

Increase Sales / Improve ROI

4 **WAYS TO**
GROW
YOUR
SALES

by Roger Bauer

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PUBLISHED BY:

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PUBLISHED IN THE UNITED STATES OF AMERICA (USA)

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4 Ways to Grow Your Sales

Introduction

What if you discovered four ways to pave the path to success, while others were spinning their wheels trying to figure out where their next sale will come from?

What if there were four strategies that could help you eliminate 90% of the mind-numbing frustration you are experiencing while trying to grow your business faster and more efficiently?

What if you could not only discover those four ways in the next several minutes, but were also able to begin putting them to work to produce real growth and profits almost immediately?

Well, you are about to uncover four proven ways that really make a difference ... and inside this special report, you will learn the secrets to unlocking new and unfettered growth for your business - growth that previously seemed improbable or even impossible.

I have to admit, I don't pay attention to much of the rhetoric bandied about these days by self-proclaimed "experts" about how to grow a business. Why you ask?

Good question ...

Most of the self-proclaimed "experts" attempt to over-complicate issues in an effort to snow their prospects into believing sales growth is only possible by hiring them.... that you aren't capable of implementing simple yet proven strategies to grow your business on your own. Nonsense, isn't it? Downright insulting, too, wouldn't you agree?

I don't subscribe to that theory. Yes, I would love to have you as a client for countless years, but I do not believe in complicating your life in order to make my services or me indispensable. I know you are fully capable of making an educated decision as to whether my firm and I can help you overcome the obstacles that come with growing a business.

By the time you have read this, word for word, you will have a feeling of renewed optimism regarding the future of your business. You see, I believe in "paying it forward" by giving you something of immense value even if you do not make the wise decision of hiring me to help you grow your business.

My goal for this report is to help you simplify things to a level where growth is not only visible but firmly within your grasp. It is much like mastering a sport. The keys to success do not lie in doing 10,000 different things well, rather doing four things well repeatedly - 2,500 times.

You will rediscover the power of leverage and the impact of how moving the needle, just a hair here and there, can rapidly create tremendous improvements in your business.

Why This Report Will Make You Money

Let's be straight with one another from the outset. The main reason for starting a business is to make money, more specifically to make **you** more money. All the superfluous things that get tossed around like "improving the health and well being of mankind" or "to help our clients achieve

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maximum growth” are all very worthwhile endeavors, but the business will not sustain itself for very long if it does not turn a consistent profit.

There is also another negative connotation that gets thrown around haphazardly, that it is somehow unscrupulous to “get rich quick.” Why is that? Is it somehow more gratifying and fulfilling to get rich slowly? Does the bank ever ask you whether you earned the money you’re depositing today quickly or slowly? The last time I checked they didn’t seem to care whether the money was earned in a day or over the course of years, as long it’s getting deposited into their bank!

Furthermore, and I don’t know about you, I am not a very patient person, so getting rich quickly is far superior to getting there slowly. I realize it doesn’t really matter as long as you just get there, but wouldn’t it be nice to speed the process up a little bit?

Just so you know, I have dedicated the better part of the last six years to finding ways to help my clients (and me) achieve the greatest return possible on investment and to teaching hundreds of business owners and marketers how to do it, too.

What you have in your hands is a tool for implementing powerful growth strategies into your business so that you can experience more freedom and have more money to spend on the things that you enjoy.

I will reveal to you four ways that, with only a little effort, will help you move your company closer to its goals. I will expose methods that, when combined, can tap into significant growth and profit opportunities, while your competitors are left scurrying in your dust trying to figure out exactly how your business took off so rapidly.

All of what you are about to discover in this report will enable you to reclaim precious hours of your life for your family and friends and to enjoy the fruits of your labor.

It is my wish that this document gives you renewed hope and inspiration for building a thriving, successful, growth-oriented business that allows you the freedom and prosperity you deserve and desire.

The fun begins as soon as you turn the page!

Sincerely,



Roger Bauer

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Are You Focusing on All the Right Things?

Dear Fellow Business Owner & Executive,

If I asked you right now, "What one thing determines the level of success you will achieve in your business?" How would you answer?

- Your skills & abilities?
- Your employees' skills & abilities?
- Your products?
- Your services?
- Your suppliers?
- Your partners?
- Your sales team?
- Your and your employees' dedication?
- Customer service?

Now, what if I told you it was *none of the above*? That's right ... none of it!

Don't get me wrong - all of that contributes heavily to the long-term success of any organization, but they don't matter in the grand scheme if one specific and highly critical aspect of your business is overlooked or sorely lacking.

Yet Another Restaurant Closes ... Why?

Take into consideration a restaurant near you that recently went out of business. Even if you never gave the restaurant your patronage, think about their food, service, and management for a moment. Would you say that any one of those three aspects were lacking so much that the restaurant should have failed? Was its demise a direct result of poor food? Probably not. The restaurant likely failed as a result of not pursuing and attracting enough potential targeted customers on a consistent basis.

Truth be told, the top reason most restaurants fail is a lack of revenue (i.e. customers). I should know a tiny bit about the restaurant business since my family ran one dating all the way back to 1870 and ultimately closed its doors in 1994. That's 124 years of "experience" in one industry. The collective intelligence passed through the family from generation to generation has to reach the tens of thousands, wouldn't you say?

So why did our family restaurant finally fail after 124 long years of existence? One word: customers. People quit coming to the restaurant for several different reasons, but it wasn't the location, food quality, or service that changed to such a degree that it was time to shut the doors. Those were

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always plusses in the restaurant's favor for all those years. The closest competition was miles away, even in 1994. The restaurant was very upscale, so people would travel great distances just to eat at our place.

Our restaurant failed due to a lack of consistent revenue, caused largely by the fact that we never did ANY marketing. We rationalized that we never had to market because we had our "tradition, heritage and reputation" to pull us through and good old trusty "word of mouth." We relied on only ONE marketing vehicle to get us customers. When that vehicle crashed, our business crashed too.

We fell victim to our own success because we **assumed** that people would always talk up our joint. Even if they didn't, our reputation as one of the oldest and finest upscale restaurants in Louisville would make up for it when push came to shove, right? Wrong!

Market, market, market. No matter who you are or what you sell, you **MUST** market your business.

The Secrets to Growing Your Business

When I ask people, "How many ways are there to grow a business?" I generally get a wide range of responses that typically center around "hundreds or thousands." The truth is there are only four real ways to grow a business. Simply increase:

1. Visibility
2. Number of customers
3. Value of each transaction
4. Frequency of purchase

For most business owners, the focus is on getting more new customers, which is the most time consuming, expensive, and least effective way to grow a business.

Increasing the value of each transaction can be an easier proposition by increasing your prices and improving your positioning within the marketplace.

Consider how much time and money you spend to get in front of your prospects, getting them to the point they are ready to buy. No matter what you sell, who you sell it to, or where you sell it, it costs you the same fixed amount in time, effort, investment, opportunity costs, advertising, etc. whether your activities generate one response or fifteen.

If you can take what you do now that produces "X" and find ways to generate "2x" or "5x," you're

Think about someone you know who makes 10 times what you make. Does that person have 10 times more time at their disposal? Does that person have 10 times the ability you have? Do they



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have 10 times the knowledge you have? No! They simply leverage their resources better, whatever those resources may be.

None of this is foreign to you, but I'm betting you don't spend a lot of time thinking in these patterns. Getting your mind pointed in that direction will get things moving quicker as you progress through this report.

Let's begin to look at the four ways to double your sales.

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Chapter I: 10 Strategies to Increase Your Visibility

Visibility is arguably the biggest challenge for any business, new or old. What things can a business do to increase their visibility in a cost effective manner? Let's look at the top few.

Only 1 in 25 businesses survives 10 years. – US Census

Leverage Marketing's Interrelationship

What you will find on page 11 is what I refer to as "Marketing's Interrelationship." There are a lot of components to this diagram. What I find most effective is to break down each tactic into an overall strategy. I identify seven different marketing strategies and the tactics that are frequently utilized to accomplish the goals. There are undoubtedly some tactical approaches not outlined in the diagram, but suffice it to say if you implement at least one tactic from each primary strategy, you will effectively "stack" your marketing. That is what will give you the best return.

Take Full Advantage of the Internet

Many businesses treat the Internet as an "after-thought" or a "hobby." I say this because most prospects with whom I talk have almost no clue how to leverage the Internet properly or consistently. Since you are reading this eBook, you won't be like them.

For the record, I would never suggest that the Internet should be your only marketing vehicle; far from it. I will always suggest, however, that the Internet needs to be a key cog in your marketing arsenal. The more you leverage the **Internet** to grow your business, the more profitable it will become. It's as simple as that.

The Internet provides tremendous opportunity across the globe for savvy marketers. It gives you the ability to reach relevant prospects, no matter where they are located, inexpensively, at the exact time they are seeking what you offer.

To efficiently and effectively use the internet, you must know how to get found on the internet by potential clients seeking your goods and services. There is an art to this. Unless you are a skilled internet marketer who understands Google ranking, key word research, social media, just to name a few, don't do it yourself. Hire an expert with a proven track record to help you get found. It will save you time, frustration, and in the long run, will make, not cost, you money.

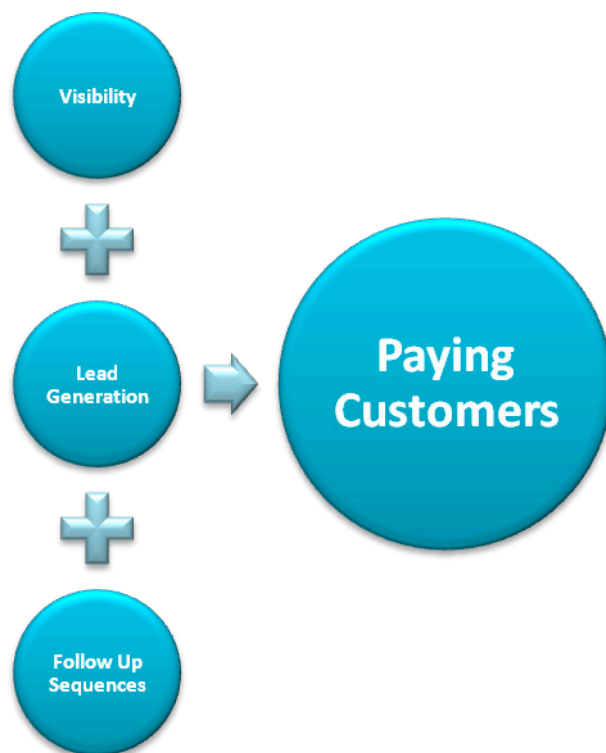
Start Building Leads Now

In order to grow your business rapidly, consider offering some sort of freebie such as report, white paper, case study, downloadable guide, etc. In order for a web prospect to receive your free offer, it will be necessary for them to share their contact information with you. This will enable you to follow up on a semi-consistent basis while building a relationship with them, as long as you have an efficient vehicle for collecting that information.

Evidence is clear that the Internet can pave the way to profitable results in shorter order, light years quicker than other marketing and advertising efforts you are using now.

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The overview diagram below depicts a simple Internet business building process that blends increasing your visibility, growing your lead pool, and leveraging follow up sequences to get more paying customers for your business.



Increase Personal Interactions

The Internet is just one component to expand your business' visibility on a broader scale. Consider how much **1:1 interaction** you have with your prospects through such vehicles as the telephone, instant and text messaging, online chat, one-on-one meetings, personal notes and letters.

The most powerful way to connect with your prospects is to establish a one-on-one interaction, especially in-person.

Practice Education-Based Marketing

You should **educate your prospects** about your products and services and the reasons why they should do business with you. The average prospect likely knows very little about your business and its processes, so there's a gap for you to close before they make a decision to consider doing business with you.

Improve Your Marketing Literature

In conjunction with educating your prospects, your **sales and marketing literature** should be informative and should include strong calls to action, such as "visit my website" or "sign up here for a free report." The list is endless. This is where strong copywriting comes into play.

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Get Exposure through Public & Media Relations

Copywriting also plays into your **public and media relations**. A strong press release to your local newspaper or social media release to bloggers can attract the attention of traditional media to create a story about your business which you help to create. This positive, free publicity can be priceless.

Mix in Traditional Advertising

Even though the Internet presents businesses of all sizes with a tremendous opportunity to expand visibility and awareness, **traditional paid advertising** still plays a major role for today's marketers.

Direct mail can be very effective for reaching a desired target audience, if you have a good, targeted list and conduct research prior to the mailing. It allows marketers to personalize the communications more than a broad-based campaign. Any time you can customize or personalize a marketing message, response rates generally increase.

Craft a Joint Venture Marketing Deal

For those businesses that are not in competition but have complementary goods or services, craft a joint-venture offer that will reward them for endorsing your business to their prospects and customers. Nothing will produce quality leads quite like an endorsement from a trusted source. Since your prospects already value your potential marketing partner's opinion, you can borrow that trust to promote your products and services for a lot less money.

You may have to fork over a portion of the revenue generated, but that's a much less risky proposition, wouldn't you agree? It sure beats paying for a traditional ad that serves as your one shot, may not be well targeted, and does not generate revenue.

Implement a System for Referrals

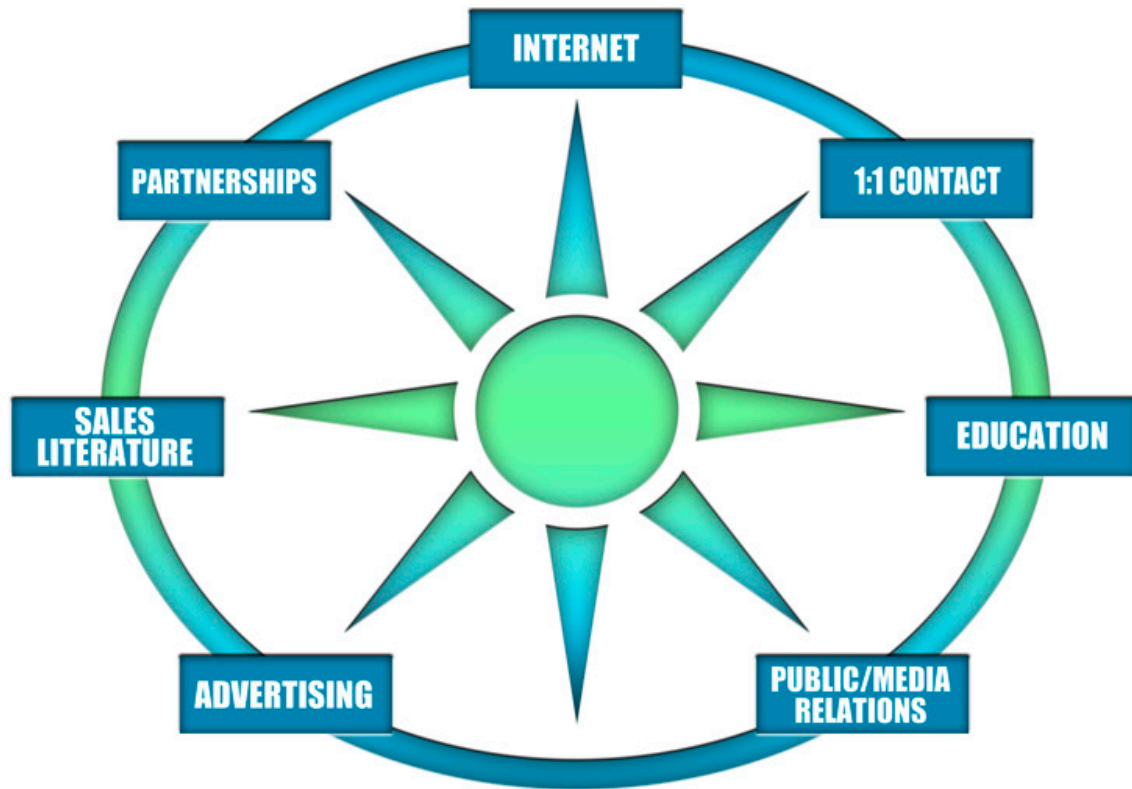
Referrals can be the best source of qualified prospects any business can have. However, many businesses have no formalized system in place to generate and act upon referrals. This can cost untold dollars in sales.

A referral-generated client buys quicker, is less likely to buy strictly on price, purchases more, is much more profitable and is much more enjoyable. They refer more people because they were referred. Those referrals refer more people, etc. Get the picture? All of this costs you next to nothing.

One way to position your request for referrals is this, "We love having you as a client and would love to have more just like you. In order to keep our prices fair and competitive, we build our business on satisfied-customer referrals. If you refer us to two quality prospects like yourself within the next three months, we will exempt you from any price increases for six months from today."

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MARKETING'S INTERRELATIONSHIP



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To summarize this section, you discovered a multitude of ways to increase your business' visibility through effective marketing. Your options are virtually endless when you mix and match tactics from Marketing's Interrelationship and "stack" your marketing efforts.

Next, let's look at seven ways to get more new customers.

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Chapter II: 7 Methods to Get More Customers

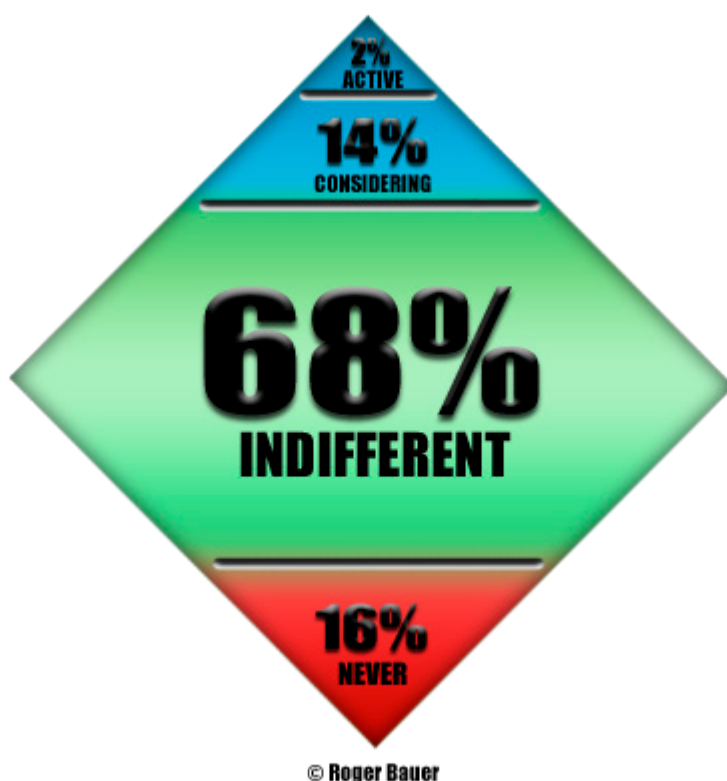
Most businesses focus on traditional paid methodologies when trying to get new customers. They cost a lot of money and provide diminishing returns. More and more people are tuning out paid advertising, so the returns aren't what they used to be.

Some companies rely on cold prospecting like telemarketing to build their business. They are frequently disappointed in the results, because more than half of sales representatives, 52%, give up after the first rejection, and 95% give up after the fourth. Considering that it takes 8-10 exposures with a new prospect to make a decision about buying your product or service, most cold prospecting efforts fail before ever reaching a true decision point.

52% of sales reps give up after the first rejection; 95% give up after the fourth. –Chet Holmes

1. Target Ideal Prospects

As you think about your potential prospects, have a gander at the target audience “buying diamond” below (source: SMB Consulting). With just a cursory glance at the diamond, it is easy to see that targeting ideal prospects versus anyone with a pulse can pay huge dividends for the smart business



person. However, most organizations spin their wheels by targeting the latter.

In any given market, roughly 14% of any target audience is **open to buying** and **2% are actively buying** your products and services today. 68% of the audience is “**indifferent**,” while another 16% “**will never buy**” no matter what you do.

The 82% that is open to buying or is indifferent is the part of the audience you want to reach early on so that your marketing can move them into the upper section of the buying diamond.

The **ideal prospect** will typically produce 80% of the profits yet will comprise only 20% of the customer base. It just makes

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sense to focus on those ideal prospects. Yet, unfortunately, the Catch-22 dilemma created by the desire to grow quickly coupled with the need to generate sales just to survive often leads to less than ideal customers.

In other words, focus your efforts on your best buyers as much as possible so you can grow your business smartly. How did you attract your best buyers in the first place? What made them choose you over everyone else? How do they benefit from doing business with you? Hire a professional to help you.

2. Reach Your Prospects in Their Preferred Communication Vehicle

Without going into too much detail on Neuro-Linguistic Programming (NLP), understand that people will prefer to consume content in one of three modalities:

1. **Visual** – images, videos, TV, pictures, etc.
2. **Auditory** – audio, podcasts, radio, sounds, etc.
3. **Kinesthetic** – feeling, touch, solid objects, something physical, etc.

While some people rely upon a combination of modalities to make decisions, there will be a predominant one that ultimately tips the scales. Knowing this, you can create content that speaks to all three modalities so that your target audience can make an informed decision about your products and services.

3. Make Relevant Offers

As you create multi-media content, **mix in relevant offers** of your products and services throughout your advertising. Everyone loves to get a gift. Offer some to your ideal prospects.

4. Focus on Benefits

Relevant offers are **focused on benefits** for your target audience not benefits to your business or organization.

5. Become the Logical Conclusion

The more benefits you can deliver for your prospects and customers, the more your business becomes the **logical conclusion** at the end of the decision making process.

6. Continuously Analyze & Adapt

Throughout any marketing campaign, you should **strive for continuous incremental improvement** through testing and adaptation of your offers. Track the number of new clients who claim those free offers and purchase other goods or services. You will never know what your market will respond to best if you don't test and analyze consistently.

7. Acknowledge & Overcome Objections

One of the neat things about utilizing education-based marketing, as discussed earlier, is that you can **acknowledge and overcome objections** before they arise so you will be in a position to help your prospect make a wise buying decision.

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Often times, objections surface around things such as:

1. Price
2. Production (fulfillment time)
3. Features and benefits (compared to competition)
4. Customer complaints

Just about every buying process involves questions and objections. If you bring up the point of resistance and address it early on, the objections can be greatly minimized in the prospect's mind.

As an aside: If you position your products and services appropriately, price will rarely be the true issue, even though it is frequently raised first. Dig a little deeper and you will find out what your prospect is uncomfortable with before continuing the process.

In summary, in this section, you explored various ways to get more new customers into your sales processes. Now, let's focus on growing the value of each transaction so you can increase "wallet share."

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Chapter III: 10 Ways to Grow the Value of Each Transaction

While it is obviously easier to sell an existing client than a new one, that doesn't mean either is a piece of cake. Frequently, the best time to increase the value of a purchase is during the purchasing process, because your customer is at the height of their buying mode. You're probably familiar with the terms up-sells, cross-sells, down-sells and offering bonuses to entice your customer to spend more with you, but what do they really mean?

1. Build in Up-Sell Offers and Bumps

An **up-sell** is introducing a higher ticket item to your customer during the process of selecting an initial item.

2. Cross Sell Your Goods and Services

A **cross-sell** is introducing a complementary item or similarly priced item to go along with the customer's initial selection.

3. Have a Down Sell Process

A **down-sell** occurs when a customer declines purchasing the up-sell or cross-sell items by offering them a lower priced item to increase the value of the overall purchase.

4. Give Your Customers Bonuses

You will often see **bonuses** offered with time-sensitive purchases as a way to invite a quicker purchase decision. Bonuses can be part of the up-sell, cross-sell, or down-sell process. That is the beauty of bonuses. They can take on any or all forms to increase the value of the overall transaction.

5. Create Bundled Offers

Bundling is another form of increasing the initial transaction value by combining popular products together at the time of purchase. Typically, the bundle does not substantially increase the cost to produce or deliver the initial selection so it is a popular strategy to increase receipts.

Think about how McDonald's asks "Do you want fries with that?" This is a prime example of an up-sell, while their "value meals" are an example of bundling popular selections to increase the value of the overall transaction.

What equivalent of "fries" and "value meals" can you offer your customers?

6. Offer Quantity Discounts

Quantity or bulk discounts are yet another popular way to increase the value of each transaction. This is especially true on items that people tend to stock up on to minimize trips to an outlet. If you offer items that don't spoil, rot, or lose effectiveness by sitting idly for an extended period of time, offering a bulk discount may be an effective strategy.

7. Leverage Scarcity

Another way to increase transaction value is to place a time or quantity limit on the offer. This is referred to as **scarcity** and works very well to encourage faster activity.

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8. Implement Decoy Offers

Yet another way to increase acceptance of higher value offers is to utilize **decoy offers**. A decoy offer employs multiple options to your customer with one far inferior to the others. .

9. Improve Your Positioning

Positioning your product to make it more valuable to the customer can increase the value of each transaction. The customer will feel as though they should pay more for the benefits they are about to receive. Invest the time necessary to improve the positioning of your product or service in your prospects' minds so that price becomes a non-issue.

10. Pricing Effectiveness

Finally, **pricing effectiveness** can play a major role in your profitability. Controlling your costs can pave the way for higher profits on the back-end. Testing multiple price points to determine the optimal acceptance point, or the maximum your ideal customer will shell out for what you are selling, can pay dividends for years.

In summary, in this section, we went over at least ten concepts to grow the value of each customer transaction to grow your sales. In the next section, we will explore ways to increase the frequency of purchase. This ties in directly with increasing the value of each transaction.

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Chapter IV: 10 Techniques to Increase the Frequency of Purchase

In this section, we will explore nine powerful strategies to increase the frequency of purchase. Most companies fail to realize that true wealth stems from repeatedly selling to established customers, and not necessarily by relying on new customers for each sale. Understanding this will put you well ahead of the curve.

1. Have a Back-End Stable of Offers

Having a profitable **back-end** will fuel long-term growth of your business. Most businesses get it wrong by thinking the front end-customer purchase process is where the growth and wealth lie. It is far easier, and much more cost effective, to sell resell a current customer, provided you have relevant back-end products and services to offer on a consistent basis.

Clearly understanding the **Lifetime Customer Value** (LCV) has huge implications on your marketing if you understand how spending more acquiring a customer on the front-end will impact your overall profits. If your back-end is profitable, you can break-even or even accept a slight loss during your customer-acquisition campaigns.

2. Mix-in Market Data

Chances are good that there is **market data** available that makes your products or services more significant to your prospect mind. Industry studies, white papers, reports, or statistics substantiate and give weight to your claims. Since the information comes from a disinterested third party, you can leverage them as part of your marketing. Cite the studies or reports that you quote.

3. Acquire a List

There are also **third party list brokers** and providers from whom you can acquire a list of prospective customers. If your internal prospecting efforts are not producing the level of returns you desire, seeking a third party resource may unlock the door to more frequent transactions.

4. Host Special Events

Special events can entice your customers to buy more frequently. Open houses, educational seminars, personal shopping days, customer appreciation parties, and product launches create a relaxed, festive atmosphere where people feel good about opening their wallets and buying, often more than they would under normal circumstances.

5. Build a Community

If you can **build a community**-like feeling around your products and services, like Apple did with the iPod, you will see a sizeable boost to the frequency of purchase. This is difficult to pull off for most businesses, but it can be a worthwhile pursuit if your products and services lend well to such an effort. A professional can help you build your community if you are not sure how to do it.

6. Offer Incentives

Incentives such as coupons and timely discounts can readily increase the frequency of purchase. The sense of loss experienced by not redeeming that coupon or not buying during the sale is strong. The sense of loss is a powerful motivator for people, and so is the desire to get a good deal. We all want a good deal.

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7. Develop Strong Relationships

Building a strong relationship with your customers will increase the frequency of purchase because they will have a vested interest in your long term success. Each customer should feel that you and your employees are truly happy they have come into your business, whether or not they buy anything today. If customers feel welcome, chances are they will come back. You never know when you will have exactly what they have been looking for.

8. Simplify the Buying Process

Simplifying the buying process can increase the frequency of purchase because customers will appreciate the ease of doing business with you. If there are complaints about your order or checkout processes, fix them immediately. Make it as easy as possible to buy from you.

9. Use Third Party Endorsements

Third party **endorsements** of your product or service can become a favorable tipping point for a buying decision. Seek them wisely, as the opposite can occur if the third party endorser suffers a reputation hit publicly.

Earlier, you read about marketing partnerships and joint ventures with businesses that have the attention of your ideal prospects. Third party endorsements can work very similarly. The endorser is not marketing for you, but simply vouching that your product does what you say it will do.

10. Build in Continuity

Continuity can be extremely lucrative to your bottom line, because it paves the way to automatically deliver products and services to your customers.

Continuity is repeating purchases such as monthly installment plans. It is very popular with higher dollar items because they are not perceived to be “expensive” when broken down into installments versus that one lump sum payment.

Obviously, continuity is a fantastic way to increase the frequency of purchase.

In overall summary, this report is meant to be an overview of how you can increase your bottom line effectively, efficiently, and intelligently. Take and use what you can, and best wishes to you. If you need help, feel free to contact us.

Good selling!

4 Ways to Grow Your Sales

About the Author

Roger Bauer is President and CEO of SMB Consulting, Inc., a firm that provides savvy strategic marketing services and guidance programs for small to medium sized businesses. Roger is a prolific author and frequent speaker on internet marketing strategies and tactics to help companies achieve exponential growth. His national reputation as a thought leader exists because he combines complex theoretical and conceptual strategies with highly practical, simplistic, implementable solution-based thinking.



His unprecedented review and synthesis of hundreds of marketing studies, articles, books, podcasts, videos, events, and expert led training programs form the basis for his acclaimed marketing consulting services. Roger's track record of success along with his experience training and coaching a number of entrepreneurs and small business owners make him an increasingly sought-after consultant. He is the author of several eBooks, reports, and articles based on business strategy, marketing and search engine optimization.

In 2008, Roger created the "[Search Engine Ninja](#)" training program to provide small business owners, high performing sales representatives, and independent contractors with the skills necessary to accelerate their websites' positioning within the major search engines such as Google.

In 2009, Roger created a program entitled the "[Twitter Traffic Tornado](#)" which provides training on the skills necessary to build awareness and grow sales through Twitter, one of the hottest social media platforms on the market today.

Also in 2009, Roger created an online based home study program entitled the "[List Samurai](#)" which provides the inside secrets and step-by-step guidance necessary to generate consistently qualified sales leads to build a profitable house marketing list that will pave the way to exponential sales growth.

The client list for [SMB Consulting](#) includes several real estate agents, restaurants, salons, business coaches, and independent contractors for various industries. Their client base is nationally located throughout the United States of America, and the firm is located in Louisville, KY.

Roger holds a B.S. degree in Business Administration with Emphasis on Computer Science from [Sullivan University](#) in Louisville, KY and an A.A.S. degree in Computer Engineering Technology from [Sullivan College of Technology and Design](#).

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