

Streets University Salesmanship Guide

StreetsU Youth Enterprise — Field Sales Training

This guide will help you confidently present IBSA's online directory listings to small business owners and nonprofit directors. You're not just selling a listing — you're offering them year-round promotion, community impact, and a connection to youth development.

Listing Features & Benefits

When talking to a business owner or nonprofit director, lead with what's in it for them. Here's what a \$150/year premium listing includes:

Google Top-20 Ranking

Our directories consistently rank in the top 20 on Google when someone searches for a business by product, service, or location.

Social Media Marketing

Students promote the business on social media all year long, increasing word-of mouth and online presence.

Pay It Forward Impact

\$20 of each listing fee is designated to a youth leadership organization of the owner's choice — community goodwill built in

Multi-Directory Exposure

Listings appear across
KansasSmallBizDirectory.com
USSmallBizDirectory.org
UjamaaClub.org
(reaching more buyers)

Diversity Designations

Highlight M/W/DBE, Veteran-Owned, Black Owned, and other certifications — used by government & corporate procurement buyers.

Full Profile with Rich Media

Business name, address, email, website, Google Map, discount offers, YouTube video embed, social media links, and category tags.

Key Talking Point:


"For just \$150 a year — less than \$13 a month — your business gets promoted online and on social media, year-round, by a team of motivated young people. And a portion goes directly back to the community."

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5 Questions to Ask the Business Owner

Use these questions to build rapport, understand their needs, and guide them toward saying yes. Listen carefully — their answers will help you tailor your pitch.

1 How are you currently marketing your business online?

 *This opens the door. If they say 'not much,' you've already found their need.*

2 Are you trying to reach more customers in the local community, or expand beyond your neighborhood?

 *Helps you highlight the right directory — Kansas, US, or Ujamaa Club.*


3 Do you know if your business shows up in the top results when someone searches for you on Google?

 *Most owners don't know — this creates curiosity about our top-20 ranking benefit.*

4 Are you aware of any government or corporate purchasing programs that give preference to minority-, woman-, or veteran-owned businesses?

 *Great for diverse-owned businesses. Our directory is used by procurement buyers.*

5 Is giving back to the community important to you and your business?

 *Introduces the Pay It Forward element — \$20 goes to a youth program of their choice.*

Remember:

Take notes during the conversation. Their answers help you personalize the pitch and show you were listening when you follow up.

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Closing with 'The Ask'

After you've shared the features, answered their questions, and built rapport — it's time to ask for the sale. Be direct, confident, and friendly.

The Direct Ask (Best for confident moments):

"Based on everything we've talked about, I think this listing would be a great fit for your business. Can we get you signed up today for just \$150?"

The Choice Close (Removes yes/no pressure):

"Would you like to start with the Kansas directory listing, or go ahead and get listed in all three directories?"

The Community Close (If they care about giving back):

"You'd also be designating \$20 to a local youth program — which group would you like that to support?"

When they need to think (Handle the delay):

"That's totally fine! Can I leave you with this info and follow up with you by [specific day]? I want to make sure you don't miss out on getting your listing up this month."

Payment Links to Share:

[DonorBox — Pay It Forward Business Listing](#)

[Zeffy — IBSA Online Business Listing Registration \(\\$150\)](#)

Entering & Ending a Meeting Professionally

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Entering a Meeting

Dress the Part

Wear clean, neat, professional attire. First impressions are made in seconds.

Firm Handshake & Eye Contact

Extend your right hand, look them in the eye, and say: '
Good [morning/afternoon], I'm [Name] with
StreetsU / IBSA.'

State Your Purpose Immediately

'Thank you for meeting with me. I'm here today to share an opportunity that could help grow your business online.'

Ask Before You Present

'Do you have about 10–15 minutes? I'll keep it brief and focused.' — Shows respect for their time.

Ending a Meeting

Summarize Key Points

'So just to recap — for \$150/year, your business gets listed, promoted on social, and you'll support a local youth program.'

Make the Ask (If You Haven't)

Don't leave without attempting to close. Even a 'Can I follow up with you on [day]?' is a next step.

Thank Them Genuinely

'I really appreciate your time today. It means a lot that you listened.' — Stand, shake hands, make eye contact.

Confirm Next Steps Before Leaving

'I'll follow up with you by [day]. Is this the best number/email to reach you?' — Log it in the app right after.

Golden Rule:

Always leave every meeting — whether you closed the sale or not — with a specific next step and follow-up date. A 'no today' can easily become a 'yes next week' if you follow up professionally.