



# **LOW HANGING FRUIT STRATEGIES TO **RAPIDLY** INCREASE SALES**

**10 PROVEN STRATEGIES TO GROW YOUR BUSINESS QUICKLY**

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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!

# What is Low Hanging Fruit?

Things that you may be overlooking in your company that are:

- quick and easy to implement and get results
- can rapidly increase sales and profits
- low cost or FREE to implement

# Low Hanging Fruit Strategy #1: The up-sell

- An upsell is offering your clients additional products or services at the point of sale and 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 expense.**

## Example

- McDonalds asks:

**“Do you want fries with that?”**  
Simple and easy to implement.



# Exercise

- Make a list of the top 20% items you sell.
  - 1.
  - 2.
  - 3.
  - 4.
  - 5.
  - 6.
  - 7.
  - 8.
  - 9.
  - 10.
  - 11.
  - 12.
  - 13.
  - 14.
  - 15.
  - 16.
  - 17.
  - 18.
  - 19.
  - 20.
- Determine what the up-sell for that product would be.

## Exercise: Monetize this Strategy

**Average Sale Currently:** \$ \_\_\_\_\_

**Upsell Offer:** \$ \_\_\_\_\_

**Estimated # of Upsells:** \_\_\_\_\_

**Increase in sales:** \$ \_\_\_\_\_ per week

\$ \_\_\_\_\_ per month

\$ \_\_\_\_\_ per year

## **Strategy #2**

### **Reactivation of Past Clients**

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

# Exercise: Monetize this Strategy

Number of Clients to Contact to Reactivate: \_\_\_\_\_

Estimated % Convert to new sale \_\_\_\_\_

Estimated # of New Sales \_\_\_\_\_

Average Sale \$ \_\_\_\_\_

**Estimated Profit Boost** \$ \_\_\_\_\_



# Strategy #3

## Offer clients additional product or service

### 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:



Slow  
Or  
Fast



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 affiliate or referral fee

# **Exercise: Brainstorm a list of products that may interest**

Example: Web design clients may need video produced

# Exercise: Monetize this Strategy

Number of Clients to Contact to offer additional product or service :

\_\_\_\_\_

Estimated % Convert to new sale

\_\_\_\_\_

Estimated # of New Sales

\_\_\_\_\_

Average Sale

\$ \_\_\_\_\_

**Estimated Profit Boost**

**\$ \_\_\_\_\_**

# Strategy #4

Offer your products/services to someone else's 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.



- Emails
- Tweets
- Facebook
- Linked In
- Pinterest Pics
- Guest Blog posts
- Interviews
- Podcasts
- Letters
- ETC.....

# Exercise: Monetize this Strategy

Number of Clients to Contact to offer your products/services to their clients/list : \_\_\_\_\_  
Estimated % Convert to new sale \_\_\_\_\_  
Estimated # of New Sales \_\_\_\_\_  
Average Sale \$ \_\_\_\_\_  
**Estimated Profit Boost** \$ \_\_\_\_\_

# Strategy #5

## Ask for Referrals

### Who can refer prospects to you?

- Clients
- Former Clients
- Competitors
- Prospects
- Prospects who didn't convert
- Other businesses and professionals
- Associations, etc.

### Implementation

1. Identify the qualities you like about working with client
2. Let them know that you enjoy working with them and why.
3. Ask them who they know that has the same qualities
4. ASK for the referral!!

# Exercise: Identify your catchphrases and triggers to ask for referrals.



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# Exercise: Monetize this Strategy

Number of Clients to Contact for Referrals: \_\_\_\_\_

Estimated % Give Referral \_\_\_\_\_

Estimated # of New Sales \_\_\_\_\_

Average Sale \$ \_\_\_\_\_

**Estimated Profit Boost** \$ \_\_\_\_\_

# Strategy#6

## Have a Sale

**A sale is NOT to be confused with LOWERING Your PRICES!**

### Type of Sales

1. Scratch and Dent
2. Products you don't promote much
3. Special Events
4. Package Deals
5. Close outs on products you are discontinuing

### Implement

1. Brainstorm possible products/ packages to promote.
2. Tie in to something to make it fun and creative
3. Create a sale/ promotion calendar
4. Develop marketing plan and actions for each promo.

# Exercise: Monetize this Strategy

Estimated # of New Sales \_\_\_\_\_

Average Sale \_\_\_\_\_

**Estimated Profit Boost**

\$ \_\_\_\_\_  
\$ \_\_\_\_\_

# Strategy #7

## Have an Open House

### Client Example

**Challenge:** wanted to get in front of her target market quickly

- NO Budget for trade show
- Her sales calls were not getting her results

### Solution:

- Created Open House with other vendors who also wanted to get in front of her target market
- Everything was paid for by cost for others to participate or was donated

### Result:

- Got in front of over 70 ideal buyers without the competition of hundreds of booths a trade show
- Developed rapport and relationships much faster than through sales calls.

### Implementation

- Can be Online or Offline
- Create a reason or an event for people to buy, bring a friend, expose prospects to what you offer, promote new products
- Can be cohosted or sponsored to reduce costs

# Exercise: Monetize this Strategy

Estimated new leads from an Open house: \_\_\_\_\_

Estimated % Convert to new sale \_\_\_\_\_

Estimated # of New Sales \_\_\_\_\_

Average Sale \$ \_\_\_\_\_

**Estimated Profit Boost** \$ \_\_\_\_\_

# Strategy #8

## Follow Up

### Scary!

- 70% or more of leads are never followed up on!
- It takes an average person being contacted 5-7 times before buying.

### Poor Follow Up?

2 Things happen:

- Prospect cools off, gets busy with something else,  
or
- Buys from competitor.

# Implementation

- Follow-up needs to be pre-planned for each marketing strategy you use.
- Example: sales, presentations, tradeshow, magazine ads.

Start with where you have the most leads coming in from.

## STACK It!

- E-mail – auto-responders – for different times in sales cycle.
- Phone – tickler file in CRM. Should have scripts.
- Mail – tickler file in CRM – with prewritten mail series.
- Fax – NO fax blasts – illegal, but as of this recording, can fax for prior customers.
- Text Messaging

# Exercise: Monetize this Strategy

Number of Clients to Contact for Follow Up: \_\_\_\_\_

Estimated % Convert to new sale \_\_\_\_\_

Estimated # of New Sales \_\_\_\_\_

Average Sale \$ \_\_\_\_\_

**Estimated Profit Boost** \$ \_\_\_\_\_



# Strategy #9 : Double your Offers

## Places to consider:

Free and Low cost

- e-mail newsletter “ezine”
- eblasts
- offers with each newsletter, invoice,
- Social media: Facebook, Twitter, LinkedIn, etc
- Mobile

## Client Example

One of my clients was not regularly emailing his list – when we put together his marketing calendar we increased his offers from monthly to weekly and his sales jumped dramatically.

## **Remember...**

“Marketing is the process of separating the people who would be your clients and who shouldn’t be.”

## **Implementation...**

There are some things to keep in mind:

- Newsletters should provide valuable content in addition to your offers that will help the clients.
- Your offers should be written as if you are talking to your perfect client.

## **Exercise:**

Plan out what offers you are going to add and how you will get them in front of your prospects or clients.

# Exercise:

Number of New Offers : \_\_\_\_\_  
Estimated % Convert to new sale \_\_\_\_\_  
Estimated # of New Sales \_\_\_\_\_  
Average Sale \$ \_\_\_\_\_  
**Estimated Profit Boost** \$ \_\_\_\_\_

## **Strategy #10 : Downsell**

A downsell – presenting your prospect with a less expensive option. This is not to be confused with discounting or lowering your prices. This is a strategic method of getting sales from prospects who weren't ready to buy what you were offering.

### **Challenge**

**Sales presentations** – many times when you are presenting your product or service to a prospect and they say no they can't afford it, the sales conversation stops.

### **Client Example**

An accounting firm that offers an extensive service, cost reports, created downsell to preparing tax returns in order to increase their like, know, and trust factor with new clients.

# Implementation

There are many different ways and places to do a downsell:

- In person
- Telephone script
- Online – There are tons of amazing ways to implement this strategy.
- Shopping cart abandonment – one method is to offer lower upfront payment, with a balance in a certain number of days (trial offer)
- Exit pop-ups – when people leave your webpage with the product offer, they get a pop-up with an exclusive one-time offer.
- **For example:** If it is a physical product, you could do an e-product at a lower price.

## Exercise: Monetize this Strategy

Number of Potential Prospect  
for Downsell: \_\_\_\_\_

Estimated % Convert to new sale \_\_\_\_\_

Estimated # of New Sales \_\_\_\_\_

Average Sale

\$ \_\_\_\_\_

**Estimated Profit Boost**

**\$ \_\_\_\_\_**

## **Strategy #11 : Increase the Number of Sales Conversations**

This strategy is simple and easy to implement, but as an entrepreneur or a salesperson, there are always many things requiring your attention that keep you from having as many conversations with prospects you need to have.

### **You may be thinking...**

“I’m already working as many hours as I can, and there is an endless list that still needs to be done; client follow-up, putting out fires,....”



# Implement

## Here's how to implement this strategy:

- How much is an average sale? Lifetime value?
  - How many conversations/presentations does it take on average to keep a new client?
  - What activities are you doing that are not related to your business growth?
  - Start with delegating 1 item. Create a system for it to be done by anyone with the instructions you provide.
  - Either use someone in your organization, or hire a virtual assistant.
  - Then once you have that item effectively delegated, choose another one.
  - Use your time gained to increase number of sales conversations. If you market exclusively online, use this time to develop joint venture partners or list building.
- \* This strategy can even be used for sales-people who can hire a VA to handle administrative

## Exercise: Monetize this Strategy

Increased Number of Sales Conversations: \_\_\_\_\_  
Estimated % Convert to new sale \_\_\_\_\_  
Estimated # of New Sales \_\_\_\_\_  
Average Sale \$ \_\_\_\_\_  
**Estimated Profit Boost** \$ \_\_\_\_\_

The Secret to Getting Results?  
Diet & Exercise and Weekly weigh ins?

## Implementation and Tracking

To Optimize every profit area in your business – you need to have not only effective strategies and tactics but a way to track them and their ROI effectively.

That's why having a personal trainer or business coach for your business keeps you honest on the implementation of your plan.

As Chet Holmes says, **“People respect what you inspect,”** so set up weekly and monthly times to review your implementation.

## Create your ACTION Plan

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

# Profit Booster Totals

Strategy #1:Upsell estimated Profit Boost \$ \_\_\_\_\_

Strategy #2:Reactivated Clients  
estimated Profit Boost \$ \_\_\_\_\_

Strategy #3 Offer clients additional  
product or service estimated Profit Boost \$ \_\_\_\_\_

Strategy #4 Offer product or service to your  
client's lists estimated Profit Boost \$ \_\_\_\_\_

Strategy #5 Referrals estimated Profit Boost \$ \_\_\_\_\_

Strategy #6 New Sales estimated Profit Boost \$ \_\_\_\_\_

Strategy #7 New Leads from an Open House  
estimated Profit Boost \$ \_\_\_\_\_

Strategy #8 Follow Up estimated Profit Boost \$ \_\_\_\_\_

Strategy #9 New Offers estimated Profit Boost \$ \_\_\_\_\_

Strategy #10 Downsell estimated Profit Boost \$ \_\_\_\_\_

Strategy #11 Sales Conversations  
estimated Profit Boost \$ \_\_\_\_\_

**Total Profit Boost \$ \_\_\_\_\_**

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

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## Next steps?

If you want one on one support with implementing these strategies and more to grow your business email me at [strategysession@BusinessOptimizerCoach.com](mailto:strategysession@BusinessOptimizerCoach.com) or call me at 1-866-763-0713 to schedule a FREE strategy session.