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GROWTH Strategies

Advisory Minute

Your Business Partner for Success

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Are you aware that there are only 3 ways in which you will increase your sales revenue?

in this article

- **Only 3 Ways to Grow Your Sales**



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Only 3 Ways to Grow Your Sales

Are you aware that there are only 3 ways in which you will increase your sales revenue? Do you find yourself asking, "**I've got to generate more money - how can I increase my sales?**"

Well, lucky for you, there are only 3 ways! When you incrementally grow each of the 3 ways - you geometrically grow your business.

Because in marketing, 1+1+1 doesn't equal 3, it's compounded and exponentially equals something more like 33!

No. 1 - Sell to More Customers!

You can do this by:

- < Creating partner relationships with companies who service the same clients you do but are not in the same industry.
- < Do more efficient and powerful direct sales.
- < Developing formalized / systematized referral systems.
- < Become "The Educator" of your marketplace.
- < Pay good money for targeted leads, and continually visit, call, write or e-mail them.
- < Utilize your best testimonials and case studies.
- < Hire a full commission salesperson.

No. 2 - Sell More to Each Customer!

You can do this by:

- < Bundling your products and services together.
- < Sell other companies' products and services to your clients.
- < Find complementary products and services to add on to the sale.
- < Communicate the value and benefits of purchasing more of your products or services if it benefits your client.
- < Offer a slight discount on a greater number of transactions.

No. 3- Sell More Frequently to Your Clients!

You can do this by:

- < Creating a powerful backend - meaning you sell a product or service to them that is needed continually after the initial sale.
- < Have special offers, promotions or sales.
- < Reactivating past or lost client relationships.
- < Consistent regular communication and education of your clients.
- < Create maintenance packages or appointments for future sales.

*Stephen Jones operates **Growth Strategies** and provides marketing strategies and a marketing structure for small business owners.*

*You may reach him at **770.601.0949**, via e- mail at sjones@growthstrategies.us or on the Web at www.growthstrategies.us for assistance with your business.*

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