

Six Quick Strategies to Boost Revenue ...

In these challenging times we all need a bit of help to boost our business so here are some simple 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. Why not create a social media campaign to tell them how special they are to your business.
2. 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 contact will generate another project or even a referral.
3. Don't try to be all things to all people. Especially when times are tough, focus on your easiest to reach and most profitable target markets. Reach out to them via social media, personalized emails or even go old school and give them a call.
4. Make sure any marketing campaigns you are running actually ask for the sale. While you are at it, ask for referrals.
5. 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.
6. Focus on add on sales. No matter whether you are a retailer or 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.