



CREATING MORE SALES TO

GROW YOUR BUSINESS





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Welcome to the **Creating More Sales to Grow Your Business Course**. Where we will take a deep dive into what you can do to increase your current sales and start making more money.

By the end of the course, you will have

- ✓ A Better Understanding of the 3 Buckets of Sales Growth
- ✓ You Walk Away with over 30+ Different Ideas of How to Create Sales in Your Business
- ✓ If You Do the Action Steps – You Will Have a Gameplan You Can Begin to Implement Immediately to Start Increasing Your Sales!

This workbook is meant to be a companion piece to the course. You will want to capture your ideas as they pop into your head. Make sure you write them down, even if only a few words to trigger your memory.

Later you will take some of your best ideas and create an action plan to grow your sales.

Remember, take off that “I Can’t Hat”. Do not filter your ideas during your brainstorming sessions. You can work out the “how” later. For now, let’s focus on what is possible!



3 BUCKETS OF SALES

As we discuss in the course, sales are created as follows:

Customers X Average Ticket = Sales (Revenue)

In order to grow your sales, you need to increase either the customers side or the average ticket.

The customer options are to either A) Find New Customers or B) Have Repeat Customers.

Your average ticket is impacted by increasing the amount of money that your customers spend.





LET'S TAKE A CLOSER LOOK AT OUR 3 BUCKETS USING A QUICK EXAMPLE

Let's say you have 100 customers a week and they each spend \$50, so you end up with \$5,000 in sales.

100 Customers X \$50 Average Ticket = \$5,000 in Sales (Revenue)

Now let's set a goal to get to \$5,500 in sales.

Now, using Bucket 1 – Increasing Your Customer Count – you would go out and find 10 new customers. Nothing else changes, but now you now have 110 customers, spending that same \$50 and you now have \$5,500 in sales.

Using Bucket 2 – Increasing Your Customer Frequency – you just find 10 of your 100 customers to come back an extra time that week. So now you have 110 customers (10 are repeats) and they spend that same \$50 and also will get to your \$5,500.

Finally, using Bucket 3 – Increasing Your Dollar Average – The goal is to get your original 100 customers to spend \$5 more on each transaction. Now you have your 100 customers, spending \$55 and getting your \$5,500.



IDENTIFY YOUR CURRENT NUMBERS

What Are Your Current Numbers?



Sales: _____

Transactions: _____

Avg Ticket: _____

To Figure Out Your Average Ticket

To figure out your average ticket, you will want to take your Sales and divide them by your Customer Transactions to get your Average Ticket

I also recommend you do not only for the entire year but encourage you to do for each month.

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



INCREASING YOUR CUSTOMER COUNT

Bucket 1 – Increasing your Customer Count



Using the information from the course, brainstorm a few ideas for each of the below categories on how you can increase your customer count:

YOUR ONLINE PRESENCE – Google, Bing, Yelp, Manta, Yellow Pages

Have you claimed your business everywhere? If not, where do you need to claim it? What local websites are there? Business category?



HOW WILL PEOPLE LEARN ABOUT YOUR BUSINESS?

How will you get your business out into the community? Will you use sign twirlers, car wraps? What other tools can you use?

BUILDING YOUR “BRAND” – BEING THE “GO TO” PERSON / BUSINESS

How can you become the go to person over your competition? Is there a niche that you can carve out? Can you become a specialist in an area?



USE SOCIAL MEDIA TO BUILD FOLLOWERS

How will you use social media to build followers to your business?
Facebook? Instagram? Be specific on what you will do

WHAT ADS/COUPONS CAN YOU RUN?

Facebook Paid Ads, Flyers, Ads, etc



HOURS AVAILABLE

Can you change the hours you work? Can you service folks at nights? Weekends? How can you create something unique?

AREAS YOU PROVIDE SERVICE

Should you expand or decrease your service area? Where should you be targeting?



NETWORKING WITH OTHER BUSINESSES

Are the local networking groups you can join? How will you connect with other business owners?

PARTNER WITH OTHER BUSINESSES IE REALTOR

What other business owners can you partner with to create leads with? Can a Realtor be a good partner? Who can provide leads?



USING NEW PRODUCTS/SERVICES TO BRING IN NEW FOLKS

Are there services or products that your customers are needing that you can offer? Is there an untapped gold mine?

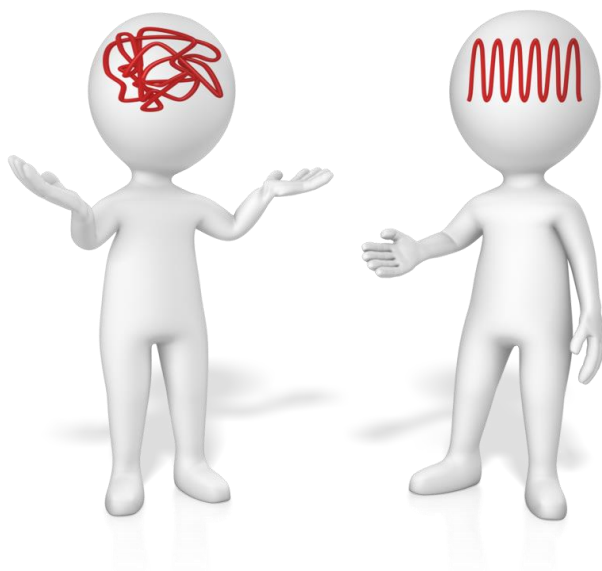
STOP BEING EVERYTHING TO EVERYONE – FOCUS ON LESS TO DRIVE MORE

Are there products or services you should eliminate so you can focus on others that do much better?



**IDENTIFY WHERE YOU ARE LOSING FOLKS –
Poor Service, Poor communication, broken processes**

What processes are costing potential customers to move on to your competition?





Referrals - Telling their Family, Friends & Neighbors

How will you encourage your customer to shout to the world?

Frequency through others

Are there folks that can create a steady flow of customers coming your way?



Making Your Customers Feel Special – Events, Extra mile, fun

What type of events can you do? What are some “fun” activities that will pull folks in to use your business more often?

Creating an “Experience” – Addicted to your product or service

How can you create an experience that gets your customers addicted to your product or service and returning over and over



Bounce Back Coupons / Frequency / Loyalty Cards

What types of products or services can you offer discounts or free when folks return on a regular basis? What will get them back?

Referral Programs

What type of referral program can you create? How can you reward folks for multiple referrals?



Using Family Nights

Can you use family nights or family events to create repeat business?

Creating Customer Frequency via Other Business Owners –Shared Events

What business owners can you partner up with to refer business back and forth? Think shared customers that need both of your businesses



Staying in Contact with Past Clients Via Emails/Newsletter

How can you stay in touch with your past clients? Newsletters you can do? Can you create a 12-part email? What will you do to stay in touch?

Identifying Poor Service, Communication or other Processes that Are Causing a Lack of Repeat Business

Similar to last time, what is causing folks not to return?



INCREASING YOUR AVERAGE TICKET

Bucket 3 - Increasing Your Average Ticket



When our customers spend more money, we make more money. This is extremely helpful when you don't have the capacity to take on more customers

RAISE PRICES

The most common way to increase your average ticket is to raise your prices. Are there opportunities you should take advantage of?



Think Register Areas –Walmart/Grocery

Are there opportunities at check out that you can take advantage of?

Power of Add-On Items

What are some items that you can take advantage of using this powerful technique of adding to a sale?



Upsell – ie. “Fries with That”

Can you create a good, better, best? What are your upsell opportunities?

Warranties

Can you create a warranty that folks can purchase to extend the life or have you check, tune up, etc?



Bundling Items

What are some products or services that you can combine at a reduced price to encourage additional sales?

Complete Project

What are the “full package” deals that you need to ensure are sold together?



Change Your Product or Service Mix

Are there items that you should push more than others? Can you focus on a different item and increase your ticket?





PUTTING A GAMEPLAN TOGETHER

Time to Set Some Goals & Drive Those Sales!!



Now that you have done your three brainstorming sessions, you should have some great ideas you can pick out and start to build a gameplan.

**Remember, be as specific as you can.
For example:**

"I'm going to sell 1 out of 4 customers add-on item X. This should lead to 200 more sales at \$20 a pop for \$4,000 more in revenue. I will do this by letting each customer know the value of adding this product or service to their order and how it will help them y."

You want to work out the numbers and the plan. This will cause you to buy into the vision and you are more likely to implement the plan vs saying someday I will do this.

GAMEPLAN 1



BEFORE YOU GO

You MUST Take Action!



In order for you to grow your sales and more importantly grow your profits, you must take action.

Even if you only came up with one great idea, not only did you pay for this course, but it also started you down the path of increased sales!

Listen, not everything works for everyone, but the concept of the 3 buckets is universal.

Great ideas are only as good as the plan and action that you put into place.

**SO, GET OUT THERE AND CREATE
A KICKASS GAMEPLAN AND
TAKE SOME ACTION!!**



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