

5 Ways to Build Your Business

Formula	Current	Areas of Possibility	Increase	New Nos.
		Leads		
Leads	<input type="text"/>	Direct Mail Flyers..#.....	<input type="text"/>	<input type="text"/>
X	X	Referrals..#.....		
		Host Ben/Strategic/Piggy..#.....		
Conversi	<input type="text"/>	Yellow Pages/Directories..#.....	<input type="text"/>	<input type="text"/>
=	=	Advertising-all forms..#.....		
		Salespeople/Telemarketers..#.....		X
Custom	<input type="text"/>	PR/Press Releases..#.....	<input type="text"/>	<input type="text"/>
X	X	Internet/Website..#.....		
		Strategy.....#.....		
#	<input type="text"/>	Strategy.....#.....	<input type="text"/>	<input type="text"/>
X	X	Conversion Rates		
		Training/NLP..#.....		=
Ave £	<input type="text"/>	Scripts..#.....	<input type="text"/>	<input type="text"/>
=	=	Gntee/USP/Benefits Story..#.....		
		Test & Measure/Set Goal..#.....		
Revenu	<input type="text"/>	Offers/ Gift Cheques..#.....	<input type="text"/>	<input type="text"/>
X	X	Flowchart/Step by Step..#.....		
		Point of Sale/Merchandise..#.....		
Margin	<input type="text"/>	Action Plan/Follow Up..#.....	<input type="text"/>	<input type="text"/>
=	=	Strategy.....#.....		
		Strategy.....#.....		
Profits	<input type="text"/>	Number of Transactions	<input type="text"/>	<input type="text"/>
		Database..#.....		
		Newsletter/Direct Mail..#.....		
		Call Cycling/Follow Up..#.....		
		Inform Entire Range..#.....		X
		Re-book/Til Further Notice..#.....		
		Plan Future Purchases..#.....		
		Frequent Buyer/VIP Program..#.....	<input type="text"/>	<input type="text"/>
		Strategy.....#.....		
		Strategy.....#.....		
		Average £ Sale		
		Up-Cross Sell/Checklist..#.....		=
		Test & Measure/Set Goal..#.....		
		Scripts/Training..#.....		
		'A' Grade Customers Only..#.....		
		Perceived Value Offers..#.....		
		Payment Terms/Methods..#.....		
		Bulk Packaging..#.....		
		Exclusive Lines/Products..#.....		
		Strategy.....#.....		X
		Strategy.....#.....		
		Margins	<input type="text"/>	<input type="text"/>
		Increase Prices/Margins..#.....		
		Stop Discounting..#.....		
		More Fast Move/High Margin..#.....		
		Purchase Authorisation..#.....		
		Audit Costs/Set Budgets..#.....		
		30 to 7 Days..#.....		=
		Negotiation/10% All Over..#.....		
		Systemise the Routine..#.....		
		Strategy.....#.....		
		Strategy.....#.....		

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Leads		Leads		
X	X		X
Conversi			
=	=	Conversion Rates		=
Custom			
X	X		X
#		Number of Transactions		
X	X		X
Ave £			
=	=	Average £ Sale		=
Revenu			
X	X		X
Margin		Margins		
=	=		=
Profits			

