

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 Turnover 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	
=	=	
Turnover	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
=	=	
Turnover	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 Turnover 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"/>
=	=			
Turnover	<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 now
2. 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...

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

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. Press Releases
8. Public Relations
9. Press Releases
10. Postcards
11. Sidewalk Handbills
12. Catalogues
13. Brochures
14. Coupons
15. Flyers
16. Directories
17. Barter/Trade Exchanges
18. Buy Database Lists
19. Direct Mail
20. Piggy Back Invoice Mailings
21. Tender Lists
22. Billboards/Posters
23. Craigslist/Classifieds
24. Taxi Backs
25. Cinema Advertising
26. Sponsorships
27. Post Card Mailings
28. Internet/Web Pages
29. Building Signage
30. Car Signage
31. Internet/Web Pages/Digital Ads
32. Instore & Sidewalk Signage
33. Window Displays
34. Passing Trade
35. Point of Sale Material/Displays
36. Product Packaging
37. Video/In-store Displays
38. Shopping-Center Promotions
39. Create an Industry Newsletter
40. Stickers & Tags
41. Refrigerator Magnets
42. Blimps, Balloons, Plane Banners & 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, DSP's Placements
75. Social Media: Facebook, LinkedIn, Instagram, Twitter etc
76. Newsletter sign-ups
77. RSS Feeds
78. SEO
79. SEM
80. Article, Blogs and Microblogs
81. Website, Search Engine Optimization, Keywords focus
82. Website Chat Bot
83. Mobile Advertising
84. 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. 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
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 & Reliably
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/VIP 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 to 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. Allow Payment Terms
7. Arrange Easy Finance
8. Carry Exclusive Lines
9. Rearrange Store Layout
10. In-store Merchandising
11. Point of Sale Material
12. Impulse Buys
13. Product Packaging
14. Sell with an Either/Or Question
15. Create Package Deals
16. Gift with Buy Purchase
17. Allow EFTPOS, Checks & Credit Cards
18. Make Sure Clients Know Your Full Product & Services List
19. Charge Consulting Fees
20. Sell Service Contracts
21. Sell Extra Warranty/Insurance
22. Train Your Own
23. Use Sales Scripts
24. Train Your Customers
25. Stock More High-priced Ranges
26. Create a Quality Image
27. Only Services 'A' Grade Customers
28. Sack 'C' & 'D' Grade Customers
29. Allow Trade-ins/Trade-ups
30. Offer Home Delivery
31. Charge for Delivery/Post & Package
32. Build Rapport/Treat as Special
33. Set an Average £££ Sale Goal
34. Measure the Average £££ Sale
35. Customer Incentives for Bigger Purchases eg. Fly Buy Points
36. Team Incentives for Bigger Sales
37. Stop Discounting
38. Add Value
39. Give Away Perceived Value
40. In-store Promotions
41. Red Light Specials
42. Educate on Value, Not Price
43. Ask People to Buy Some More
44. 4 for the Price of 3 Offers
45. Buy 1 Get 1 Free Offers
46. In-store Video Promotions
47. Store, Team & Vehicle Appearance
48. Suggest Most Expensive First
49. Provide a Shopping List
50. Have a Minimum £££ Order Amount
51. Allow Lay-Away
52. Online Promotions
53. Home Delivery
54. Dedicated Shopper Program
55. Frequent Filler Program or 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. Set Monthly Expenditure Budgets
23. Only Allow Your Team to Buy with an Authorised Purchase Order
24. Better Negotiation Skills
25. Do it Right the First Time
26. Recycle, Go Green
27. Decrease range
28. Take Stock on Consignment
29. Lower £££ Tied Up in Inventory
30. Only Sell Fast Moving Stock
31. Buy in Bulk, Pay & Receive Over Time
32. Buy Direct
33. Manufacture Yourself
34. Repackage Smaller/Own Label
35. Promote Idle Time
36. Rent Idle Space
37. Work 2 or Even 3 Shifts
38. Have Smaller Outlets
39. Work From Home
40. Join/Start a Buying Group
41. Re-finance
42. Charge for a Finance Facility
43. 30 Day Terms to 7 Days
44. Invest in Technology
45. Systematise the Routine, Humanize the Exception
46. Automate as Much as Possible
47. Sell Obsolete Equipment/Machinery
48. Sell Off Old Stock
49. Reduce/Eliminate Taxation Expense
50. Negotiate Fixed, Not Variable Expense
51. Employ People In-House
52. Outsource
53. Move Premises
54. Pay Cash Rather Than Loan Interest
55. Only Buy What You NEED
56. Use a Company Credit Card for Bonus Points & Up to 35 days Interest Free
57. Rent for Maximum Tax Write-off
58. Change Accountants
59. Keep Overheads to a Minimum
60. Stop Running Ads That Don't Work
61. Measure Everything
62. Regular/Timely Accounts
63. Get Phone Bills etc. Checked
64. Consolidate Bills and Billing