

Six Quick Strategies to Boost Revenue ... Now!

In these challenging times we all need a bit of help to boost our business so here are some cost effective sales and marketing strategies to generate quick dollars.

1. Develop a special offer or package for your existing clients, they are the ones most likely to buy from you at any given time so don't ignore them.
2. Make sure any advertising you are running actually asks for the sale. Now is not the time to run generic ads and hope they work. Target the offer to specific market segments and make sure the products or services featured are ones that are highly desirable for that market ... then make them an offer they can't refuse.
3. Talk price! When times are tough people tend to be more price focused, talking price sets expectations and gives them an opportunity to upsell themselves. And while you're at it, promote the benefits of your product or service to help them justify their decision to buy.
4. Dig out that old mail list and put it to work. First weed out any out of date information, if it's not an email list then get to work calling people and collecting email addresses. Think of this as just another step in the relationship building process! Segment the list according to the different types of potential client and then put together an offer for each group.
5. Stir up the market. Find a reason to contact your past clients. This could be a social call, sharing some market information or asking their opinion on an issue. It's amazing how often that phone call will generate another project or even a referral.
6. Focus on add on sales. No matter whether you are a retailer or a service business think about what additional products you can actively sell to customers. Develop a list of "this goes with that" options and make sure they are logical and easy to sell from a customer service perspective so you are helping the customer not making them buy something they don't need. One small boutique I know added \$900 a week to revenue just by actively promoting handbags and jewellery as add on sales