

QUICK AND AUTHENTIC WAYS TO INCREASE SALES

CUT THROUGH THE MAZE
AND GET RESULTS



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Sales Redefined

1 | EXISTING CLIENTS

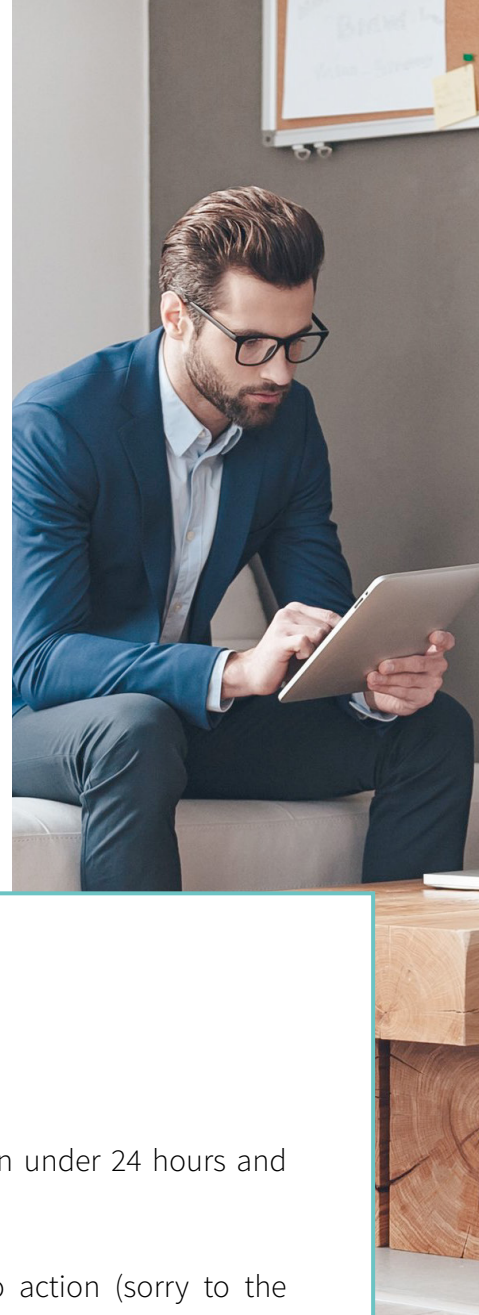
A quick and authentic way to increase sales is via your existing clients.

Research has shown:

It is 50% easier to sell to existing customers than to win new customers.

Attracting new customers will cost your business 5 times more than keeping an existing customer.

In summary, it is quicker, cheaper and easier to increase your revenue via existing clients than to win new clients.



LET'S MAKE IT HAPPEN

Start by creating an irresistible offer for your existing clients.

Our objective is to be quick and tactical, so don't over think it.

As an example, last week I had an idea for a new offer. I launched in under 24 hours and generated sales within another 24 hours.

It does not have to be perfect, imperfect action is better than no action (sorry to the perfectionists out there)!

QUESTIONS TO IDENTIFY YOUR OFFER:

- ④ What additional value can you add to your clients?
- ④ What do clients ask you to provide (products/services) that are normally out of scope?
- ④ What is the next step in your clients journey?
- ④ Is there a compelling event you can leverage e.g. start of the financial year? Back to school? Xmas in July?

If you are still stuck then why not have an "August" offer.

FINAL STEPS:

- ④ Create the graphics for your offer in a free tool such as Canva.
- ④ Ensure the offer is time bound and at a compelling price point. E.g. 25% off until 21.07.18.
- ④ Have a clear call to action.
- ④ Make the offer via email, phone and/or social media.
- ④ Let's go!

2 | NEW CLIENTS

Whilst it's easier to increase revenue via existing clients, it's also important to keep attracting new clients.

The quickest way to convert a new client is with a free or low cost offer.

Your business may be unknown, so a low risk offer is the perfect way for new clients to experience your product/service.



EXAMPLES:

- 🕒 Free samples
- 🕒 15 minute Free consultation
- 🕒 50% off for first purchase?

LET'S MAKE IT HAPPEN

Create an irresistible offer for new clients. Again, the trick is to not over think it, our objective is to be quick and tactical. Follow the steps from the previous page to create your offer.

Offers do not have to be 'salesy' to work, just clear and compelling.

3 | REFFERALS

Referrals are one of my favourite ways to increase sales. This approach is authentic, free and underutilised. Think about it, how many times have you bought something because a friend recommended it?

LET'S MAKE IT HAPPEN

Step out of your comfort zone and ask for a referral. You will be surprised at how many you get! Start by asking existing clients and/or strategic partners for a referral.

Be specific and highlight the benefit for the person being referred. E.g. I might say, «do you know business owners who are struggling with their sales, looking to grow and could benefit from some help?»