

## The Three Ways To Grow Your Business

1. Increase clients
2. Increase transaction
3. Increase transaction frequency

### 1. Increase Clients

#1 way to Re-activate old customers

- Advertising
- Using risk reversal
- In house sales & signs
- Joint ventures
- Direct Mail
- Handouts to friends and family
- Social networking

Facebook, LinkedIn, Twitter, Flickr, 4

Square, Google places, You-tube, My

Space, Blogging, QR codes, Pay per click,

NFC (Near Field Communications)

- Text programs
- Internet/Website
- Direct sales
- Saying the right thing

-Employees-Phone-Ads-Internet

- Follow up process
- Networking groups (relationships)
- Telemarketing
- Public relations
- Host beneficiary/relationships
- Endorsement/Testimonial letters
- Tradeshow and trade publications
- Business or client of the week

### 2. Increase Transactions

- Point of sale promotion
- Packaging complementary products or services together
- Back end products
- Education & Signs
- Cross selling
- Warranty/Risk reversal
- Raise your price
- What you and your employees say

“Would you like dessert, our special is...”

“Would you like fries with that?”

“What ad brought you into the store Today?”

- Referral systems
  - Referrals cost the least to acquire
  - buy the most
  - negotiate the least
  - are the most loyal
  - buy more often
  - refer more business
  - are more enjoyable to work with

### 3. Increase Transaction Frequency

Keep your name/product in front of your clients/Stay in contact

- Special events/information nights
- Seminars and workshops
- Publications
- Newsletters (Email and mail)
- Internet-Email-auto-responder
- Social Networking

- Mailings-reminders or education
- Postcards or letters

### Follow Up Statistics

- 48% of sales people never follow up with a lead
- 25% of sales people make two contacts
- 12% of sales people make three contacts
- 10% of sales people make more than three contacts

### Sales Statistics

- 2% of sales are made on the first contact
- 3% of sales are made on the second contact
- 5% of sales are made on the third contact
- 10% of sales are made on the fourth contact
- 80% of sales are made on the fifth through twelfth contact

### Why Customers Leave

- 68% non-caring or feel unappreciated (Forget about You)
- 14% product dissatisfaction
- 9% Price
- 5% Because of a friend's recommendation
- 3% Move
- 1% Die