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Five Ways to Sky Rocket the Sales and Profits in your Business?

- Increase the number of new customer acquisition campaigns held during the year
- Increase the number of potential customers you talk to in each promotion i.e. buy a bigger list to promote to if you were using a direct mail campaign
- Improve your sales conversion rate for each promotion
- Increase the number of times a customer buys from you during the year
- Increase the size of each sale by using things like packaging, up selling, cross selling and back end sales

Of course the easiest strategy not mentioned above is to simply increase your prices.

Carefully identify what your ideal customer looks like. What are their wants, needs, fears and frustrations? Where do they live? What sort of car do they drive? What is their education level? Understand their demographics so you can carefully target an offer that meets the needs of your target audience.

Understand the life time value of your ideal customer and then build an irresistible offer so you acquire the customer at break even or even a small loss so you then can start building a long term relationship and offering a range of your products or services you know your customer will want. It is 70% easier to talk and sell to an existing customer than to acquire a new one.

Do something to improve each one of the strategies listed above and your sales and profits will literally go through the roof!

I have a multitude of strategies available (at least 198) at my figure tips which could significantly boost your results.

By the way I normally target a minimum revenue increase of 45% in about 90 days.

About the Author:

Alistair Gray is a Profit Improvement Specialist who wants to meet business owners who want to achieve 45-60% sales and profit increase in the next 90 days or so.

You are invited to meet Alistair for a confidential discussion and also receive a free copy of the book "**Maximum Profits in Minimum Time**" as a way of saying thank you for sharing your time.

Call Alistair Gray now to arrange an appointment Phone: 02 9739 6755

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