

## **5 Steps To Increase Your Profits**

**Lead Generation** is the process of attracting leads (enquiries) into your business by means of advertising

**Lead Conversion** is the process of converting (turning enquiries into sales) using sales closing scripts and objection handling tactics so that your advertising efforts become fruitful

**Client Fulfilment** is the process of using customer satisfaction tactics to ensure your customers continuously purchase from you time after time.

1. **Leads.**  
This is the total number of leads – those people who have contacted or who have been contacted by the business – over the course of a year.
2. **Conversion rate.**  
This is the percentage of people who bought. For example, if 10 people called you to inquire about your ad and three people buy something, your conversion rate of 3 out of 10, or 30%, for that day.
3. **Average dollar sale.**  
This is the average dollar amount per sale – estimated over the course of a year.
4. **Average number of transactions.**  
This is the number of purchases the average customer will make over the course of a year.
5. **Profit margin.**  
This is the profit percentage of each and every sale. Simply put, if a business sells something for \$100, and profit was \$25, the profit margin is 25%.

**Do you know your bottom-line profit margins?**

**Want to know how to apply each strategy into your business? Get in touch: <https://www.businessgrowthclub.com.au/>**

## Marketing Checklist: How To Attract More Clients, Convert Them Into Sales & Get Them Coming Back Over and Over Again

### IDEAS FOR GENERATING MORE LEADS.

- Local Newspaper Advertising.
- Daily Newspapers.
- TV Advertising.
- Facebook
- Twitter
- LinkedIn
- Instagram
- Snapchat
- Google Ads
- Radio Advertising.
- Magazine Advertising.
- Trade Journal Advertising.
- Industry Newsletters Ads.
- School Newsletter Ads.
- Flyer Inserts.
- Press Release (PR) Free if possible
- Letterbox Drops.
- Door Hangers
- Sidewalk Handbills.
- Catalogues.
- Yellow pages.
- White Pages.
- Other Online Directories
- Barter and Trade Exchanges.
- Buy Database Lists.
- DIY Direct Mail.
- Piggyback invoice mailing.
- SEO Search Engine Optimization
- Email Marketing
- Billboards and Posters.
- Shop a docket.
- Taxi backs and bus sidings.
- Cinema Advertising.
- Sponsorships.
- Post Card Mailing.
- High Converting Website
- Building Signage.
- Car Signage.
- In Store And Sidewalk Signage.
- Window Displays.
- Shopping Centre Promotions.

- Networking Functions.
- Salespeople and Cold Calling.
- Telemarketing.
- Competitions.
- Host Beneficiary.
- Strategic Alliances.
- Write a Book.
- Seminars and Events.
- Trade Shows.
- Open Days and Sign-On Days.
- Party Plan.
- Network Meetings.
- Distributors and Agents.
- Trade Longer Or Different Hours.
- Referrals.
- Stickers And Tags.
- Fridge Magnets.
- Named Promotional Gifts.
- Blimps, Plane Banners and Skywriting.
- Business Cards.
- Pay-Per-Lead vendors

### WAYS TO BOOST YOUR CONVERSION RATE!

- Written Guarantee.
- Defining Your Uniqueness.
- Sell Your Own Product Line Or An Exclusive Line.
- Increase Range Or Variety.
- Provide Quality Products.
- Print A Benefits and Testimonials List.
- Demonstrations.
- Quality Brochures.
- Special Promo Offers.
- Package to sell
- Display Awards and Certificates.
- On-Hold Messages.
- Account Applications.
- Mail Order.
- Point Of Sale Display.
- Use Payment Plans And Finance.
- Build Trust And Rapport.

- Educate On Value – Not Price.
- Increase Product Knowledge.
- Up-Sell, Cross-Sell and Down-Sell.
- Use NLP Techniques.
- Sell On Emotion And Dreams.
- Follow Up and Follow Up Again.
- Ask For The Sale.
- 1800 Numbers And Reply Paid Addresses.
- Entertain, Wine And Dine.
- Run Competitions.
- Train Team In Sales.
- Provide Team Incentives.
- Survey Your Past & Present Customers for insights
- Provide a First Buyers Incentive.
- Store Appearance.
- Bulk Buy Specials.
- Scarcity and Limits.
- Change Your Direct Mail Pieces.
- Collect ALL Prospects Details.
- Give Away To Get Back.
- Factory Or Site Tours.
- Target Better Prospects.
- Company Profile.
- Gimmicks With Direct Mail.
- Charge For Normally Free Advice.
- A Gift Cheque Towards Purchase.
- Always Have Stock on Hands
- Offer Exclusivity
- Allow Pre-Payment
- Allow Finance like Afterpay/Zippay
- Set Sales Targets
- Measure Conversion Rates
- Take Credit Cards, Cheques and Eftpos/ATM.
- Audio And Video Sales Demos.
- Reprint Press Articles
- Print Your Companies
- Use prospect Questionnaires.
- High Dress Standards And Uniforms.
- Mission Statement.
- Try Before You Buy.
- Sales Scripts.

Want to know how to apply each strategy into your business? Get in touch: <https://www.businessgrowthclub.com.au/>

## Marketing Checklist: How To Attract More Clients, Convert Them Into Sales & Get Them Coming Back Over and Over Again

### STRATEGIES TO BOOST \$ OF TRANSACTIONS

- Better Service To Make Your Customer Feel Special
- Under Promise And Under Deliver
- Deliver Consistently And Reliably
- Keep in Regular Contact
- Inform Customer of Your Entire Range
- Increase Your Range
- Increase Product Obsolescence/Upgrades
- Always Have Stock
- Offer Service Contracts
- Keep Clients Vital Information
- Product Of The Week
- Ask Them To Come Back
- Send Out a Newsletter
- Run a Frequent Buyers Programs or VIP card
- Collect a Database
- Give Out Keyrings etc
- Pre-Sell Or Take Pre-Payments
- Contracts & Agreements
- Till Further Notice Deals
- Plan Future Purchases
- Offer On Next Purchase
- Reminder System
- Increase Credit Levels
- Target Likely Repeaters
- Post Purchase Reassurance
- Suggest Alternative Uses
- Special Occasions Cards
- Direct Mail Regular Offers
- Follow up, And Follow Up Again
- Past Customer Events
- Closed Door Sales
- Names Promotional Gifts
- Information Nights
- Free Upgrades
- Socialise With Clients
- Sell on Labels and Stickers
- Co-operative Promotions
- Rent/Sell Your Database
- Clean Up Your Database
- Keep Good Data On Clients

### TIPS FOR MAXIMISING AVERAGE \$ SALE

- Increase Your Prices
- Up Sell
- Cross Or Add On Sell
- Down Sell
- Use A Checklist
- Use a Questionnaire
- Allow Payment Terms or Financing
- Carry Exclusive Lines
- Rearrange Store Layout And Merchandising
- Point of Sale Material
- Impulse Buys
- Sell With An Either/Or Question
- Create Package Deals
- Create Bulk Buy Deals
- Gift With \$ X Purchase
- Allow EFTPOS, Cheques and Credit Cards
- Make Sure Clients Know Your Full Product And Services List
- Charge Consulting Fees
- Sell Service Contracts
- Sell Extra Warranty Or Insurance
- Train Your Team
- Use Sales Scripts
- Train Your Customer
- Stock More High Priced Ranges
- Create A Quality Image
- Only Service "A" Grade Customers
- Sack "C" & "D" Grade Customers
- Allow Trade-Ins/Trade Ups
- Offer Home Delivery
- Charge For Delivery, Post & Package
- Build Rapport And Treat As Special
- Set And Measure An Average Dollar Sale Goal
- Customer Incentives For Bigger Purchase
- Team Incentives For Bigger Sales
- Stop Discounting
- Add Value
- Give Away Perceived Value
- In Store Promotions
- Flashing Light Specials
- Educate On Value Not Price

- For The Price Of 3 Offers
- Buy One Get One Free Offers
- In Store Video Promotions
- Store Team And Vehicle Appearance
- Suggest The Most Expensive Item First
- Provide A Shopping List
- Have A Minimum Dollar Order Amount
- Allow Lay-By

### WAYS TO BOOST MARGINS

- Increase Your Margins/Prices
- Sell More Big Margin Goods/Services
- No Discounting
- Sell Only Quality
- Sell Your Own Label
- Sell An Exclusive Label
- Keep An Accurate Database
- Sell Via Direct Mail And The Internet
- Sell Via Party-Plan Or Multi-Level
- Commission Only Sales Team
- Pay No Overtime
- Reduce Team Size
- Reduce Unnecessary Management
- Reduce Directors Fees
- Efficiency, Productivity And Time Management
- Negotiate Employment Agreements
- Team Incentives Based On Margins
- Reduce Duplication
- Know Your Actual Costs
- Work Costs As A Percentage Of Sales
- Set Monthly Expenditure Budgets
- Only Allow You Team To Buy With An Authorised
- Better Negotiation Skills
- Reduce All Costs By 10%
- Recycle
- Decrease Range
- Lower Dollar Tied Up in Inventory
- Only Sell Fast Moving Stock
- Manufacture Yourself
- Repackage Smaller With Your Own Label
- Promote Idle Time
- Re-Finance

Want to know how to apply each strategy into your business? Get in touch: <https://www.businessgrowthclub.com.au/>

## Action Worksheet

How many strategies have you implement into your business? Please make a list of 5 strategies

- 1.
- 2.
- 3.
- 4.
- 5.

Strategy #: .....( ie #1.)

- Discussed with my coach Y / N
- Used in your business Y / N
- Start Date:..... End Date:.....
- Where? .....
- Actual Cost \$ .....
- Budget \$ .....
- # of Leads .....
- # of Sales .....
- \$ Value of Sales .....
- Cost per Lead \$ .....
- Results:  
.....  
.....
- Improvements:  
.....  
.....

**Marketing Checklist: How To Attract More Clients, Convert Them Into Sales & Get Them Coming Back Over and Over Again**

---

**How many clients do you have now?**

.....  
.....

**How many clients would you like this month?**

.....  
.....

**What marketing strategies have you got in place now?**

.....  
.....

**Which of these marketing strategies are working for you now – how do you know?**

.....  
.....

**Where are you stuck?**

.....  
.....

**What areas of your marketing do you need assistance with?**

.....  
.....

**Want to know how to apply each strategy into your business? Get in touch: <https://www.businessgrowthclub.com.au/>**