

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.

Identify your ideal customer...

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 the audience.

Understand the life time value and build an irresistible offer...

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 can then 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 of these strategies listed above and your sales and profits will literally go through the roof!

Use multiple strategies...

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

About Doctor Profit

Alistair Gray - Doctor Profit is a Business Growth and Profit Improvement Specialist.

Work with Alistair and **you are guaranteed to improve your profits.**

He works with small to medium sized businesses who have potential to become market leaders. He recommends low cost or no cost strategies **to help you achieve sales and profit gains of 45-60% within about 90 days.** Individual results may vary.

He will help you grow your business, make it more profitable and help you prepare it for sale, license, franchise or even float your business at a huge profit within 3 years or less depending upon what your goals are.

For more information please go to www.creatingsuccess.com.au

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