

25 IDEAS TO BOOST YOUR SALES & EXPLODE YOUR PROFITS

Growing your business doesn't have to be difficult or expensive. These simple, cost-effective ideas are designed to help you increase your sales and profit, without draining your budget.

1. FOCUS ON HELPING, INSTEAD OF SELLING

You shouldn't be trying to force people into purchasing your product or service. You should find people who want your product or service and then focus on offering any helpful information to them so that they can make an informed decision.

2. TARGET

If you're trying to target everybody, then chances are, you're not targeting anybody. For example, if you're selling something that homeowners would want, as opposed to renters, then target homeowners. State your target clearly in all of your marketing materials and discover which niche online sites like TSNN.co.uk can help you laser target your business to a specific audience.

3. STOP SPENDING MONEY ON INEFFECTIVE MARKETING

One great way to save money is to stop wasting it on marketing and advertising that isn't producing for you. Don't forget to track the number of responses you are getting from whatever method you use. If you're not reaching your goals, then your strategy needs to be revised. TSNN.co.uk provides measurable results for advertisers by tracking ROI (Return On Investment).

4. SET GOALS AND DEADLINES

Collect your thoughts for a moment or two, and set goals and deadlines. These are vital to your business success. State your goals as specific numbers. (e.g. 5 new accounts, 13% increase in sales, 28% gain in closing sales leads from the TSNN.co.uk site etc)

5. FOCUS ON BENEFITS NOT ON FEATURES

Spend your time focusing on how your prospects or their customers will benefit if they purchase your products. For example, if you're selling central air conditioning units, don't sell the power of the unit. Sell the benefit of comfort. Selling insurance? Don't sell the coverage amount. Sell the benefit of security.

6. WRITE TIPS ARTICLES

Newspapers and other publications including TSNN.co.uk are always looking for helpful tips articles that would be of benefit to readers. Submit simple, problem/solution type articles related to your product or service. State the problem, and then share some insightful tips that can help to solve the problem. Always include information at the end of your articles so that people will know how to contact you to receive more information about your services. You can email your tips to: tips@tsnn.co.uk

7. BE PERSISTENT

Persistence is power when it comes to increasing your sales and profit. Far too many business's fail because they don't follow-up long enough to produce results. Most sales are made after the seventh or eighth contact--the sale is rarely made after just one contact.

8. SUBMIT PRESS RELEASES

Press releases are a very cost-effective way to get your message out to many people . . . for free. Submit your press releases to a wide variety of publications for immediate release. Keep in mind that the

newspapers will usually only print releases that are of interest to their readers, rather than of a selling nature. You can also submit your latest news stories to: news@tsnn.co.uk where we will upload it to our new PR section.

9. OFFER TO BE A SPEAKER OR INDUSTRY EXPERT

Business and organisations are always looking for speakers for their meetings and get together. Make yourself available by contacting these groups and offering to talk about your area of expertise. TSNN.co.uk is always looking for expert opinions on the latest buying/selling trends and welcomes your input. Simply email Ash Ali at aali@tarsus.co.uk to arrange a time to speak.

10. DISTRIBUTE PRODUCT SAMPLES

If possible, get quality samples into the hands of people who may be potential customers. People like to try before they buy. Especially retail buyers who wish to test products to stay in tune with their customers and company standards.

11. DISTRIBUTE INFORMATIVE LITERATURE

Make sure that you get your product benefits, features and ideas into the hands of your prospects. If people don't know what you have, how can they make a decision to purchase it? With the many options on TSNN.co.uk you can give your prospects more.

12. GENERATE REFERRALS

Referrals are a great way to generate new business. Don't just wait for people to refer you. Proactively ask for referrals from existing customers, acquaintances, family and friends. Don't forget to graciously thank anybody who refers your business to someone. You could even offer incentives for qualified leads.

13. TALK TO YOUR CUSTOMERS ABOUT THEM AND THEIR NEEDS

Most company publications, ads, letters and sales literature are filled with words, photographs and information that do nothing more than toot the company's horn. Talk about your customer's needs instead. Rather than using the words, "I," "me," "my," use "you" and "your."

14. DEVELOP CUSTOMER CENTRIC RELATIONSHIPS

Take an interest in your prospects and customers. Send them helpful articles that you think would interest them. If you know of an event that your prospect or customer will be celebrating, such as an anniversary or birthday, send them a card or small gift. They will appreciate your generosity and will think of you when they need your service, or if they know someone else who may need your service.

15. TELL YOUR PROSPECTS AND CUSTOMERS WHAT TO DO

Getting your message into the marketplace is important, but getting prospects/customers to respond is the real test. Tell your prospects exactly what you want them to do next (e.g. call for your free brochure, drop your reply card in the mail, etc.)

16. TAKE ADVANTAGE OF TESTIMONIALS

Whenever an existing or potential customer says something positive about your company, ask them if you could use their statement in your marketing materials. Your company's credibility will increase with the use of testimonials from happy customers.

Some examples of testimonials:

'We have found TSNN very effective as an online advertising medium. The site has helped ATC to generate a large number of excellent qualified sales leads'.

Nicola Pfann, Manager, ATC

We have found advertising on TSNN extremely beneficial. Within a couple of days of our sponsorship of the Security section, we have secured new business through the site.'

Martin Jackson, Mckenzie Arnold Security.

We have found the TSNN website very helpful as an advertising tool to bring in new business through our website.

Gavin Smith, Sirius.

17. LISTEN TO YOUR CLIENTS

Listen carefully to your clients so you'll know exactly what they want and be generous in your offers. That way you'll be sure to reap the maximum rewards.

18. LEARN A NEW MARKETING TECHNIQUE EVERY DAY

Read, go to seminars, listen to audio tapes. Continuously improving your sales and marketing skills will help you to increase your sales and profits. Our resident expert Ash Ali can help you succeed simply email marketingadvice@tsnn.co.uk, his advice is FREE to TSNN.co.uk members.

19. ASSOCIATE WITH POSITIVE, SUCCESSFUL PEOPLE

Talking to and learning from people who are always striving for and meeting their goals, will help you commit to and achieve your own objectives.

20. BELIEVE IN THE PRODUCT OR SERVICE YOU SELL

If you don't believe in the quality and benefits of your product and service, your prospects won't either. Present the benefits of your product/service with confidence and enthusiasm.

21. FOCUS ON THE LIFETIME VALUE OF YOUR CLIENTS

Don't focus on generating one-time customers. Build a relationship so that a prospect becomes a repeat, lifetime customer. Call Paul Sung for more details on how you can use the TSNN.co.uk on 020 8846 2700 to help you generate your lifetime customers.

22. LEARN FROM SOMEONE WHO HAS EXPERIENCE

Marketing is an important skill based on both knowledge and experience. The fastest way to gain that knowledge is to find someone who knows what works and has done it successfully in your market sector. The team at TSNN.co.uk have many years of online advertising experience and are ready to help you. Simply call 020 8846 2700 and ask for Andre or Paul.

23. USE THE INTERNET

Internet Marketing is not only cheap but also very effective as it allows you to track all your customers right through to a sale. Having a web site or a professionally created web page is your first step to generating hot prospects and sales online. You can use a multitude of other web marketing methods. Some things to get you started are, using newsgroups to offer free advice. Using the search engines by submitting your web pages to them. Building an email list to send regular email shots. Swapping links with other popular web sites. Listing your web page and business in specific online directory sites that can generate leads, or simply using the TSNN.co.uk platform to jump-start your online success.

Call one of our highly skilled TSNN.co.uk team and they can certainly help you achieve great success online. Call 020 8846 2700 now.

24. AUTO RESPONDER SOFTWARE

Don't you just hate it when you enquire about a service or product online and hear back after several days not knowing if they had received your message in the first place? Well, Auto responder software primarily automates the task sending pre-written email messages in response incoming emails, but some let you send scheduled, follow-up email marketing messages and broadcast newsletters. Contact Ash Ali aali@tarsus.co.uk if you need a list of suitable vendors if you don't already have one.

25. DON'T FORGET YOUR CUSTOMER SERVICE

You should formulate a detailed Customer Service Charter, extending both your mission statement and your service offer, so as to inform staff and customers what your standards are. These standards can cover quite detailed aspects of your service, such as how many times your telephone will be permitted to ring until the caller gets an answer. Set achievable targets for service and stick to them. Remember an important rule about customer service: It's not so much the failure to meet standards that causes major dissatisfaction among customers - everyone can make a mistake - the most upset is due to not being told in advance, not receiving any apology, not getting any explanation why, and not hearing what's going to be done to put things right.