

Marketing Leverage

OTDB	x	Conversation rate	=	No. of Customers	x	Average £ Sales	x	No. of Transactions	=	Turnover	x	Margins	=	Profits
OTDB		Conversion Rate		Average £££ Sale		No. of Transactions		Margins						
1.	Billboards/posters	1.	Define uniqueness	1.	Increase prices	1.	Build a relationship	1.	Increase your					
2.	Catalogue groups	2.	Written guarantee	2.	Gift with £ purchases	2.	Create better service	2.	margins/prices					
3.	Cinema advertising	3.	Train team in sales	3.	Team incentives	3.	Customer feel good	2.	Pay no overtime					
4.	Daily newspaper	4.	Develop own product	4.	Customer incentives	4.	Customers magic moments	3.	Reduce team size					
5.	Directories	5.	Sell exclusive line	5.	Carry exclusive lines	5.	Know what your customers want	4.	Reduce directors' fees					
6.	Email campaigns	6.	Provide quality	6.	Rearrange layout	5.	Define uniqueness	5.	Negotiate employment					
7.	Fax outs	7.	Written testimonials	7.	Impulse buys	6.	Keep client's vital info	6.	agreements					
8.	Fridge magnets	8.	Team member profile	8.	Store merchandising	7.	Tell your magic story	7.	Team incentives					
9.	Industry magazine ads	9.	Allow mail order	9.	POS material	8.	Become their friend	8.	Set monthly expenditure budgets					
10.	Internet marketing	10.	Re-write quotes/tenders and proposals	10.	Product packaging	9.	Measure retention	9.	Better negotiation skills					
11.	Letterbox flyers	11.	Prospect questioning	11.	Create bulk buy deal	10.	Survey lapsed clients	10.	Reduce ALL costs by 10%					
12.	Local newspaper ads	12.	Greet prospects	12.	Quality image	11.	Tell your full name	11.	Buy direct					
13.	Magazine ads	13.	Give away/give back	13.	Measure average sale	12.	Track buying patterns	12.	Manufacture yourself					
14.	Microsites	14.	Target better prospects	14.	Give away	13.	Understand why people leave	13.	Work from home					
15.	Publication inserts	15.	Customer promise	15.	Instore promotions	14.	Increase product obsolescence	14.	Make a mobile business					
16.	Parish magazines	16.	Create pre-eminence	16.	4 for price of 3 offers	15.	Introduce upgrades regularly	15.	Join/start a buying club					
17.	Pavement flyers	17.	Video testimonials	17.	BOGOF offers	16.	Calendar timeline of communication	16.	Reduce/eliminate tax expense					
18.	Radio advertising	18.	Involve raving fans	18.	Video promotions	17.	Celebrate birthdays and anniversaries	17.	Negotiate fixed not variable expense					
19.	School newsletter ads	19.	Measure OTDB	19.	Most expensive first	18.	Collect a database of past clients	18.	Employ people in-house					
20.	Shop-a-dockets	20.	Product/price listings	20.	Stock accessories	19.	Continually clean your database	19.	Outsource					
21.	Sponsorships	21.	Start a trend/fad	21.	POS/customisation	20.	Direct mail regular offers	20.	Move premises					
22.	Taxi backs	22.	Take credit cards	22.	Ask people to buy	21.	Direct mail special offers	21.	Buy cash rather than loan interest					
23.	Television ads	23.	Cost breakdown	23.	Up sell	22.	Information nights	22.	Only buy what you need					
24.	Trade journal ads	24.	Flowchart sales	24.	Cross sell	23.	Keep good data on clients	23.	Rent for maximum tax write off					
25.	Website	25.	High dress standards	25.	Add on sell	24.	Marketing calendar	24.	Change accountants					
26.	White pages	26.	Try before you buy	26.	Down sell	25.	Reminder system	25.	Beg, borrow or steal					
27.	Yellow pages	27.	Merchandising	27.	Use a checklist	26.	Rolling timeline of communication	26.	Keep overheads to a minimum					
28.	Buy database lists	28.	Introduce yourself	28.	Use a questionnaire	27.	Run frequent buyers program	27.	Get phone bills checked					
29.	Direct mail	29.	Smile	29.	Allow payment term	28.	Send out a newsletter	28.	Have someone 'own' each line					
30.	Piggyback invoice mail	30.	Build trust	30.	Offer easy finance	29.	Special occasion cards	29.	Keep an accurate database					
31.	Postcard mailings	31.	Build rapport	31.	Sell with either/or	30.	Tele market	30.	Sell via direct mail					
32.	Licenses/franchisees	32.	Ask questions/listen	32.	Create package deal	31.	Use call cycling	31.	Provide team training					
33.	Open new territories	33.	Provide ideas/advice	33.	Take cheques	32.	Increase your range	32.	Reduce unnecessary management					
34.	Trade longer hours	34.	Increase knowledge	34.	Take barter cards	33.	Keep in regular contact	33.	Increase efficiency					
35.	Create newsletter	35.	Upsell/crosssell/downsell	35.	Take credit cards	34.	Deliver consistently and reliably	34.	Decrease idle time					
36.	Host beneficiary's	36.	Educate how to buy	36.	Clients know products	35.	Inform customer of entire range	35.	Increase productivity					
37.	Presentations	37.	Use NLP techniques	37.	Consulting fees	36.	Streamline your service	36.	Increase utilisation					
38.	Press releases	38.	Sell on emotion/dreams	38.	Service contracts	37.	Create a membership/VIP card	37.	Time management					
39.	Seminars	39.	Follow up	39.	Extra warranty	38.	Closed door sales	38.	Understand time wasting activities					
40.	Seminars/events	40.	Entertain, wine and dine	40.	Train your team	39.	Fax sales	39.	Work an 8 hour sprint					
41.	Public relations pieces	41.	Competitions	41.	Use sales scripts	40.	Free upgrade for loyalty customers	40.	Reduce duplication					
42.	Strategic alliances	42.	Make it easy to buy	42.	Train your customer	41.	Give out member cards or keyrings	41.	Do it right the first time					
43.	Write a book	43.	Measure conversion rate	43.	Stock more	42.	Know your customers name	42.	Recycle					
44.	Change locations	44.	Clean/light environment	44.	'A' grade customers	43.	Loyalty programmes	43.	Decrease range					
45.	Market days	45.	Bulk buy specials	45.	Sack 'C' and 'D' grade customers	44.	Names promotional gifts	44.	Rent idle space					
46.	Test and measure	46.	Change your direct mail	46.	Allow trade-ins	45.	Offer service contracts	45.	Work 2 or even 3 shifts					
47.	BNI	47.	Stay in touch	47.	Encourage trade ups									
48.	Chamber functions	48.	Gimmicks with direct mail	48.	Offer home delivery									
49.	Fundraising campaigns	49.	Always have stock	49.	Charge for delivery									
50.	Increased visibility	50.	Refine scripts	50.	Stop discounting									
51.	Internet networks	51.	Use powerful language	51.	Add value									
52.	Networking	52.	Use positive language	52.	Red light specials									
53.	Networking functions	53.	Build relationships	53.	Educate on value									
54.	Social networking	54.	Use VAK references	54.	Store/team									
55.	Trade associations	55.	Recruit for attitude	55.	Provide shopping list									
56.	Aerial advertising	56.	Train for skill	56.	Minimum order amount									
57.	Blogs	57.	Transfer enthusiasm	57.	Allow lay-by									
58.	Brochures	58.	Be proud of the product	58.	Make it easy to buy									
59.	Business cards	59.	Provide refreshments	59.	Second face									
60.	Catalogues	60.	Factory/site tours	60.	Resolicit									
61.	Competitions/surveys	61.	Company profiles	61.	Prospect for trade up									
62.	Fetes and shows	62.	Print a benefits list	62.	Build rapport									
63.	Named promo gifts	63.	Quality brochures	63.	Have up sells available									
64.	Network marketing	64.	Information sheets	64.										
65.	Open days	65.	Data on website	65.										
66.	Party plan	66.	FAQs	66.										
67.	Referral system	67.		67.										
68.	Shopping promotions													
69.	Trade catalogues													

70. Uniform/name tags	68. Added value offers	66. Have up sell scripts	46. Past customer events	45. Have smaller outlets
71. Video/instore displays	69. Survey people who don't buy	67. Create add on bundles	47. Use multiple purchase card	46. Invest in technology
72. Bird dogs	70. Accept trade-ins	68. Make it easy to add on	48. Offer incentive	47. Automate as much as possible
73. Cold calling	71. Hire more salespeople	69. Make add on offers	49. Pre-sell or take pre-payments	48. Sell obsolete equipment
74. Distributors/agents	72. Charge for advice	70. Encourage customisation	50. Product of the week	49. Sell off old stock
75. Government programs	73. Allow prepayment	71. Double check order	51. Sell other people's products	50. Regular/timely accounts
76. Salespeople	74. Set sales targets	72. Set and average sale goal	52. Till further notice	51. Pay bonuses on 'bottom line'
77. Telemarketing	75. Set profit targets	Focus on average £ sale	53. Labels and stickers	52. Take stock on consignment
78. Tender lists	76. Set add on targets		54. New product launches	53. Lower ££ tied up in inventory
79. Warm calling	77. Make an offer		55. Rent/sell your database	54. Only sell fast moving stock
80. Building signage	78. Pre-sent app cards		56. Ask them to come back	55. Buy in bulk, pay and receive over time
81. Car signage	79. Packaging		57. Catalogues	56. Re-finance
82. In-store/sidewalk signs	80. AV sales demos		58. Contracts	57. 30 days terms to 7 days
83. Passing trade	81. Provide timely response		59. Cooperative promotions	58. Systemise the routine, humanise the exceptions
84. Point of sale material	82. Increase range/variety		60. Educate on full values	59. Use a company cred card
85. Product packaging	83. 1 st buyer incentive		61. Follow up	60. Sell more big margin goods
86. Stickers and tags	84. Office/team appearance		62. Increase credit levels	61. Sack C's and D's
87. Window displays	85. On-hold messages		63. Keep a diary of expiry dates	62. Only allow your team to buy with APO
88. Staff sell incentives	86. Account applications		64. Offer free trials	63. NO discounting
89. Staff buy incentives	87. Point of sales displays		65. Offer on next purchase	64. Sell only quality
90. Barter/trade exchange	88. Use payment plans		66. Post purchase reassurance	65. Sell via party plan/multi level
91. Trade shows	89. Reprint press articles		67. Plan future purchase with clients	66. Commission only sales team
92. Charity events	90. Ask for sale		68. Pre end of warranty checks	67. Repackaging
	91. Scarcity and limits		69. Provide shopping list	68. smaller/own label
	92. Gift cheque towards purchase		70. Re-book next visit	69. Promote idle time
	93. Offer exclusivity		71. Run competitions	70. Charge for a finance facility
	94. Before/after photos		72. Sell consumables	71. Know your actual accounts
	95. Show samples		73. Socialise with clients	72. Work costs as percentage of sales
	96. Write company's story		74. Suggest alternative uses	73. Stop running ads that don't work
	97. Display awards		75. Target likely repeaters	74. Measure everything
	98. Print vision/missions		76. Train your team	75. Have regular accounts reviews
	99. Sales scripts		77. Always have stock	76. Compelling scoreboard
	100. Educate on value		78. Build trust	77. Sell your own label
	101. 0800 no. &reply address		79. Under promise and over deliver	Sell an exclusive label
	102. Provide team incentives		80. Incentivise team	
	103. Survey past customers			
	104. Collect prospect details			
	105. Ask for feedback			

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