

# Business Growth Strategies

©Copyright 2010 – All right reserved

## A - BUILDING YOUR LEADS

Print, screen and radio advertising  
Trade journal advertising  
Industry/school newsletter advertisement  
Public relations  
Press releases  
Letterbox flyers  
Brochures  
Yellow/white pages & other directories  
Direct Mail  
Billboards/posters  
Sponsorships  
Website  
Building/window signage & displays  
Point of sale material/displays  
Product packaging  
Shopping centre promotions  
Branded promotional gifts, e.g. fridge magnets  
Uniforms/name Tags  
Business cards  
Networking functions  
Salespeople  
Telemarketing  
Competitions/surveys  
Host beneficiary's  
Strategic alliances  
Seminars & events  
Trade shows  
Change/ open more locations/ different hours  
Referral system  
Social media  
Directories  
Window displays  
Video/instore displays  
Car signage  
Passing trade  
Tender lists  
Open days & Sign On Days  
Party Plan  
Local Newspaper Advertising  
Daily Newspaper  
Television Advertising  
Radio Advertising  
Magazine Advertising  
School Newsletter Ads  
Newspaper, Magazine & Newsletter inserts  
Sidewalk Handbills  
Catalogues  
White Pages  
Barter/Trade Exchanges  
Buy Database Lists  
Piggy Back Invoice Mailings  
Fax outs  
Shop-A-Dockets  
Taxi Backs  
Cinema Advertising  
Post Card Mailings  
Instore & Sidewalk Signage  
Create An Industry Newsletter

## B - IMPROVING LEAD CONVERSION

Written guarantees  
Show samples/example photo's  
Quality brochures/information sheets  
Added value offers  
On-hold messages  
Allow mail order/home delivery  
Pre-send appointment cards  
Point of sale displays/packaging  
Use payment plans & financing  
Take credit cards, cheques & EFTPOS etc.  
Reprint press articles  
Sales scripts  
Smile, build trust & rapport  
Ask questions & listen, provide ideas/advice  
Educate on value, not price  
Provide a timely response  
Up sell, cross sell & down sell  
Increase range or variety  
1800/1300 number & reply paid address  
Make it easy to buy  
Measure Conversion Rates/set sales targets  
Survey your past customers/people who don't buy  
Office, vehicle & team appearance  
Bulk buy specials  
Print a Benefits/products/price list  
Collect/target all prospect details  
Stay in touch, cards, newsletters  
Train entire team in sales/service  
Company/staff profile & business cards  
Always have stock on hand  
Product/price listings  
Packaging  
Provide quality products  
Target better prospects  
Allow Prepayment  
Set Sales Targets  
Information Sheets/Booklets  
Team Member Profiles  
Use Prospect Questionnaires  
Follow Up & Follow Up Again  
A Gift Cheque Towards Purchase  
Offer Exclusivity  
Develop Your Own Product Line  
Increase Product Knowledge  
Educate How To Buy, What To Do  
Provide Refreshments  
Competitions, With Follow Up  
Provide Team Incentives  
Change Your Direct Mail Pieces  
Charge For Normally Free Advice  
Make An Offer  
Start A Treat/Fad  
Write Company's Magic Story  
Define Your Uniqueness  
Display Awards/Certificates  
Account Applications  
Daily/Weekly Cost Breakdown  
Flowchart Your Sales Process

## C - IMPROVING CUSTOMER TRANSACTIONS

Better service  
Under promise & over deliver  
Streamline your service  
Deliver consistently & reliably  
Keep in regular contact  
Inform customers of entire range/new products  
Always have stock  
Send out a newsletter  
Run a frequent buyers program  
Pre-sell or take pre-payments  
Re-book next visit now  
Plan future purchases with clients  
Offer on next purchase  
Reminder system  
Offer incentives/rebates  
Target likely repeaters  
Post purchase reassurance  
Educate on full value  
Direct mail regular/special Offers  
Follow up & follow up again  
Named promotional gifts  
Free upgrades for more loyalty  
Socialise with clients  
Provide a shopping list  
Sell other people's products & services  
Maintain your database  
Build a relationship  
Offer free trials  
Train your team  
Increase credit levels  
Information nights  
Catalogues so visitors can re order  
Know your customers name/ tell them yours  
Increase your range  
Offer service contracts  
Create a membership /VIP Card  
Use a Multiple Purchase Card  
Co-operative promotions  
Tell them your full name  
New product launches  
Rolling timeline of communication  
Calendar timeline of communication  
Increase product obsolescence  
Introduce updates regularly  
You keep clients vital information for them  
Develop your own language  
Product of the week/month  
Ask them to come back  
Use call cycling  
Collect a database of past clients  
Give out members cards or keyrings  
Contracts  
Till further notice deals  
Accept trade-ins  
Suggest alternative uses

## D - INCREASING AVERAGE SALES VALUE

Increase your prices  
Up sell  
Allow payment terms  
Arrange easy finance  
Rearrange store layout  
In store merchandising  
Impulse buys  
Product packaging  
Create package deals  
Gist with \$\$\$ purchase  
Allow EFTPOS, cheques & credit cards  
Make sure clients know your full product list  
Sell extra warranty/insurance  
Train your team  
Use sales scripts  
Create a quality image  
Offer home delivery  
Charge for delivery/post & package  
Build rapport/treat as special  
Team incentives for bigger sales  
In store promotions  
Red light specials  
Educate on value, not price  
Ask people to buy some more  
Buy one get one free offers  
Store, team & vehicle appearance  
Provide as shopping list  
Allow lay-by  
Allow trade-ins/trade-ups  
Add value  
Create bulk buy deals  
Sell service contracts  
Set an average \$\$\$ sale goal  
4 for the price of 3 offers  
Cross on add on sell  
Down sell  
Use a checklist  
Use a questionnaire  
Carry exclusive lines  
Point of sale material  
Sell with an either/or question  
Charge consulting fees  
Train your customers  
Stock more high priced ranges  
Only service 'A' grade customers  
Stack 'C' & 'D' grade customers  
Allow trade-ins/trade-ups  
Measure the average \$\$\$ sale  
Customer incentives for bigger purchases  
e.g. fly buy points  
stop discounting  
give away perceived value  
in store video promotions  
suggest most expensive first  
Have a minimum \$\$  
Order amount  
Loyalty programs  
Lock-in sales advance

## E - PROFIT MARGIN MAXIMISATION

Increase your margins/prices  
Sell your own label  
Sell an exclusive label  
Keep an accurate database  
Sell via direct mail/internet  
Commission only sales team  
Team incentives based on margins  
Work costs as percentage of sales  
Set monthly expenditure budgets  
Decrease range  
Take stock on consignment  
Lower \$\$ tied up in inventory  
Only sell fast moving stock  
Buy direct  
Manufacture yourself  
Repackage smaller/own label  
Rent idle space  
Have smaller outlets  
Have mobile business  
Re-finance  
Sell more big margin goods/services  
Automate as much as possible  
Sell off old stock  
Reduce/eliminate taxation expense  
Negotiate fixed not variable expense  
Employ people in-house  
Outsource  
Only buy what you need  
Keep overheads to a minimum  
Stop running advertisements that don't work  
Measure everything  
NO discounting  
Sell only quality  
Sack C and D grade clients  
Sell via party plan/ multi-level  
Providing team training  
Pay NO overtime  
Reduce team size  
Reduce unnecessary management  
Reduce director's fees  
Efficiency, productivity, & time management  
Negotiate employment agreements  
Reduce duplication  
Know your actual costs  
Only allow your team to buy with an authorised purchase order  
Better negotiation skills  
Reduce ALL costs by 10%  
Do it right the first time  
Recycle  
Buy in bulk, pay & receive over time  
Promote idle time  
Work 2 or even 3 shifts  
Work from home  
Join/start a buying group