

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



STRATEGIES

TO RAPIDLY
INCREASE SALES

IO PROVEN STRATEGIES TO GROW YOUR BUSINESS QUICKLY

STACEY HYLEN BUSINESS OPTIMIZER COACH



## 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!





1. Lack of \_\_\_\_\_ Planning

\_\_\_\_\_ instead of \_\_\_\_\_





Working "in" the business instead of "\_\_\_\_\_" the business.





- 3. Lack of \_\_\_\_\_
  - Poor implementation
  - \_\_\_\_\_ not in place
  - Dr. Stephen Covey, author and motivational speaker, says "Accountability breeds responsibility".





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





4. Lack of \_\_\_\_\_





4. Not using \_\_\_\_\_





#### 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!





#### **Knowing vs. DOING**



The question is are you using these strategies CONSISTENTLY in your business?





#### **Exercise**

- How much is a client worth to you? \$ \_\_\_\_\_\_
- How many clients do you want/need this month? \$
- Pick the strategies as we go on to implement





#### The Up-sell Technique

- An \_\_\_\_\_\_ 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 \_\_\_\_\_.



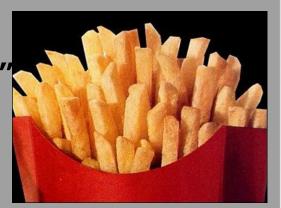


## **Examples:**

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.





#### **Exercise**

- Make a list of the top 20% items you sell.
- Determine what the up-sell for that product would be.





# Implementing the up-sell technique (continued)

- If you're up-selling \_\_\_\_% of the time in the first week, what happens the second week? The second month? Are you still getting that \_\_\_\_% up-sell?
- Is there an increase or decrease? Look to see if the up-sell is being offered every time.
- Reward the staff for the increase in sales! If you work by yourself, give yourself a reward!





- 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





#### **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:

- 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





#### Strategy #4

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.
- Keep going until you get a yes!
- 5. Do the marketing for them.





## **Strategy #5**

#### **Ask for Referrals**





#### Referrals

- Spend more money
- Buy more often
- Are more profitable
- Are more loyal







#### Who can refer prospects to you?

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





## Implementation:

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





#### Strategy #6

## Have a Sale





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





### **Types 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





## **Strategy #6**

## **Have an Open House**





## **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





#### **Create your ACTION Plan**

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





# Remember, Don't just learn, IMPLEMENT!





#### Email me at: Stacey@Business Optimizer Coach.com

Follow me on Twitter www.Twitter.com/StaceyHylen

Linked in Link with me on LinkedIn www.linkedin.com/in/staceyhylen



facebook. Friend me on Facebook www.profile.to/staceyhylen

