

Rapid Profit Boosters: Low Hanging Fruit Strategies to Rapidly Increase Sales

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What you are going to learn:

- What are the biggest mistakes to avoid if you want to grow rapidly
- Quick and easy low cost strategies to rapidly increase sales!



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Mistakes made by business owners in today's economy that will stop your growth:

1. Lack of _____ Planning

- _____ instead of _____



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Mistakes made by business owners in today's economy that will stop your growth:

2. Working “in” the business instead of “_____” the business.



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Mistakes made by business owners in today's economy that will stop your growth:

3. Lack of _____
 - Poor implementation
 - _____ not in place
 - "Accountability breeds responsibility" Dr. Stephen Covey,



Mistakes made by business owners in today's economy that will stop your growth:

4. Business owners are focusing on _____ on the little things in their business vs. investing time, energy and resources on growth.



Mistakes made by business owners in today's economy that will stop your growth:

5. Lack of _____



Mistakes made by business owners in today's economy that will stop your growth:

6. Not using _____



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What you should be focusing on!

- Your main focus should be that ___ of your business actions will get ___ of your results.
- Cutting back on costs is only half the battle, you must INCREASE SALES!





What is Low Hanging Fruit?

- Things that you may be overlooking in your company that are quick and easy to implement and can _____ & _____
- Low cost to implement



Take advantage of overlooked opportunities.

- Instead of cutting back on staff and resources try looking through things that may be overlooked in your company – Low Hanging Fruit.
- There is no need to go searching for other ways (new brochures, etc.) to increase business when there are things that can be _____ in what you already have!



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Knowing vs. DOING

- These strategies seem simple and you may say to yourself “ _ _ _ _ _ ”
- The question is are you using these strategies **CONSISTENTLY** in your business?





Exercise

- How much is a client worth to you? \$_____
- Average Sale, per month, per year, lifetime value? \$_____, \$_____, \$_____
- How much do you want/need to add in sales this month? _____
- Pick the strategies as we go on to implement



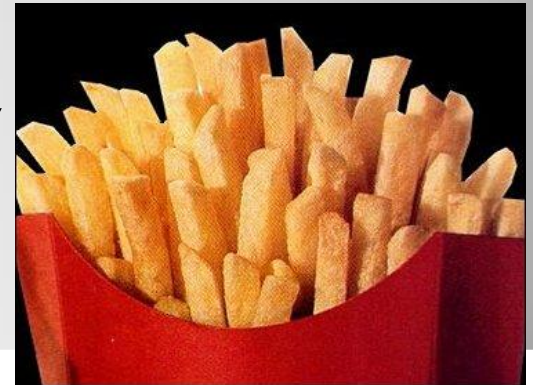
Low Hanging Fruit Strategy#1 The up-sell technique

- An _____ is offering your clients additional products or services at the point of sale usually before the customers complete the order. These can be complimentary or more expensive products or services.
- This technique can bring extra business revenue without any additional_____.



Examples:

- McDonalds asks:
“Do you want _____with that?”
Simple and easy to implement.





Implementing the up-sell technique

- Make a list of the ____ items you sell.
- Determine what the up-sell for that product would be.
- Create a written process. Train staff or workers on the plan.
- _____CONSISTENTLY.
- Track the implementation and retrain when necessary.
- Reward for increased sales.



- Another place to upsell is on your _____
- At the time they are buying offer an additional product, service or upgrade.
- Example _____



Low Hanging Fruit Strategy #2 Reactivation Of Past Clients

- Already like, know and _____you.
- It is not your clients' job to _____you, it is your job to make the clients remember you.
- Even if they don't buy from you again you're deepening the _____you have.
- You're also creating a top of mind awareness.



Implementing

1. Create a list of past clients that you want to call. If you have past clients that weren't your best client, _____put them on the list.
2. Create a script of what you will say to them, something_____. Ask them questions, interact with them. Ask rapport building questions and ask questions they can't say no to.
3. At the end of the conversation let them know you have something that may interest them.



Low Hanging Fruit Strategy #3

**Offer clients additional product or
service**



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Client Example

- Examined current clients needs and purchases
- Discovered need that they were currently outsourcing
- 100k/month in increased sales!





Two Ways to do this:

1. Develop a product or service to offer to your clients/list
2. Find a company that has a product that would benefit your clients/list and set up _____ or _____ fee



**Low Hanging Fruit
BONUS Strategy**

**Offer your products/services
to _____
clients/list.**



How to implement:

1. Make a list of what type of businesses have your perfect clients.
2. What could you offer to their list that would be a good fit?
3. Write a script to approach these businesses.
4. Keep going until you get a yes!
5. Do the marketing for them.



Create your ACTION Plan

- Which of these strategies are you going to implement?
- WHEN?



**Remember, Don't just learn,
IMPLEMENT!**



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