



## “INCREASE YOUR SALES” TOOL

The “increase your sales” tool will help you focus your resources on marketing activities that can help you increase your sales sooner. This tool is designed to generate quick wins for your business.

### 1. List your goals for the next month or quarter

Goals	Examples of goals
1) .....	1) Attract [number] of new client by [date]
2) .....	2) Increase client retention rate by [%] by [date]
3) .....	3) Increase average revenue per client by [\$] by [date]
	4) Increase overall sales for month/quarter by [\$] by [date]

### 2. Identify which marketing activity needs the most work

If you focused on one of the following marketing activities, which one activity will bring in more sales now? (Prioritise in order of importance and select one activity to focus on.)

**Tick one critical area**

- Do you need to acquire more customers?
- Do you need to retain more customers?
- Do you need to increase sales from existing customers?

### 3. Choose one to three tactics from your chosen marketing activity

Select tactics that will help you achieve your sales goals sooner. Call us if you would like help in completing this section.

Acquisition tactics	Retention tactics	Cross sell / Upsell tactics
• Advertising <input type="checkbox"/>	• Customer survey <input type="checkbox"/>	• Sales scripts <input type="checkbox"/>
• Networking <input type="checkbox"/>	• Enhance service <input type="checkbox"/>	• Educate customers on range <input type="checkbox"/>
• Direct mail (mailouts) <input type="checkbox"/>	• Increase product range <input type="checkbox"/>	• Train staff on sales <input type="checkbox"/>
• Online marketing <input type="checkbox"/>	• Offer payment plans <input type="checkbox"/>	• Point of sale merchandise <input type="checkbox"/>
• Referral program <input type="checkbox"/>	• Reward loyalty <input type="checkbox"/>	• In store promotions <input type="checkbox"/>
• Other ..... <input type="checkbox"/>	• Other ..... <input type="checkbox"/>	• Other ..... <input type="checkbox"/>

(Please note these tactics are general in nature. Some tactics will work better than others depending on the type of business you operate. Select the ones that will work best for your business.)

#### 4. Create your plan

Prepare a simple plan to help you stay focused, to deliver your chosen tactics on time, and better manage your investment in marketing.

Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Budget

#### 5. Measure the outcome

Measure the actual return on all marketing activities. This will help focus resources on activities that deliver the best return for your investment in marketing. Some of the ways you can measure the return are listed below:

- Response rates to direct mails
- Click through rates to online
- Number of new leads
- Number of new customers
- Average revenue per customer
- Increase in revenue in dollars
- Life time value of new customers
- Retention rates

**Talk to our experts about the most effective strategies for your business.  
Call us on 1300 699 085 to book a free one-hour marketing consultation.**