

LEAD GENERATION

Trade/Swap Leads
Posters/Billboards
Promotional Blimps
Brochures
Building Signage
Business Cards
Purchase Databases
Car/Transport Signage
Catalogues
Open New Locations or Pop up stores
Cinema Advertising
Cold Calling
Competitions
Create An Industry Newsletter
Newspaper advertising (local and national)
Direct Mail
Directories
Distributors/Agents
Fundraising Campaigns
Gov't Programs/Contracts
Instore signage
Industry Newsletter Ads
Outdoor/bus stop/sidewalk signage
Internet/Web Pages
Letterbox Flyers
Licensees/Franchisees
Newspaper articles/public relations
Magazine Advertising
Market Days
Promotional Gifts
Network Marketing
Networking Functions
Newsletter Inserts
Community publications
Open Days & Sign On Days
Open New Territories
Party Plan
Word of mouth
Joint ventures
Point Of Sale Material/Displays
Press Releases
Product Packaging
Provide Team Selling Incentives
Public Relations
Radio Advertising
Referral System
Salespeople
School Newsletter Ads
Seminars & Events
Shop-A-Dockets
Shopping Centre Promotions
Sidewalk Flyers (hand outs)
Skywriting
Sponsorships
Stickers & Tags
Strategic Alliances
Taxi Backs
Team Buying Incentives
Telemarketing
Television Advertising
Tender Lists
Test & Measure
Trade Journal Advertising
Trade Longer/Different Hours
Trade Shows
Uniforms/Name Tags
Video/Instore Displays
White Pages
Window Displays
Write a Book
Yellow Pages
Surveys (online and offline)
Facebook
Twitter
Pinterest
Google +
LinkedIn
TikTok
Podcast Interviews
Content Giveaways
Email Sign Ups

CONVERSION RATE

Use/display your press articles/coverage
Utilise Team Incentives
Use Prospect Questionnaires
1800 No. & Reply Paid Address
Accept/encourage Trade-Ins
Account Applications
Added Value Offers
Money back on immediate purchase
Allow Mail Order, Home Delivery
Allow Prepayment
Ensure sufficient stock on hand
Ask For The Sale
Ask Questions & Listen
Audio, Video & CD Sales Demo's
Background Music
Before & After Photo's/Demo's
Bulk Buy Specials
Change Your Direct Mail Pieces
Ensure sufficient trial closes
Collect All Prospects Details
Discount for loyal customers
Competitions, With Follow Up
Kids room/coffee/tea available
Daily/Weekly Cost Breakdown
Define Your Uniqueness
Develop Your Own Product Line
Display Awards/Certificates
Find their convincing reason to buy
Educate On Value, Not Price
Entertain, Wine & Dine
Factory/Site Tours
Flowchart Your Sales Process
Follow Up & Follow Up Again
Ask the right questions (ice berg)
Give Away To Get Back
Greet Prospects & Use Their Name
High Dress Standards/Uniforms
Invest in sale staff training
In Store Merchandising
Increase Product Knowledge
Increase Range Or Variety
Information Sheets/Booklets
Introduce Yourself
Make the purchase space inviting
Make An Offer
Make It Easy To Buy
Measure Conversion Rates
Offer Exclusivity
Office, Vehicle & Team Appearance
On-Hold Messages
Packaging
Point Of Sale Displays
Learn different buyer types
Pre-send Appointment Cards
Print A Benefits List
Print Company's Vision/Mission
Product/Price Listings
Provide a 1st Buyers Incentive
Provide Incentive To Buy NOW
Provide Ideas & Advice
Provide Quality Products
Quality Brochures
Show reciprocity
Know how to align with buyer types
Sales Scripts
Scarcity & Limits, Fear & Pain
Sell An Exclusive Line
Sell On Emotion & Dreams
Set Sales Targets
Show Samples/Example Photo's
Smile, Build Trust & Rapport
Start A Trend/Fad
Stay In Touch, Cards, Newsletters
Survey People Who Don't Buy
Survey Your Past Customers
Take Credit Cards, Cheques & EFTPOS
Target Better Prospects
Team Member Profiles
Train Entire Team In Sales/Service
Try Before You Buy
Up Sell, Cross Sell & Down Sell
Use A Testimonial List
Use NLP Techniques
Use Payment Plans & Financing
Provide An Amazing Guarantee

NO. OF TRANSACTIONS

Accept Trade-Ins
Always Have Stock
Invite them back
Aim to actually meet their needs and wants
Excellent service, be present, help them
Build A Relationship
Track the timeline of your communication
Up sell and cross sell at point of sale
Co-operative Promotions
Collect A Database Of Past Clients
Send seasonal emails (ie birthdays, christmas) with promotional offers
Contracts
Create A Membership/VIP Card
Deliver Consistently & Reliably
Direct Mail Regular Offers
Direct Mail Special Offers
Educate On Full Value
Free Upgrades For More Loyalty
Give out promotional items they see everyday ie keyring
Increase Credit Levels
Take special orders from loyal customers
Increase Your Range
Inform Customers Of Entire Range
Information Nights
Introduce Upgrades Regularly
Keep Good Data On Clients
Keep In Regular Contact
Know Your Customers Name
Labels & Stickers
Named Promotional Gifts
New Product Launches
Offer shares in the company
Offer Free Trials
Offer Incentives/Rebates
Offer On Next Purchase
Offer Service Contracts
Past Customer Events/Promotions
Plan Future Purchases With Clients
Post Purchase Reassurance
Pre-sell Or Take Pre-payments
Product Of The Week/Month
Provide A Shopping List
Re-book Next Visit Now
Re-order
Reminder System
Rent/Sell Your Database
Rolling Timeline Of Communication
Run A Frequent Buyers Program
Run Competitions
Hand out loyalty cards with 'x' number purchase free (punch cards)
Sell Other People's Products
Send Out A Newsletter
Interact with clients on social media
Special Occasion Cards/Gifts
Streamline Your Service
Suggest Alternative Uses
Target Likely Repeaters
Telemarket
Anticipate their future needs/wants
Tell Your Magic Story
Till Further Notice Deals
Train Your Team
Under Promise & Over Deliver
Create a Group Platform (Facebook Group)
Use lookalike audiences
Automations

AVG \$\$ SALE

Bulk buy discount
Add Value
Allow Eftpos, Cheques & Credit, accept all major Cards
Allow Lay-By
Have flexible Payment Terms
Accept Trade-ins
Arrange Easy Finance
Suggest accessory/ad on purchases
Build Rapport/Treat As Special
Stock accessories to compliment your core range
Carry Exclusive Lines
Charge Consulting Fees
Charge For Delivery/Post & Package
Create A Quality Image
Have seasonal offer deals
Create Package Deals
Cross Or Add On Sell
Points system as incentive to purchase more (similar to flybuys)
Down Sell
Educate On Value, Not Price
Offer gift with purchase of higher value
Give Away Perceived Value
Have A Minimum \$\$ Order amount
Set out store/counter to encourage impulse buys
In Store Merchandising
In Store Promotions
In Store Video Promotions
Increase Your Prices
Have your full product/service list on display
Increase your perceived value
Measure The Average \$\$\$ Sale
Offer Home Delivery
Only Service 'A' Grade Customers
Point Of Sale Material
Product Packaging
Provide A Shopping List
Rearrange Store Layout
Red Light Specials
Sack 'C' & 'D' Grade Customers
Sell Extra Warranty/Insurance
Sell Service Contracts
Sell With An Either/Or Question
Set An Average \$\$\$ Sale Goal
Stock More High Priced Ranges
Stop Discounting
Store, Team & Vehicle Appearance
Suggest Most Expensive First
Team Incentives For Bigger Sales
Train Your Customers
Train Your Team
Up Sell
Use A Checklist
Use A Questionnaire
Use Sales Scripts
Accept trade-ups/upgrades

PROFIT MARGINS

Negotiate Terms regularly
Automate As Much As possible
Work strategically to minimise product waste
Improve your negotiation skills
Buy Direct
Buy In Bulk, Pay & Receive Over Time
Reassess your accountant every year
Clawback salary structure for sales team
Commission Only Sales Team
Decrease Range
Look for more competitive suppliers
Efficiency, Productivity & Time
Employ People In-House if more cost effective
Shop around for better deals on bills/outgoings
Have A Mobile Business
Have Smaller Outlets
Always consider the minimum order quantity vs higher orders for discount
Increase Your Margins/Prices
Invest In Technology
Join/Start A Buying Group
Keep An Accurate Database
Keep Overheads To A Minimum
Know Your Actual Costs
Lower \$\$ Tied Up In Inventory
Manufacture Yourself
Measure Everything
Move Premises
Negotiate Employment Agreements
Negotiate Fixed Not Variable Expense
NO Discounting
Don't sacrifice your margins for the sale
Only Buy What You NEED
Only Sell Fast Moving Stock
Outsource
Pay Cash Rather Than Loan Interest
Regularly assess staff hours and rates vs productivity
Incentivise staff/team to be on the look out for potential cost savings
Provide Team Training
Re-finance
Recycle
Reduce ALL Costs By 10%
Reduce Directors Fees
Reduce Duplication
Reduce Team Size
Reduce Unnecessary Management
Investigate shipping/cargo/import costs
Regular/Timely Accounts
Rent For Maximum Tax Write Off
Rent Idle Space
Repackage Smaller/Own Label
Sell An Exclusive Label
Sell More Big Margin Goods Or Services
Sell Obsolete Equipment/Machinery
Sell Off Old Stock
Sell Only Quality
Sell Via Direct Mail/Internet
Sell Via Party Plan/Multi Level
Sell Your Own Label
Set Monthly Expenditure Budgets
Test and Measure advertising and cut what isn't making an ROI
Take regular stock takes
Take Stock On Consignment
Team Incentives Based On Margins
Use A Company Credit Card For Bonus Points & Up To 55 Days Interest Free
Use 'elancer' online suppliers where possible
Work Costs As Percentage Of Sales
Work From Home
Employ multi-skilled people ie marketer with graphic design skills

