



# SIMPLE MGA'S FOR DAILY SALES

**HOW MANY OF YOU KNOW  
EXACTLY WHAT TO DO, WHEN TO  
DO IT AND HOW TO MAKE SALES  
EVERY SINGLE DAY FOR YOUR  
BUSINESS?**

# SUMMARY



THE IMPORTANCE OF MGAS
THE DRIVING FORCE BEHIND DAILY SALES
MISCONCEPTIONS AROUND MGAS
BEST PRACTICES
PITCH ( MAKE IT ABOUT THEM, NOT YOU )



MASTERCLASS

# DEFINITIONS

## WHAT DOES MGA STAND FOR & WHAT DOES IT MEAN?

MGA stands for Money Generating Activity & are the most crucial activities every business owner must do to drive daily sales for their business.

MASTERCLASS



GIVING FEMALE FOUNDERS THE UNFAIR ADVANTAGE THEY NEED TO BUILD, GROW, SCALE AND SELL CONGLOMERATE COMPANIES | GIVING FEMALE FOUNDERS THE UNFAIR ADVANTAGE THEY NEED TO BUILD, GROW, SCALE AND SELL CONGLOMERATE COMPANIES

# HOW WE APPROACH MGA'S



## SIMPLICITY AND CLARITY

We believe sales should be simple. The simpler and clearer your strategy + tasks, the easier it is going to be to execute consistently.

## CONSISTENCY AND ROUTINE

We believe that consistency & routine is the cornerstone to executing this successfully. Without consistency, this is much less effective.

## HIGH IMPACT WITH LOW BURNOUT

Focuses on high-impact activities that drive significant results without consuming excessive time and energy.

## PERSONALIZATION AND CUSTOMER FOCUS

Whilst tasks are often repetitive, the core of everything we value at SIR. is personalisation & customer-centric strategy. Encourages personalized engagement with potential and existing customers Building stronger customer relationships, increases loyalty, and enhances customer lifetime value.



GIVING FEMALE FOUNDERS THE UNFAIR ADVANTAGE THEY NEED TO BUILD, GROW, SCALE AND SELL CONGLOMERATE COMPANIES | GIVING FEMALE FOUNDERS THE UNFAIR ADVANTAGE THEY NEED TO BUILD, GROW, SCALE AND SELL CONGLOMERATE COMPANIES

# HOW WE APPROACH MGA'S



## FLEXIBILITY AND ADAPTABILITY

We believe that business should support your life not the other way around, which is why we build strategies that diversify risk and allow for both passive and active revenue generation.

## DATA-DRIVEN INSIGHTS

Encourages tracking and analyzing the results of daily activities Enabling founders to make informed decisions based on performance metrics, optimizing their sales efforts over time.



# MYTHBUSTING



**MORE SALES ACTIVITY LEADS TO HIGHER CONVERSION**

**DIVERSIFYING EFFORTS MEANS 10X MORE WORK**

**ONLY EXTROVERTS THRIVE IN SALES**

DISCOUNTS & PROMOTIONS WILL DRIVE MORE SALES

**SALES ACTIVITIES ARE ABOUT CLOSING DEALS**

IF I AM TOO REPETITIVE, PEOPLE WILL GET ANNOYED WITH ME

**SALES IS 100% STRATEGY ( NOPE IT IS MINDSET BABY )**



# SALES DRIVING FORCE

**CLEAR LONG TERM  
STRATEGIC PLANS -  
THEY GUIDE WHAT  
YOU DO, HOW YOU DO  
IT AND WHAT YOU  
SHOULD PRIORITISE**

**DEEPLY  
UNDERSTANDING YOUR  
DISTINCTION & HOW TO  
COMMUNICATE IT  
EFFECTIVELY TO YOUR  
CONSUMERS**

**HAVE UNSHAKABLE  
UNDERSTANDING  
ABOUT YOUR  
CONSUMERS, THEIR  
PAINS, DESIRES,  
BUYERS TYPES,  
MOTIVATIONS ETC**

**CONSISTENCY &  
REPETITION IN  
BEHAVIOUR EVEN  
WHEN IT SEEMS  
BORING & OVERDONE**

# INBOUND

TRACTION ( CONVERGENCE BETWEEN MARKETING & SALS

- Prospect makes the first move.
- Strategies rely on generating interest and pulling leads into the sales funnel.
- Leads are warm by the time they reach sales.
- Highly scalable and cost-effective.

# OUTBOUND

- You or your team contacts the prospect first.
- Techniques involve cold outreach and pitches that get you in front of your prospect.
- Leads are unaware of you or your products/services.
- Great for high-cost or high-volume channels and precise lead targeting.

# BRAND LOYALTY

- Existing customers repeatedly buy from you & refer business to you.
- Focuses on building strong relationships and trust with customers.
- Relies heavily on customer satisfaction and exceptional service.
- Encourages repeat business and reduces churn.
- The best way to increase profitability & increase conversion rate.

# STRATEGIC PARTNERS

- Sales are driven through recommendations from existing partners.
- Leverages the trust, dealflow and credibility of partners to acquire new customers.
- Multiple Deal Structures in regards to compensation share.
- Generates high-quality leads due to the pre-existing trust and validation.

# INBOUND

TRACTION ( CONVERGENCE BETWEEN MARKETING & SALS

- CONTENT MARKETING
- LEAD NURTURING EMAILS & DMS
- WEBINARS & ONLINE WORKSHOPS
- SOCIAL MEDIA ENGAGEMENT
- PAID ADS ( FOCUS ON LEADS )

# OUTBOUND

- COLD/WARM EMAIL OUTBOUND
- COLD/WARM DM OUTBOUND
- COLD/WARM CALL OUTBOUND
- NETWORKING EVENTS
- PAID ADS ( FOCUS ON CONVERSION )

# BRAND LOYALTY

- INVITATIONS TO REPURCHASE
- INVITATIONS TO REFER NEW BUSINESS
- LOYALTY PROGRAMS
- OPULENT CUSTOMER EXPERIENCE
- STRATEGIC CUSTOMER JOURNEY MAPPING
- INBOUND SALES REENTION, UPSELL & CROSS SELL STRATEGIES.

# STRATEGIC PARTNERS

- LOYALTY & REFERRAL PROGRAMS
- CO-VENTURES
- DEAL FLOW AGREEMENTS
- STRATEGIC FEATURES
- INFLUENCER & BRAND PARTNERSHIPS

GIVING FEMALE FOUNDERS THE UNFAIR ADVANTAGE THEY NEED TO BUILD, GROW, SCALE AND SELL CONGLOMERATE COMPANIES | GIVING FEMALE FOUNDERS THE UNFAIR ADVANTAGE THEY NEED TO BUILD, GROW, SCALE AND SELL CONGLOMERATE COMPANIES

# IDENTIFYING YOUR HIGH- IMPACT MGAS



## STRATEGIC PLAN

Before executing anything. I want you to reflect on the life you want to build and the way you want to get there. Which revenue-generating tasks do you enjoy doing the most? Which revenue-generating tasks are most likely to take you to your long term vision the quickest?

## EXPERIMENT

When clients first deploy the quadrant theory strategy, we get you to test! Especially if up until this point you have been relying on a single sales channel, here is where we do controlled diversification for 1 - 2 months to gather feedback.

## ANALYZE YOUR CURRENT SALES DATA

- Identify Top Revenue Sources:  
Look at your sales data to determine which products or services generate the most revenue. Focus on the activities that support these high-performing areas.
- Evaluate Conversion Rates:  
Assess which marketing and sales channels have the highest conversion rates. Prioritize activities that lead to successful conversions.
- Customer Segmentation:  
Identify which customer segments contribute most to your revenue and tailor your MGAs to attract and retain these valuable customers.



GIVING FEMALE FOUNDERS THE UNFAIR ADVANTAGE THEY NEED TO BUILD, GROW, SCALE AND SELL CONGLOMERATE COMPANIES | GIVING FEMALE FOUNDERS THE UNFAIR ADVANTAGE THEY NEED TO BUILD, GROW, SCALE AND SELL CONGLOMERATE COMPANIES

# IDENTIFYING YOUR HIGH- IMPACT MGAS

## UNDERSTAND YOUR CUSTOMER JOURNEY

- Map Out the Customer Journey:  
Create a detailed map of your customer’s journey from awareness to purchase. Identify the touchpoints where your business can make the most impact.
- Pain Points and Opportunities:  
Determine where potential customers drop off or face challenges. Develop MGAs that address these pain points and optimize the journey.

## PRIORITIZE SCALABILITY

- Assess Scalability:  
Ensure that your MGAs are scalable and can grow with your business. Avoid activities that require excessive manual effort or resources as you expand.
- Automate Where Possible:  
Leverage automation tools to streamline repetitive tasks and free up time for high-impact activities.

## SET CLEAR OBJECTIVES AND KPIS

- Define Objectives:  
Clearly define what you aim to achieve with your MGAs. Whether it’s increasing sales, improving customer retention, or expanding market reach, having clear goals will guide your efforts.
- Establish KPIs:  
Set key performance indicators (KPIs) to measure the success of your MGAs. Regularly review these metrics to track progress and make data-driven adjustments.



# INBOUND

## TRACTION ( CONVERGENCE BETWEEN MARKETING & SALS

- RUNNING PAID ADS TO YOUR WEBINAR SERIES ( BACKGROUND )
- 1 INSTAGRAM POST EVERY 1 - 2 DAYS.
- 3 X TIKTOK VIDEOS EVERY DAY.
- HOST A WEEKLY LIVE Q&A
- SEND A WEEKLY NURTURE EMAIL NEWSLETTER
- ENGAGE WITH CURRENT WARM LEADS & PROSPECTIVE TARGETS

# OUTBOUND

- SEND 5X COLD OUTBOUND MESSAGES A DAY ( ACROSS DM, EMAIL, LINKEDIN & CALL )
- FOLLOW UP WITH PAST/LOST LEADS

# BRAND LOYALTY

- COLLECT & ANALYSE CUSTOMER FEEDBACK
- UPSELL AN EXISTING CLIENT OR CUSTOMER
- CROSS-SELL AN EXISTING CLIENT OR CUSTOMER
- REQUEST A REFERRAL AT A TIME OF PLEASURE
- OPTIMISE YOUR CUSTOMER JOURNEY
- IMPROVE CUSTOMER EXPERIENCE & POST ACQUISITION TOUCH POINTS

# STRATEGIC PARTNERS

- SEND 1 X STRATEGIC PARTNER REQUEST A WEEK
- SEND 1 X POST GUEST PITCH PER WEEK
- SEND 1 X WORKSHOP GUEST PITCH PER WEEK
- FOLLOW UP WITH REFERRAL LEADS
- DO 1 X CO-LAB CONTENT PER WEEK

IMAGINE YOUR DAILY SALES  
ROUTINE...WHAT WOULD IT LOOK  
LIKE?

# SALES ROUTINE BLUEPRINTS

## MORNING OWL

Does all MGA sprints first thing in the morning after their strategic goal setting.

## NIGHT OWL

Does all MGA sprints in the evening because that is when you focus on deep work the best.

## BALANCED

Split MGA activities based on the flow of your typical schedule. Hard Hitting MGAs in the morning and than your highest impact in the evening.



# AVOIDING BURNOUT

# AVOIDING BURNOUT



FOCUS ON HIGH-ROI TASKS ( 80% OF RESULTS SHOULD COME FROM 20% OF EFFORT ) - PARETO PRINCIPLE
THE DRIVING FORCE BEHIND DAILY SALES
TIMEBLOCKING & FELXIBILITY
AUTOMATE & DELEGATE WHEN AND WHERE POSSIBLE
REMEMBER THAT GOOD THINGS ARE NOT EASY. IT IS HARD WORK.
PRIORITISE & SIMPLIFY

