

# 5 Ways to Increase Your Business Profits ...

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

## Lead Generation    Conversion Rate    # of Transactions    Avg. \$\$\$ Sale    Profit Margins

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

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