

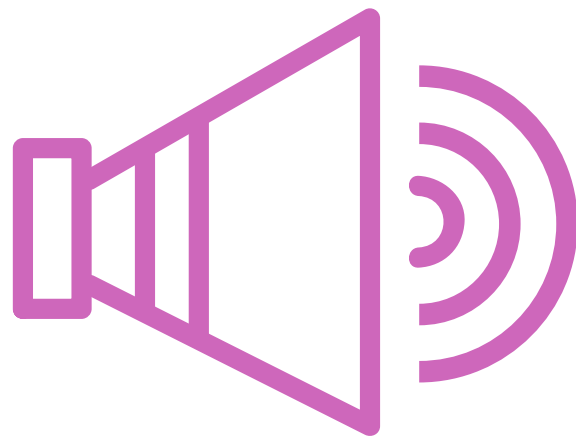
# 5 Sales Strategies to boost your Business Growth

## 1.. Improve your Lead Generation

Typically, most small business obtain new customers via referrals from existing customers. Referrals are often the best quality leads you can get because they are built on a foundation of transferred trust. The issue with referrals is you have little control over when and how many you will receive, and ultimately having a 'referral only' strategy is often a slow path to growing your business.

Ideally, you need a mix of lead generation methods to attract the amount and type of customers you want, such as:

- Website
- Direct mail
- E-newsletters
- Telephone calls
- Social media
- Print advertisements
- External signage
- White papers
- Google adwords
- Seminars & workshops
- Trade shows
- Networking events



Not all of these methods will work for your business, however over time you will work out the right mix and you will start to see more leads flowing through.

## 2.. Improve your Conversion Rate

If lead generation is about getting more people to find you, increasing your conversion rate is about converting more of those leads into paying customers. Now is the time to put your sales cap on and make the pitch-and let's face it we are all in the sales business. Understanding the following points will increase your chances of winning the business:

- Once you have your prospects attention, try to establish what their needs and motivations are. This should be your first priority.
- Once you understand your prospects needs & motivations you can then move to position your product or service into the conversation and how outline how it can help them meet their needs.
- Avoid the hard sell approach, most people find this off putting. Try educating your prospect in an effort to demonstrate you have what it takes to service their needs.

Remember you may not convert all leads then & there, so it is important to follow up!

### 3.. Improve your Customer Retention Rate

Improving your retention rate quite simply comes down to improving your customer service levels and building closer relationships with your customers. The more effort you put into satisfying and delighting your customers the higher the level of customer loyalty. Here is a list of tactics you could put into action to improve your retention rate:

- Develop a customer service standard
- Invite you customers to social and business events
- Seek customer feedback about your service and make improvements where required
- Send them regular newsletters and free educational content
- Send them a card on their birthday
- Refer business to them

Also, If you are losing clients get to the bottom of why, don't be afraid to ask the question.

### 4.. Increase the number of transactions per customer

How can you get your customers to purchase more often? Well aside from offering them the types of products and/or services they need you could try the following:

- Implementing a customer Rewards program
- Make sure your customers are aware of all of your products and services. They may not need them now, but they may in the future
- Introduce new products or services based on what your customers want
- Staying in regular contact with your customers and informing them about new products, special offers etc. Emails and social media are great channels for this

A lot of your customers will have unmet needs and it is up to you to find out what they really need and offer it to them.

### 5.. Increase the average spend per customer

Firstly, know what your average spend per customer is by dividing your total sales revenue by the total number of customers. This will give you a baseline to work from. Once this is established, you could try some of the following tactics and monitor the results:

- Bundle your products and services
- Get rid of your low margin products and services
- Improve your sales skills
- Increase your prices
- Target your more profitable customers with additional products and services