical questions contact with us or ask customer to use our contact form, product's button "Ask for Product", email or phone. Also many informations, tutorials or materials are included in each product on our shop.
- Establish regular contact with potential customer. If you will care about him he will always back to you.
- Ask questions for his needs, help him, try to listen, advise him.
- Trade with VIP customers in special Way, they will always back to you in the future.
- Try establish long term cooperation with customers – then they will back to you.



GPS GLOBAL SOLUTIONS

Advices:

- Is easier and more efficient to start business with some „seed customer” who can help you to spread brand image. Your old friends, fellows, people who are familiar with you are the best “seed customer”.
- Spend more time with friendly person. Allocate your time according to customer’s attitude. Spend more time with who give you positive feedback, show more information with them.
- Don't spend time to change the mind of people who have negative or hostile attitude.

Know the product you promote:

- We help with any technical support to potential customers – you can always redirect any questions to us.
- But also is good that you learn about the product you promote or want to sell
- On each product description you have everything you need to know about product such as specification, manual, brochure, descriptions, photos etc.

CLASSIFICATION OF PRODUCTS

How to choose the best for you:

- You need to decide which kind of products you want promote and sell, which are the best for you.
 - Choose first one Brand, or one category or separate products you think you can good promote and focus on it.
 - If you dont have big experience and enought resources, on start is recomended not try promote and sell everything at one time - you will not find time on it or it will be not effective for you as you expected.
 - Make a plan how, where and when which products you want to sell – will allow you be more effective.
 - We recommend **Trelo.com** - free and easy to use online platform for planning and tasking – will help you manage your work much efficiently.
-



GPS GLOBAL SOLUTIONS

MARKETING

How to use resources provided by us:

- For your marketing purposes you can not only generating links on creating banners but also you can use photos, descriptions and materials providing by our shop on each product.
- All preparing by us materials can be useful for you to make f.e. newsletters or creating posts on social media.
- Follow up our socials which can help you to promote. Share our posts, add your „Affiliate links“.
- If you need our help, have some ideas for marketing promotion, let us know - we will try to help you.

Where to promote?

- Social media (Facebook, Instagram, LinkedIn, Twitter)
 - direct contact with potential customers
 - post on your socials accounts or create new one dedicated
 - post on dedicated groups, pages
- Branding portals
 - dedicated internet websites about concrete products or categories
- Newsletter
 - if you have your own customers database or you are building you can send emails by a newsletters
- To reached to more potential customers, you can Invest in own paid marketing like sponsoring posts on socials, Google ads or other ways

TERMS & CONDITIONS

All conditions about our Online Shop are available on our website, like: Delivery, Technical Support & Service, Payments, Warranty Policy, Privacy Policy, Cancelation of Orders.

If customer will ask you about any conditions, ask him to visit above conditions on our website to part TERMS & CONDITIONS or just copy what is necessary and send it to him.

IMPORTANT LINKS

GPS GLOBAL SOLUTIONS: <https://gpsglobalsolutions.com>

Facebook: <https://www.facebook.com/GpsGlobalSolutions/>

Linked in: <https://www.linkedin.com/in/gps-global-solutions-9137291b8>



GPS GLOBAL SOLUTIONS