

100+ Powerful Business Improvement Tactics!

Use these tactics as a guide to improve your business. Keep what works, throw away what doesn't and add your own ideas to the list.

What Do You Want To Do?				
<i>Marketing</i>		<i>Sales</i>		<i>Operations</i>
Generate More Leads	Improve Conversion Rate	Increase # Transactions Per Customer	Increase Average Value Per Sale	Increase Profit Margins
How Can You Do It?				
<ul style="list-style-type: none"> • Local Newspaper Advertising • Daily Newspaper • Branded Clothing • Cold Calling • Networking • Business Cards • Press Releases • Public Relations • TV Advertising • Magazine Ads • Direct Mail • Business Directories • Yellow Pages Listings • White Pages • Flyers • Brochures • Trade Shows • Referral Systems • Seminars • Community Events • Open New Markets • Trade / Industry Journals • Newspaper Inserts • Magazine Inserts • Invoice Flyers • Sponsorships • Google Adwords • Internet Banner Ads • POS Advertising • Fridge Magnets 	<ul style="list-style-type: none"> • Sell On Emotion • Ask & Listen • Speak to value not price • Up sell, down sell and cross sell • Sales Scripts • Try before you buy • Train everyone in sales • Train everyone in service • Scarcity and limitation • Confirm the sale • Stronger guarantee • Get strong testimonials and success stories • Bonus Offers • Sales Training • Strong Follow-up System • Measure your conversion rate • Reciprocity • Strengthen "call to action" • Define Uniqueness • On-hold messages • Offer payment plans 	<ul style="list-style-type: none"> • Know their name • Past Customer Promotions • Deliver on-time • Frequent Buyer Program • Ask Them • Keep Regular Contact • Offers on next purchase • Book next visit now • Reminder system • Socialize with clients • Advance purchase pricing • Tell them your name • Be their friend • Service contracts • Database of past clients • Continuity programs • Special Occasion cards & gifts • Increase credit limits of good clients • Over deliver on every promise • WOW service – give special moments 	<ul style="list-style-type: none"> • Up sell • Have minimum order values • Add value • Down sell • Ask clients to buy more • Cross or Add-on selling • Raise Prices • Free gift with increased purchases • Sell service contracts • Allow payment terms • Create bulk order offers • Use sales scripts • Extended warranties • Stop discounting • Build rapport • Set a goal for value per sale 	<ul style="list-style-type: none"> • Automate where possible • Measure everything • Sell more high margin items • No discounting • Do it right the first time • Stop running ads that don't work • Know your costs • Set budgets • Systemize • Improve negotiation skills • Reduce costs by x% company wide • Reduce or eliminate fixed costs • Be more efficient • Be more productive • Improve time management • Reduce team size • Direct-sell • Reduce or eliminate company overtime • Costs as a % of revenue (variable)