

Business Growth Strategies

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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 beneficiaries
Strategic alliances
Seminars & events
Trade shows
Change/open more locations/different hours
Referral system
Social media
Window displays
Video/instore displays
Car signage
Passing trade
Tender lists
Open days & sign-on days
Party plan
Local newspaper advertising
Daily newspaper
Google Search campaign
Google Display campaign
Social Media campaign
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 photos
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 pre-payment
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 price
Up sell
Allow payment terms
Arrange easy finance
Rearrange store layout
In store merchandising
Impulse buys
Product packaging
Create package deals
Gift with \$XX 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
Measure the average \$\$\$ sale
Customer incentives for bigger purchases
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