



80 Lead Generation

Strategies to Try in your Business



1. Search Engine Marketing (SEM – paid search)
2. Search Engine Optimisation (SEO – organic search)
3. Newspaper Advertising
4. Television Advertising
5. Radio Advertising
6. Magazine Advertising
7. Trade Journal Advertising
8. Industry Newsletter Ads
9. School Newsletter Ads
10. Public Relations
11. Press Releases
12. Sidewalk Handbills
13. Catalogues
14. Brochures
15. Coupons
16. Flyers
17. Online Directories
18. Barter/Trade Exchanges
19. Buy Database Lists
20. Direct Mail
21. Piggy Back Invoice Mailings (digital or non)
22. Tender Lists
23. Billboards/Posters
24. Craigslist/Classifieds/Gumtree
25. Taxi Backs
26. Cinema Advertising
27. Sponsorships
28. Post Card Mailings
29. Landing pages
30. Building Signage
31. Car Signage
32. Instore & Sidewalk Signage
33. Window Displays
34. Passing Trade
35. Point of Sale Material/Displays
36. Product Packaging
37. Video/In-store Displays
38. Shopping Centre Promotions
39. Create an Industry Newsletter
40. Stickers & Tags
41. Refrigerator Magnets
42. Named Promotional Gifts
43. Blimps, Balloons, Plane Banners & Skywriting
44. Government Programs/Contracts
45. Uniforms/Name Tags
46. Business Cards
47. Networking
48. Salespeople
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. Social Media
74. Newsletter sign-ups
75. RSS Feeds
76. SEO
77. SEM
78. Article Writing
79. Website
80. Squeeze Pages



58 Conversion Rate Strategies for your business



1. Written Guarantee ...
2. Define Your Uniqueness ...
3. Testimonials
4. Offers ...
5. Sell Your Own Product Line or an Exclusive Line ...
6. Increase Range Or Variety ...
7. Provide Quality Products ...
8. Demonstrations ...
9. Quality Brochures ...
10. Packaging ...
11. Display Awards and Certificates ...
12. On-Hold Messages ...
13. Account Applications ...
14. Mail Order ...
15. Point of Sale Displays ...
16. Use Payment Plans & Financing ...
17. Take Credit Cards, Cheques & Eftpos/ATM ...
18. Audio & Video Sales Demonstrations ...
19. Reprint Press Articles ...
20. Re-Write Quotes, Tenders and Proposals Into Action Plans
21. Print Your Company's Vision Statement
22. Use Prospect Questionnaires ...
23. High Dress Standards and Uniforms ...
24. Try Before You Buy ...
25. Sales Scripts ...
26. Build Trust & Rapport ...
27. Educate On Value, Not Price ...
28. Increase Product Knowledge ...
29. Up-Sell, Cross-Sell & Down-Sell ...
30. Use NLP Techniques ...
31. Sell On Emotion & Dreams ...
32. Follow-up & Follow Up Again ...
33. Ask For The Sale ...
34. 1800 Number & Reply Paid Address ...
35. Entertain, Wine & Dine ...
36. Run Competitions ...
37. Train Team In Sales ...
38. Provide Team Incentives ...
39. Survey ...
40. Provide A First Buyer's Incentive ...
41. Store or Office Appearance ...
42. Accept trade-ins ...
43. Bulk Buy Specials ...
44. Scarcity & Limits ...
45. Change Your Direct Mail Pieces ...
46. Collect All Prospects' Details ...
47. Give Away To Get Back ...
48. Factory or Site Tours ...
49. Target Better Prospects ...
50. Company Profile ...
51. Gimmicks With Direct Mail ...
52. Charge For Normally Free Advice ...
53. A Gift Cheque Towards Purchase ...
54. Always Have Stock On Hand ...
55. Offer Exclusivity ...
56. Allow Pre-Payment ...
57. Set Sales Targets ...
58. Measure Conversion Rates ...



34 Retention Rate Strategies to Try in Your Business



1. Better Service, Make Your Customers Feel Special
2. Give Them Magic Moments – CX design.
3. Under Promise & Over Deliver
4. Streamline Your Service
5. Deliver Consistently & Reliability
6. Increase Your Product Obsolescence
7. Offer Service Contracts
8. Keep Clients Vital Information for Them,
9. Develop Your Own Language
10. Use Call Cycling
11. Ask Them to Come Back
12. Send Out a Newsletter
13. Create a Membership/VIP Card
14. Collect a Database of Past Clients
15. Give Out Member Cards or Keyrings
16. Re-book Next Visit Now
17. Plan Future Purchases with Clients
18. Reminder System
19. Target Likely Repeaters
20. Post Purchase Reassurance
21. Use a Multiple Purchase Card
22. Special Occasion Cards/Gifts
23. Run Competitions
24. Past Customer Events/Promotions
25. Closed Door Sales
26. Named Promotional Gifts
27. Information Nights
28. Free Upgrades for More Loyalty
29. Socialize with Clients
30. Catalogues So Visitors Can Re-order
31. Continually Clean Up Your Database
32. Build a Relationship
33. Know Your Customers Name
34. Tell Them Your Full Name



28 Spend
per Customer

Strategies to Consider



1. Keep in Regular Contact
2. Inform Customers of Entire Range
3. Increase Your Range
4. Introduce Upgrades Regularly
5. Always Have Stock
6. Product of the Week/Month
7. Email Campaigns
8. Pre-sell or Take Pre-payments
9. Contracts
10. Offer on Next Purchase
11. Accept Trade-ins
12. Increase Credit Levels
13. Offer Incentives/Rebates
14. Educate on Full Value
15. Suggest Alternative Uses
16. Direct Mail Regular Offers
17. Follow Up & Follow Up Again
18. Provide a Shopping List
19. Direct Mail Special Offers
20. Co-operative Promotions
21. Sell Other Peoples Products & Services
22. New Product Launches
23. Train Your Team
24. Offer a Shareholding in the Company
25. Sell More Consumables
26. Rolling Timeline of Communication
27. Calendar Timeline of Communication
28. Keep Good Data on Clients (know what they need)



31 Margin Strategies

For Better Profit



1. Measure
2. Increase Prices
3. Sell More Big Margin Goods or Services
4. NO Discounting
5. Sell Only Quality
6. Sell Your Own Label
7. Sell an Exclusive Label
8. Sack 'C' & 'D' Grade Clients
9. Provide Team Training
10. Sell Via Direct Mail/Internet
11. Sell Via Party Plan/Multi-level
12. Efficiency, Productivity, & Time Management
13. Team Incentives Based on Margins
14. Know Your Actual Costs
15. Do it Right the First Time
16. Recycle
17. Decrease Range
18. Buy in Bulk, Pay & Receive Over Time
19. Buy Direct
20. Manufacture Yourself
21. Repackage Smaller/Own Label
22. Promote Idle Time
23. Work 2 or Even 3 Shifts
24. Charge for a Finance Facility
25. Invest in Technology - Automate Processes
26. Create better systems
27. Open book management
28. Set targets
29. Better sales scripts & objection handling
30. Target better customers.
31. USP.



33 Overhead Strategies For Better Profit



1. Measure
2. Profit first budget
3. Better Negotiation Skills
4. Accountability for spending
5. Keep an Accurate Database
6. Commission Only Sales Team
7. Reduce Team Size
8. Pay NO Overtime
9. Reduce Unnecessary Management
10. Reduce Directors Fees
11. Negotiate Employment Agreements
12. Reduce Duplication
13. Work Costs as % of Sales
14. Set Monthly Expenditure Budgets
15. Change business model
16. Reduce ALL Costs by 10%
17. Rent Idle Space
18. Have Smaller Outlets
19. Work From Home
20. Have a Mobile Business
21. Join/Start a Buying Group
22. Re-finance
23. Employ People In-House
24. Outsource
25. Move Premises
26. Pay Cash Rather Than Loan Interest
27. Only Buy What You NEED
28. Use a Company Credit Card for Bonus Points and Up to 55 days Interest Free
30. Change Accountants
31. Beg, Borrow or Steal Keep Overheads to a Minimum
32. Stop Running Ads That Don't Work
33. Regular/Timely Accounts
34. Get Bills Checked (phone, utilities etc)