



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

**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!



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

1. Lack of _____ Planning

- _____ instead of _____



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

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



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

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



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:

4. Lack of _____



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

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

- 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 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:

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



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.
4. 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:

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!!



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!**



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