

Brad Sugars' Marketing Leverage Chart

5 Ways to Increase Your Business Profits...

$$\begin{matrix} \text{No. of Leads/} \\ \text{Prospects} \end{matrix} \times \begin{matrix} \text{Conversion} \\ \text{Rate} \end{matrix} = \begin{matrix} \text{No. of} \\ \text{Customers} \end{matrix} \times \begin{matrix} \text{No. of} \\ \text{Transactions} \end{matrix} \times \begin{matrix} \text{Average} \\ \text{\$\$\$ Sale} \end{matrix} = \begin{matrix} \text{Revenue} \end{matrix} \times \begin{matrix} \text{Margins} \end{matrix} = \begin{matrix} \text{Profits} \end{matrix}$$

| Lead Generation | Conversion Rate | # of Transactions | Avg. \$\$\$ Sale | Profit Margins |
|--|---|---|--|---|
| <ol style="list-style-type: none"> 1. Local Newspaper Advertising 2. Television & Radio Advertising 3. Magazine & Trade Journal Advertising 4. Industry Newsletter Ads 5. School Newsletter Ads 6. Newspaper, Magazine & Newsletter Inserts 7. Public Relations 8. Press Releases 9. Postcards 10. Sidewalk Handbills 11. Catalogues 12. Brochures 13. Coupons 14. Flyers 15. Directories 16. Barter/Trade Exchanges 17. Buy Database Lists 18. Direct Mail 19. Piggy Back Invoice Mailings 20. Tender Lists 21. Billboards/Posters 22. Craigslist/Classifieds 23. Taxi Backs 24. Cinema Advertising 25. Sponsorships 26. Post Card Mailings 27. Internet/Web Pages 28. Building Signage 29. Car Signage 30. Internet/Web Pages/Digital Ads 31. Instore & Sidewalk Signage 32. Window Displays 33. Passing Trade 34. Point of Sale Material/Displays 35. Product Packaging 36. Video/In-store Displays 37. Shopping Centre Promotions 38. Create an Industry Newsletter 39. Slickers & Tags 40. Refrigerator Magnets 41. Blimps, Balloons, Plane Banners 42. & Skywriting 43. Government Programs/Contracts 44. Uniforms/Name Tags 45. Business Cards 46. Networking Functions 47. Salespeople 48. Networking Functions & Chamber Memberships 49. Telemarketing 50. Cold Calling 51. Competitions/Surveys 52. Host Beneficiary's 53. Strategic Alliances 54. Write a Book 55. Seminars & Events 56. Festivals & Shows 57. Open Days & Sign On Days 58. Fundraising Campaigns 59. Trade Shows 60. Party Plan 61. Network Marketing 62. Distributors/Agents 63. Licensees/Franchisees 64. Market Days 65. Change/Open More Locations 66. Trade Longer/Different Hours 67. Open New Territories 68. Test & Measure 69. Provide Team Selling Incentives 70. Team Buying Incentives 71. Referral System 72. Event Marketing 73. Tickets 74. PPC Advertising, Google Adwords, DSPs Placements 75. Social Media: Facebook, LinkedIn, Instagram, Twitter etc 76. Newsletter sign-ups 77. RSS Feeds 78. SEO 79. SEM 80. Article, Blogs and Microblogs 81. Website, Search Engine Optimization, Keywords focus 82. Website Chat Bot 83. Mobile Advertising 84. Squeeze Pages | <ol style="list-style-type: none"> 1. Written Guarantees 2. Define Your Uniqueness 3. Develop Your Own Product Line 4. Sell on Exclusive Line 5. Increase Range or Variety 6. Provide Quality Products 7. Print a Benefits List 8. Use a Testimonial List 9. Before & After Photo's/Demo's 10. Show Samples/Example Photo's 11. Quality Brochures 12. Information Sheets/Booklets 13. Added Value Offers 14. Make an Offer 15. Start a Trend/Fad 16. Product/Price Listings 17. Team Member Profiles 18. Write Company's Magic Story 19. Packaging 20. Display Awards/Certificates 21. On-Hold Messages 22. Account Applications 23. Allow Mail-Order, Home Delivery 24. Pre-send Appointment Cards 25. Point of Sale Displays 26. Use Payment Plans & Financing 27. Take Credit Cards, Cheques & EFTPOS 28. Daily/Weekly Cost Breakdown 29. Flowchart Your Sales Process 30. Audio, Video & CD Sales Demo's 31. Reprint Press Articles 32. Re-write Quotes, Tenders & Proposals Into Action Plans 33. Print Company's Vision/Mission 34. Use Prospect Questionnaires 35. High Dress Standards/Uniforms 36. Try Before You Buy 37. In-store Merchandising 38. Sales Scripts 39. Greet Prospects & Use Their Name 40. Introduce Yourself 41. Smile, Build Trust & Rapport 42. Ask Questions & Listen 43. Provide Ideas & Advice 44. Educate on Value, Not Price 45. Provide a Timely Response 46. Increase Product Knowledge 47. Up-sell, Cross-sell & Down-sell 48. Educate How to Buy, What to Do 49. Use NLP Techniques 50. Sell on Emotion & Dreams 51. Follow Up & Follow Up Again 52. Ask for the Sale, Confirm the Sale 53. 1-800 # & Reply Paid Address 54. Provide Refreshments 55. Entertain, Wine & Dine 56. Competitions, with Follow-up 57. Make it Easy to Buy 58. Measure Conversion Rates 59. Train Entire Team in Sales/Service 60. Provide Team Incentives 61. Survey Your Past Customers 62. Survey People Who Don't Buy 63. Provide a 1st Buyers Incentive 64. Office Vehicle & Team Appearance 65. Lighting, Clean Toilets, Air Conditioning, Kids Room, Snack Bars & Background Music 66. Accept Trade-ins 67. Bulky Buy Specials 68. Scarcity & Limits, Fear & Pain 69. Hire More/Some Sales/Telesales People 70. Change Your Direct Mail Pieces 71. Collect All Prospects' Details 72. Stay in Touch, Cards, Newsletters 73. Email Drip 74. Factory/Site Tours 75. Target Better Prospects 76. Company Profile & Business Cards 77. Gimmicks with Direct Mail 78. Charge for Normally Free Advice 79. Gift Cheque Towards Purchase 80. Always Have Stock on Hand 81. Offer Exclusively 82. Allow Prepayment 83. Set Sales Targets 84. Yelp, Trustpilot reviews 85. Net Promoter Score | <ol style="list-style-type: none"> 1. Better Service, Make Your Customers Feel Special, Give Them Magic Moments 2. Under Promise & Over Deliver 3. Streamline Your Service 4. Deliver Consistently & Reliably 5. Keep in Regular Contact 6. Inform Customers of Entire Range 7. Increase Your Range 8. Increase Your Product Obsolescence 9. Introduce Upgrades Regularly 10. Always Have Stock 11. Offer Service Contracts 12. Keep Clients Vital Information for Them, Develop Your Own Language 13. Product of the Week/Month 14. Ask Them to Come Back 15. Use Call Cycling 16. Send Out a Newsletter 17. Email Campaigns 18. Create a Membership/VIP Card 19. Collect a Database of Past Clients 20. Give Out Member Cards or Keyrings 21. Use a Multiple Purchase Card 22. Pre-sell or Take Pre-payments 23. Contracts 24. Until Further Notice Deals 25. Re-book Next Visit Now 26. Plan Future Purchases with Clients 27. Offer on Next Purchase 28. Reminder System 29. Accept Trade-ins 30. Increase Credit Levels 31. Offer Incentives/Rebates 32. Target Likely Repeaters 33. Post Purchase Reassurance 34. Educate on Full Value 35. Suggest Alternative Uses 36. Special Occasion Cards/Gifts 37. Direct Mail Regular Offers 38. Follow Up & Follow Up Again 39. Telemarket 40. Run Competitions 41. Post Customer Events/Promotions 42. Closed Door Sales 43. Email Sales 44. Named Promotional Gifts 45. Information Nights 46. Free Upgrades for More Loyalty 47. Socialize with Clients 48. Provide a Shopping List 49. Labels & Stickers 50. Direct Mail Special Offers 51. Catalogs So Visitors Can Re-order 52. Co-operative Promotions 53. Sell Other Peoples Products & Services 54. Rent/Sell Your Database 55. Continually Clean Up Your Database 56. Keep Good Data on Clients 57. Tell Your Magic Story 58. Build a Relationship 59. Know Your Customers Name 60. Tell Them Your Full Name 61. Become Their Friend 62. Offer Free Trials 63. New Product Launches 64. Train Your Team 65. Offer a Shareholding in the Company 66. Sell More Consumables 67. Rolling Timeline of Communication 68. Calendar Timeline of Communication | <ol style="list-style-type: none"> 1. Increase Your Prices 2. Up-sell 3. Cross or Add-on Sell 4. Down-sell 5. Use a Checklist 6. Use a Questionnaire 7. Allow Payment Terms 8. Carry Easy Finance 9. Carry Exclusive Lines 10. Rearrange Store Layout 11. In-store Merchandising 12. Point of Sale Material 13. Impulse Buys 14. Product Packaging 15. Sell with an Either/Or Question 16. Create Package Deals 17. Create Bulk-buy Deals 18. Gift with Sex Purchase 19. Allow EFTPOS, Cheques & Credit Cards 20. Make Sure Clients Know Your Full Product & Services List 21. Charge Consulting Fees 22. Sell Service Contracts 23. Sell Extra Warranty/Insurance 24. Train Your Own 25. Use Sales Scripts 26. Train Your Customers 27. Stock More High-priced Ranges 28. Create a Quality Image 29. Offer Service 'A' Grade Customers 30. Sack 'C' & 'D' Grade Customers 31. Allow Trade-ins/Trade-ups 32. Offer Home Delivery 33. Charge for Delivery/Post & Package 34. Build Rapport/Treat as Special 35. Set an Average £££ Sale Goal 36. Measure the Average £££ Sale 37. Customer Incentives for Bigger Purchases eg. Fly Buy Points 38. Team Incentives for Bigger Sales 39. Steep Discounting 40. Add Value 41. Give Away Perceived Value 42. In-store Promotions 43. Red Light Specials 44. Educate on Value, Not Price 45. Ask People to Buy Some More 46. 4 for the Price of 3 Offers 47. Buy 1 Get 1 Free Offers 48. In-store Video Promotions 49. Store, Team & Vehicle Appearance 50. Suggest Most Expensive First 51. Provide a Shopping List 52. Have a Minimum \$\$\$ Order Amount 53. Allow Lay-Away 54. Online Promotions 55. Home Delivery 56. Dedicated Shopper Program 57. Frequent Filler Program or Loyalty Program | <ol style="list-style-type: none"> 1. Increase Your Margins/Profits 2. Sell More Big Margin Goods or Services 3. NO Discounting 4. Sell Only Quality 5. Sell Your Own Label 6. Sell an Exclusive Label 7. Sack 'C' & 'D' Grade Clients 8. Keep an Accurate Database 9. Sell Via Direct Mail/Internet 10. Sell Via Party Plan/Multi-level 11. Commission Only Sales Team 12. Provide Team Training 13. Pay NO Overtime 14. Reduce Team Size 15. Reduce Unnecessary Management 16. Reduce Directors Fees 17. Efficiency, Productivity, & Time Management 18. Negotiate Employment Agreements 19. Team Incentives Based on Margins 20. Reduce Duplication 21. Know Your Actual Costs 22. Work Costs as % of Sales 23. Set Monthly Expenditure Budgets 24. Only Allow Your Team to Buy with an Authorised Purchase Order 25. Better Negotiation Skills 26. Reduce ALL Costs by 10% 27. Do it Right the First Time 28. Recycle, Go Green 29. Decrease Range 30. Take Stock on Consignment 31. Lower \$\$\$ Tied Up in Inventory 32. Only Sell Fast Moving Stock 33. Buy in Bulk, Pay & Receive Over Time 34. Buy Direct 35. Manufacture Yourself 36. Repackage Smaller/Own Label 37. Promote Idle Time 38. Rent Idle Space 39. Work 2 or Even 3 Shifts 40. Have Smaller Outlets 41. Work From Home 42. Have a Mobile Business 43. Join/Start a Buying Group 44. Re-finance 45. Charge for a Finance Facility 46. 30-Day Terms to 7 Days 47. Invest in Technology 48. Systematise the Routine, Humanize the Exception 49. Automate as Much as Possible 50. Sell Obsolete Equipment/Machinery 51. Sell Off Old Stock 52. Reduce/Eliminate Taxation Expense 53. Negotiate Fixed, Not Variable Expense 54. Employ People In-House 55. Outsource 56. Move Premises 57. Pay Cash Rather Than Loan Interest 58. Only Buy What You NEED 59. Use a Company Credit Card for Bonus Points & Up to 55 days Interest Free 60. Rent for Maximum Tax Write-off 61. Change Accountants 62. Keep Overheads to a Minimum 63. Stop Running Ads That Don't Work 64. Measure Everything 65. Regular/Timely Accounts 66. Get Phone Bills etc. Checked 67. Consolidate Bills and Billing |

GLOBAL HEADQUARTERS

5781S. Fort Apache Rd./Las Vegas, NV 89148, USA

Ph: +1(702)795-3188/Fax: +1(702)705-3183

actioncoach.com

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BUSINESS COACHING