

ActionCOACH® 5 Ways

to Increase Your Business

To build yourself a bigger or better business there are only FIVE areas of Marketing and Sales that you should be concerned with...

At ActionCOACH® we call those the “5 Ways”, and massive results are possible by achieving only small improvements in each of these areas...

1. **Number of Leads**—how many potential clients do you attract?
2. **Conversion Rate**—how many leads do you convert into clients?
3. **No. of Transactions**—how many times a year do your clients buy?
4. **Average \$ Sale**—how much do they spend each time they buy?
5. **Margins**—what is the gross or net margin your business achieves?

This simple but effective system of evaluating your business in terms of marketing and sales efficiency allows us to benchmark where we are right now, select strategies and tactics from the ActionCOACH resources—strategies that have worked with thousands of businesses just like yours all over the world...

Once you have selected the strategies for your business, we will work on implementing them together and Testing and Measuring the results. Our objective will be to reduce acquisition costs and increase lifetime values of your “A” grade clients to your business.

The table below gives the figures for a client. By improving each of the **5 Ways** by only 10%, you can see what the effect is on the Revenue and Profit...

	CURRENT	10% INCREASE
Lead Generation	1370	
x	x	
Conversion Rate	42%	
=	=	
Number of Customers	575	
x	x	
Number of Transactions	4	
x	x	
Average Sale	780.00	
=	=	
Revenue	1,794,000.00	
x	x	
Margins	25%	
=	=	
Profits	448,500.00	

The figures have been completed for you to check on the next page...

Now you can see the power that small improvements in each of the **5 Ways** will deliver to your business...

	CURRENT	10% INCREASE
Lead Generation	1370	1507
x	x	
Conversion Rate	42%	46.2%
=	=	
Number of Customers	575	696
x	x	
Number of Transactions	4	4.4
x	x	
Average Sale	780.00	858.00
=	=	
Revenue	1,794,000.00	2,627,539.00
x	x	
Margins	25%	27.5%
=	=	
Profits	448,500.00	722,257.00

That's a massive **46%** increase in Revenue and a **61%** increase in Profits...

AREA	CURRENT	STRATEGIC CHOICES	INCREASE	NEW FORECAST
Leads	<input type="text"/>	_____ _____ _____	<input type="text"/>	<input type="text"/>
X	X			
Conversions	<input type="text"/>	_____ _____ _____	<input type="text"/>	<input type="text"/>
=	=			
Customers	<input type="text"/>		<input type="text"/>	<input type="text"/>
X	X			
# Trans	<input type="text"/>	_____ _____ _____	<input type="text"/>	<input type="text"/>
X	X			
Avg Sale	<input type="text"/>	_____ _____ _____	<input type="text"/>	<input type="text"/>
=	=			
Revenue	<input type="text"/>		<input type="text"/>	<input type="text"/>
X	X			
Margins	<input type="text"/>	_____ _____ _____	<input type="text"/>	<input type="text"/>
=	=			
Profits	<input type="text"/>		<input type="text"/>	<input type="text"/>

Instructions:

1. On the left hand column **“Current”**, measure your business as it performs right
2. now Make your **“Strategic Choices”** from the 5 Ways table on the next page...
3. Set yourself a target for % improvement and put in the **“Increase”** boxes
4. Calculate the new **“New Forecast”** based upon your predictions

Brad Sugars' Marketing Leverage Chart

5 Ways to Increase Your Business Profits...

$$\text{No. of Leads/Prospects} \times \text{Conversion Rate} = \text{No. of Customers} \times \text{No. of Transactions} \times \text{Average $$$ Sale} = \text{Revenue} \times \text{Margins} = \text{Profits}$$

Lead Generation

1. Local Newspaper Advertising
2. Television & Radio Advertising
3. Magazine & Trade Journal Advertising
4. Industry Newsletter Ads
5. School Newsletter Ads
6. Newspaper, Magazine & Newsletter Inserts
7. Public Relations
8. Press Releases
9. Postcards
10. Sidewalk Handbills
11. Catalogues
12. Brochures
13. Coupons
14. Flyers
15. Directories
16. Barter/Trade Exchanges
17. Buy Database Lists
18. Direct Mail
19. Piggy Back Invoice Mailings
20. Tender Lists
21. Billboards/Posters
22. Craigslist/Classifieds
23. Taxi Bids
24. Cinema Advertising
25. Sponsorships
26. Post Card Mailings
27. Internet/Web Pages
28. Building Signage
29. Car Signage
30. Internet/Web Pages/Digital Ads
31. Instore & Sidewalk Signage
32. Window Displays
33. Passing Trade
34. Point of Sale Material/Displays
35. Product Packaging
36. Video/In-store Displays
37. Shopping Centre Promotions
38. Create an Industry Newsletter
39. Stickers & Tags
40. Refrigerator Magnets
41. Blimps, Balloons, Plane Banners
42. & Skywriting
43. Government Programs/Contracts
44. Uniforms/Name Tags
45. Business Cards
46. Networking Functions
47. Salespeople
48. Networking Functions & Chamber Memberships
49. Telemarketing
50. Cold Calling
51. Competitions/Surveys
52. Host Beneficiary's
53. Strategic Alliances
54. Write a Book
55. Seminars & Events
56. Festivals & Shows
57. Open Days & Sign On Days
58. Fundraising Campaigns
59. Trade Shows
60. Party Plan
61. Network Marketing
62. Distributors/Agents
63. Licensees/Franchisees
64. Market Days
65. Change/Open More Locations
66. Trade Longer/Different Hours
67. Open New Territories
68. Test & Measure
69. Provide Team Selling Incentives
70. Team Buying Incentives
71. Referral System
72. Event Marketing
73. Tickets
74. PPC Advertising, Google Adwords, DSPs Placements
75. Social Media: Facebook, LinkedIn,
76. Instagram, Twitter etc
77. Newsletter sign-ups
78. RSS Feeds
79. SEO
80. SEM
81. Article, Blogs and Microblogs
82. Website; Search Engine Optimization,
83. Keywords focus
84. Website Chat Bot
85. Mobile Advertising
86. Squeeze Pages

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. Great 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
84. Yelp, Trustpilot reviews
85. Net Promoter Score

of Transactions

1. Better Service, Make Your Customers Feel Special, Give Them Magic Moments
2. Under Promise & Over Deliver
3. Streamline Your Service
4. Deliver Consistently & Reliability
5. Keep in Regular Contact
6. Inform Customers of Entire Range
7. Increase Your Range
8. Increase Your Product Obsolescence
9. Introduce Upgrades Regularly
10. Always Have Stock
11. Offer Service Contracts
12. Keep Clients Vital Information for Them, Develop Your Own Language
13. Product of the Week/Month
14. Ask Them to Come Back
15. Use Call Cycling
16. Send Out a Newsletter
17. Email Campaigns
18. Create a Membership/VP Card
19. Collect a Database of Past Clients
20. Give Out Member Cards or Keyrings
21. Use a Multiple Purchase Card
22. Pre-sell or Take Pre-payments
23. Contracts
24. Until Further Notice Deals
25. Re-book Next Visit Now
26. Plan Future Purchases with Clients
27. Offer on Next Purchase
28. Reminder System
29. Accept Trade-ins
30. Increase Credit Levels
31. Offer Incentives/Rebates
32. Target Likely Repeaters
33. Post Purchase Reassurance
34. Educate on Full Value
35. Suggest Alternative Uses
36. Special Occasion Cards/Gifts
37. Direct Mail Regular Offers
38. Follow Up & Follow Up Again
39. Telemarket
40. Run Competitions
41. Past Customer Events/Promotions
42. Closed Door Sales
43. Email Sales
44. Named Promotional Gifts
45. Information Nights
46. Free Upgrades for More Loyalty
47. Socialize with Clients
48. Provide a Shopping List
49. Labels & Stickers
50. Direct Mail Special Offers
51. Catalogs So Visitors Can Re-order
52. Co-operative Promotions
53. Sell Other Peoples Products & Services
54. Rent/Sell Your Database
55. Continually Clean Up Your Database
56. Keep Good Data on Clients
57. Tell Your Magic Story
58. Build a Relationship
59. Know Your Customers Name
60. Tell Them Your Full Name
61. Become Their Friend
62. Offer Free Trials
63. New Product Launches
64. Train Your Team
65. Offer a Shareholding in the Company
66. Sell More Consumables
67. Rolling Timeline of Communication
68. Calendar Timeline of Communication

Avg. \$\$\$ Sale

1. Increase Your Prices
2. Up-sell
3. Cross or Add-on Sell
4. Down-sell
5. Use a Checklist
6. Use a Questionnaire
7. Allow Payment Terms
8. Arrange Easy Finance
9. Carry Exclusive Lines
10. Rearrange Store Layout
11. In-store Merchandising
12. Point of Sale Material
13. Impulse Buys
14. Product Packaging
15. Sell with an Either/Or Question
16. Create Package Deals
17. Create Bulk-buy Deals
18. Gift with \$xx Purchase
19. Allow EFTPOS, Cheques & Credit Cards
20. Make Sure Clients Know Your Full Product & Services List
21. Charge Consulting Fees
22. Sell Service Contracts
23. Sell Extra Warranty/Insurance
24. Train Your Own
25. Use Sales Scripts
26. Train Your Customers
27. Stock More High-priced Ranges
28. Create a Quality Image
29. Only Service 'A' Grade Customers
30. Sack 'C' & 'D' Grade Customers
31. Allow Trade-ins/Trade-ups
32. Offer Home Delivery
33. Charge for Delivery/Post & Package
34. Build Rapport/Treat as Special
35. Set an Average \$\$\$ Sale Goal
36. Measure the Average \$\$\$ Sale
37. Customer Incentives for Bigger Purchases eg. Fly Buy Points
38. Team Incentives for Bigger Sales
39. Stop Discounting
40. Add Value
41. Give Away Perceived Value
42. In-store Promotions
43. Red Light Specials
44. Educate on Value, Not Price
45. Ask People to Buy Some More
46. 4 for the Price of 3 Offers
47. Buy 1 Get 1 Free Offers
48. In-store Video Promotions
49. Store, Team & Vehicle Appearance
50. Suggest Most Expensive First
51. Provide a Shopping List
52. Have a Minimum \$\$\$ Order Amount
53. Allow Lay-Away
54. Online Promotions
55. Home Delivery
56. Dedicated Shopper Program
57. Frequent Filler Program or
58. Loyalty Program

Profit Margins

1. Increase Your Margins/Profits
2. Sell More Big Margin Goods or Services
3. NO Discounting
4. Sell Only Quality
5. Sell Your Own Label
6. Sell an Exclusive Label
7. Sack 'C' & 'D' Grade Clients
8. Keep an Accurate Database
9. Sell Via Direct Mail/Internet
10. Sell Via Party Plan/Multi-level
11. Commission Only Sales Team
12. Provide Team Training
13. Pay NO Overtime
14. Reduce Team Size
15. Reduce Unnecessary Management
16. Reduce Directors Fees
17. Efficiency, Productivity, & Time Management
18. Negotiate Employment Agreements
19. Team Incentives Based on Margins
20. Reduce Duplication
21. Know Your Actual Costs
22. Work Costs as % of Sales
23. Set Monthly Expenditure Budgets
24. Only Allow Your Team to Buy with an Authorised Purchase Order
25. Better Negotiation Skills
26. Reduce ALL Costs by 10%
27. Do it Right the First Time
28. Recycle, Go Green
29. Decrease Range
30. Take Stock on Consignment
31. Lower \$\$\$ Tied Up in Inventory
32. Only Sell Fast Moving Stock
33. Buy in Bulk, Pay & Receive Over Time
34. Buy Direct
35. Manufacture Yourself
36. Repackage Smaller/Own Label
37. Promote Idle Time
38. Rent Idle Space
39. Work 2 or Even 3 Shifts
40. Have Smaller Outlets
41. Work From Home
42. Have a Mobile Business
43. Join/Start a Buying Group
44. Re-finance
45. Charge for a Finance Facility
46. 30-Day Terms to 7 Days
47. Invest in Technology
48. Systematise the Routine, Humanize the Exception
49. Automate as Much as Possible
50. Sell Obsolete Equipment/Machinery
51. Sell Off Old Stock
52. Reduce/Eliminate Taxation Expense
53. Negotiate Fixed, Not Variable Expense
54. Employ People In-House
55. Outsource
56. Move Premises
57. Pay Cash Rather Than Loan Interest
58. Only Buy What You NEED
59. Use a Company Credit Card for Bonus Points & Up to 55 days Interest Free
60. Rent for Maximum Tax Write-off
61. Change Accountants
62. Keep Overheads to a Minimum
63. Stop Running Ads That Don't Work
64. Measure Everything
65. Regular/Timely Accounts
66. Get Phone Bills etc. Checked
67. Consolidate Bills and Billing