

# 5 Ways to Increase Your Business Profits ...



## 83 Strategies to Improve Your Conversion Rate

1. Written Guarantees
2. Define Your Uniqueness
3. Develop Your Own Product Line
4. Sell an Exclusive Line
5. Increase Range or Variety
6. Provide Quality Products
7. Print a Benefits List
8. Use a Testimonial List
9. Before & After Photo's/Demo's
10. Show Samples/Example Photo's
11. Quality Brochures
12. Information Sheets/Booklets
13. Added Value Offers
14. Make an Offer
15. Start a Trend/Fad
16. Product/Price Listings
17. Team Member Profiles
18. Write Company's Magic Story
19. Packaging
20. Display Awards/Certificates
21. On-Hold Messages
22. Account Applications
23. Allow Mail-Order, Home Delivery
24. Pre-send Appointment Cards
25. Point of Sale Displays
26. Use Payment Plans & Financing
27. Take Credit Cards, Cheques & EFTPOS
28. Daily/Weekly Cost Breakdown
29. Flowchart Your Sales Process
30. Audio, Video & CD Sales Demo's
31. Reprint Press Articles
32. Re-write Quotes, Tenders & Proposals Into Action Plans
33. Print Company's Vision/Mission
34. Use Prospect Questionnaires
35. High Dress Standards/Uniforms
36. Try Before You Buy
37. In-store Merchandising
38. Sales Scripts
39. Greet Prospects & Use Their Name
40. Introduce Yourself
41. Smile, Build Trust & Rapport
42. Ask Questions & Listen
43. Provide Ideas & Advice
44. Educate on Value, Not Price
45. Provide a Timely Response
46. Increase Product Knowledge
47. Up-sell, Cross-sell & Down-sell
48. Educate How to Buy, What to Do
49. Use NLP Techniques
50. Sell on Emotion & Dreams
51. Follow Up & Follow Up Again
52. Ask for the Sale, Confirm the Sale
53. 1-800 # & Reply Paid Address
54. Provide Refreshments
55. Entertain, Wine & Dine
56. Competitions, with Follow-up
57. Make it Easy to Buy
58. Measure Conversion Rates
59. Train Entire Team in Sales/Service
60. Provide Team Incentives
61. Survey Your Past Customers
62. Survey People Who Don't Buy
63. Provide a 1st Buyers Incentive
64. Office Vehicle & Team Appearance
65. Lighting, Clean Toilets, Air Conditioning, Kids Room, Snack Bars & Background Music
66. Accept Trade-ins
67. Bulky Buy Specials
68. Scarcity & Limits, Fear & Pain
69. Hire More/Some Sales/Telesales People
70. Change Your Direct Mail Pieces
71. Collect All Prospects' Details
72. Stay in Touch, Cards, Newsletters
73. Email Drip
74. Factory/Site Tours
75. Target Better Prospects
76. Company Profile & Business Cards
77. Gimmicks with Direct Mail
78. Charge for Normally Free Advice
79. Gift Cheque Towards Purchase
80. Always Have Stock on Hand
81. Offer Exclusively
82. Allow Prepayment
83. Set Sales Targets



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