

**FREE** Workshop for small business owners and executives. Learn new strategies, and enhance current ones to:

- Cost-effectively generate more qualified leads
- Convert a higher percentage of them
- Encourage more frequent transactions
- Increase average order values
- Generate more referrals from customers
- and more...

**Friday April 23, 2010**

**12:00 p.m. to 1:00 p.m.**

**San Ramon Chamber of Commerce**

# What Do You Do?

## The Cocktail Party Question

Answer the question “What do you do” several different ways below:

1)

2)

3)



...and what do you do?

Additional questions that can help you answer “What do you do?”:

What monetary benefit does your customer get by buying your product or service (save money? make money?)?

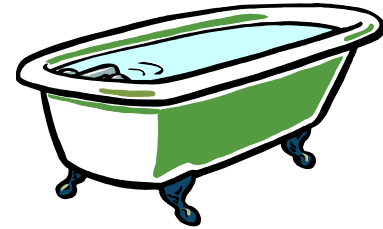
What headache does your customer avoid by buying your product or service?

How does your product or service make them feel?



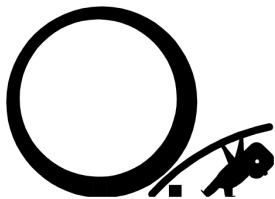
## Lever #1: Customer Retention

Survey



Regular Communication

Periodic “Check-up”



## Lever #2: Referrals

Incorporate into contract



Give referrals

Provide incentives



## Lever #3: More Transactions

Subscription / retainer

Time-limited incentives



## Lever #4: Higher Profit Margin

Raise prices

Exert leverage with vendors

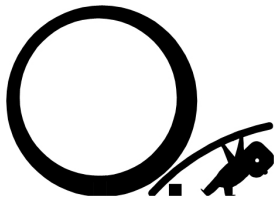


## Lever #5: Higher Avg. Order Value

McDonald's techniques

Financing, pre-buy discount

Packages (give choice)



## Lever #6: Convert More Leads

**Immediate follow up**

**Multi-step follow through**

**Offer value at each step**

"We are unable to come to the phone right now. Your call is important to us so please leave a message after the tone and we will get right back to you ... or maybe we won't."



## Lever #7: Generate More Leads

**Target (geographic, demographic, psychographic)**

**Visibility (multiple media, frequency)**

**"Irresistible Offer"**

**Emotional appeal (greed, exclusivity, salvation, flattery, guilt, anger, fear); use testimonials**



## Possible Contact Methods

Review the list below for inspiration. There is something here you have not tried that is well-suited to your business!

- Email Marketing
- Internet Advertising
- Social Media Participation
- Telemarketing
- Postcards Flyers/Door Hangers
- Newspaper Ads Magazine Ads
- Trade Journal Ads/Articles
- Industry Newsletter Ads/Articles
- School Newsletter Ads/Articles
- Personal Newsletters Inserts
- Press Releases
- Yellow Pages
- White Pages
- Billboards/Posters
- Bus Stop Benches
- Radio Ads
- Television Ads
- Host a Radio Program
- Host a TV Program
- Business Cards
- Supermarket Bulletin
- Boards Classified Ads
- Centers of Influence
- Joint Ventures
- Referrals/Networking
- Purchase/Rent Database Lists
- Piggy Back Invoice Mailings
- Fax Blasting
- Val-Pak Ads
- Taxi Signs
- Movie Theatres
- Sponsorships
- Internet / Web Pages
- Building Signage
- In-office Displays
- Window Displays
- Shopping Center Promotions
- Bumper Stickers
- Refrigerator Magnets
- Remembrance Give-Away Items
- Client Contests/Competitions
- Staff Contests/Competitions
- Strategic Alliances
- Author a Book
- Write Special Reports
- Seminars
- Open Houses
- Teach Classes
- Sponsor Scholarships
- On-hold Messages
- Point-of-Sale Displays
- Video Clips
- Audio Business Cards
- Reprint Press Articles



**"I know it's a first date, but there are some things I'd like to get agreement on just in case we do wind up getting married."**

**"All right, we agree shopping day should be Wednesday. How do you feel about plastic garbage cans?"**

## How About More Ideas, Examples, and Step-by-Step Advice?

Drop business card, or signup on sheet to receive an email with a 40-page In-depth “eBook” on *The 7 Levers of Profit Growth*, including additional ideas and a checklist to get you focused.

