

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 margins/prices					
2.	Catalogue groups	2.	Written guarantee	2.	Gift with £ purchases	2.	Create better service	2.	Pay no overtime					
3.	Cinema advertising	3.	Train team in sales	3.	Team incentives	3.	Customer feel good	3.	Reduce team size					
4.	Daily newspaper	4.	Develop own product	4.	Customer incentives	4.	Customers magic moments	4.	Reduce directors' fees					
5.	Directories	5.	Sell exclusive line	5.	Carry exclusive lines	5.	Know what your customers want	5.	Negotiate employment agreements					
6.	Email campaigns	6.	Provide quality	6.	Rearrange layout	6.	Define uniqueness	6.	Team incentives					
7.	Fax outs	7.	Written testimonials	7.	Impulse buys	7.	Tell your magic story	7.	Set monthly expenditure budgets					
8.	Fridge magnets	8.	Team member profile	8.	Store merchandising	8.	Become their friend	8.	Better negotiation skills					
9.	Industry magazine ads	9.	Allow mail order	9.	POS material	9.	Measure retention	9.	Reduce ALL costs by 10%					
10.	Internet marketing	10.	Re-write quotes/tenders and proposals	10.	Product packaging	10.	Survey lapsed clients	10.	Buy direct					
11.	Letterbox flyers	11.	Prospect questioning	11.	Create bulk buy deal	11.	Tell your full name	11.	Manufacture yourself					
12.	Local newspaper ads	12.	Greet prospects	12.	Quality image	12.	Track buying patterns	12.	Work from home					
13.	Magazine ads	13.	Give away/give back	13.	Measure average sale	13.	Understand why people leave	13.	Make a mobile business					
14.	Microsites	14.	Target better prospects	14.	Give away	14.	Increase product obsolescence	14.	Join/start a buying club					
15.	Publication inserts	15.	Customer promise	15.	Instore promotions	15.	Introduce upgrades regularly	15.	Reduce/eliminate tax expense					
16.	Parish magazines	16.	Create pre-eminence	16.	4 for price of 3 offers	16.	Calendar timeline of communication	16.	Negotiate fixed not variable expense					
17.	Pavement flyers	17.	Video testimonials	17.	BOGOF offers	17.	Celebrate birthdays and anniversaries	17.	Employ people in-house					
18.	Radio advertising	18.	Involve raving fans	18.	Video promotions	18.	Collect a database of past clients	18.	Outsource					
19.	School newsletter ads	19.	Measure OTDB	19.	Most expensive first	19.	Continually clean your database	19.	Move premises					
20.	Shop-a-dockets	20.	Product/price listings	20.	Stock accessories	20.	Direct mail regular offers	20.	Buy cash rather than loan interest					
21.	Sponsorships	21.	Start a trend/fad	21.	POS/customisation	21.	Direct mail special offers	21.	Only buy what you need					
22.	Taxi backs	22.	Take credit cards	22.	Ask people to buy	22.	Information nights	22.	Rent for maximum tax write off					
23.	Television ads	23.	Cost breakdown	23.	Up sell	23.	Keep good data on clients	23.	Change accountants					
24.	Trade journal ads	24.	Flowchart sales	24.	Cross sell	24.	Marketing calendar	24.	Beg, borrow or steal					
25.	Website	25.	High dress standards	25.	Add on sell	25.	Reminder system	25.	Keep overheads to a minimum					
26.	White pages	26.	Try before you buy	26.	Down sell	26.	Rolling timeline of communication	26.	Get phone bills checked					
27.	Yellow pages	27.	Merchandising	27.	Use a checklist	27.	Run frequent buyers program	27.	Have someone 'own' each line					
28.	Buy database lists	28.	Introduce yourself	28.	Use a questionnaire	28.	Send out a newsletter	28.	Keep an accurate database					
29.	Direct mail	29.	Smile	29.	Allow payment term	29.	Special occasion cards	29.	Sell via direct mail					
30.	Piggyback invoice mail	30.	Build trust	30.	Offer easy finance	30.	Tele market	30.	Provide team training					
31.	Postcard mailings	31.	Build rapport	31.	Sell with either/or	31.	Use call cycling	31.	Reduce unnecessary management					
32.	Licensees/franchisees	32.	Ask questions/listen	32.	Create package deal	32.	Increase your range	32.	Increase efficiency					
33.	Open new territories	33.	Provide ideas/advice	33.	Take cheques	33.	Keep in regular contact	33.	Decrease idle time					
34.	Trade longer hours	34.	Increase knowledge	34.	Take barter cards	34.	Deliver consistently and reliably	34.	Increase productivity					
35.	Create newsletter	35.	Upsell/crosssell/downsell	35.	Take credit cards	35.	Inform customer of entire range	35.	Increase utilisation					
36.	Host beneficiary's	36.	Educate how to buy	36.	Clients know products	36.	Streamline your service	36.	Time management					
37.	Presentations	37.	Use NLP techniques	37.	Consulting fees	37.	Create a	37.	Understand time wasting activities					
38.	Press releases	38.	Sell on emotion/dreams	38.	Service contracts	38.	membership/VIP card	38.	Work an 8 hour sprint					
39.	Seminars	39.	Follow up	39.	Extra warranty	39.	Closed door sales	39.	Reduce duplication					
40.	Seminars/events	40.	Entertain, wine and dine	40.	Train your team	40.	Fax sales	40.	Do it right the first time					
41.	Public relations pieces	41.	Competitions	41.	Use sales scripts	41.	Free upgrade for loyalty customers	41.	Recycle					
42.	Strategic alliances	42.	Make it easy to buy	42.	Train your customer	42.	Give out member cards or keyrings	42.	Decrease range					
43.	Write a book	43.	Measure conversion rate	43.	Stock more	43.	Know your customers name	43.	Rent idle space					
44.	Change locations	44.	Clean/light environment	44.	'A' grade customers	44.	Loyalty programmes	44.	Work 2 or even 3 shifts					
45.	Market days	45.	Bulk buy specials	45.	'B' grade customers	45.	Names promotional gifts							
46.	Test and measure	46.	Change your direct mail	46.	Stock more	46.	Offer service contracts							
47.	BNI	47.	Stay in touch	47.	Allow trade-ins	47.								
48.	Chamber functions	48.	Gimmicks with direct mail	48.	Encourage trade ups	48.								
49.	Fundraising campaigns	49.	Always have stock	49.	Offer home delivery	49.								
50.	Increased visibility	50.	Refine scripts	50.	Charge for delivery	50.								
51.	Internet networks	51.	Use powerful language	51.	Stop discounting	51.								
52.	Networking	52.	Use positive language	52.	Add value	52.								
53.	Networking functions	53.	Build relationships	53.	Red light specials	53.								
54.	Social networking	54.	Use VAK references	54.	Educate on value	54.								
55.	Trade associations	55.	Recruit for attitude	55.	Store/team	55.								
56.	Aerial advertising	56.	Train for skill	56.	Provide shopping list	56.								
57.	Blogs	57.	Transfer enthusiasm	57.	Minimum order amount	57.								
58.	Brochures	58.	Be proud of the product	58.	Allow lay-by	58.								
59.	Business cards	59.	Be an advocate	59.	Make it easy to buy	59.								
60.	Catalogues	60.	Provide refreshments	60.	Second face	60.								
61.	Competitions/surveys	61.	Factory/site tours	61.	Resolicit	61.								
62.	Fêtes and shows	62.	Company profiles	62.	Prospect for trade up	62.								
63.	Named promo gifts	63.	Print a benefits list	63.	Build rapport	63.								
64.	Network marketing	64.	Quality brochures	64.	Have up sells available	64.								
65.	Open days	65.	Information sheets	65.		65.								
66.	Party plan	66.	Data on website	66.										
67.	Referral system	67.	FAQs	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.	Accept trade-ins	47.	Automate as much as possible
73.	Cold calling	71.	Hire more salespeople	69.	Make add on offers	49.	Offer incentive	48.	Sell obsolete equipment
74.	Distributors/agents	72.	Charge for advice	70.	Encourage customisation	50.	Pre-sell or take pre-payments	49.	Sell off old stock
75.	Government programs	73.	Allow prepayment	71.	Double check order	51.	Product of the week	50.	Regular/timely accounts
76.	Salespeople	74.	Set sales targets	72.	Set and average sale goal	52.	Sell other people's products	51.	Pay bonuses on 'bottom line'
77.	Telemarketing	75.	Set profit targets		Focus on average £ sale	53.	Till further notice deals	52.	Take stock on consignment
78.	Tender lists	76.	Set add on targets			54.	Labels and stickers	53.	Lower ££ tied up in inventory
79.	Warm calling	77.	Make an offer			55.	New product launches	54.	Only sell fast moving stock
80.	Building signage	78.	Pre-sent app cards			56.	Rent/sell your database	55.	Buy in bulk, pay and receive over time
81.	Car signage	79.	Packaging			57.	Ask them to come back	56.	Re-finance
82.	In-store/sidewalk signs	80.	AV sales demos			58.	Catalogues	57.	30 days terms to 7 days
83.	Passing trade	81.	Provide timely response			59.	Contracts	58.	Systemise the routine, humanise the exceptions
85.	Point of sale material	82.	Increase range/variety			60.	Cooperative promotions	59.	Use a company cred card
86.	Product packaging	83.	1 st buyer incentive			61.	Educate on full values	60.	Sell more big margin goods
87.	Stickers and tags	84.	Office/team appearance			62.	Follow up	61.	Sack C's and D's
88.	Window displays	85.	On-hold messages			63.	Increase credit levels	62.	Only allow your team to buy with APO
89.	Staff sell incentives	86.	Account applications			64.	Keep a diary of expiry dates	63.	NO discounting
90.	Staff buy incentives	87.	Point of sales displays			65.	Offer free trials	64.	Sell only quality
91.	Barter/trade exchange	88.	Use payment plans			66.	Offer on next purchase	65.	Sell via party plan/multi level
92.	Trade shows	89.	Reprint press articles			67.	Post purchase reassurance	66.	Commission only sales team
	Charity events	90.	Ask for sale			68.	Plan future purchase with clients	67.	Repackaging
		91.	Scarcity and limits			69.	Pre end of warranty checks	68.	smaller/own label
		92.	Gift cheque towards purchase			70.	Provide shopping list	69.	Promote idle time
		93.	Offer exclusivity			71.	Re-book next visit	70.	Charge for a finance facility
		94.	Before/after photos			72.	Run competitions	71.	Know your actual accounts
		95.	Show samples			73.	Sell consumables	72.	Work costs as percentage of sales
		96.	Write company's story			74.	Socialise with clients	73.	Stop running ads that don't work
		97.	Display awards			75.	Suggest alternative uses	74.	Measure everything
		98.	Print vision/missions			76.	Target likely repeaters	75.	Have regular accounts reviews
		99.	Sales scripts			77.	Train your team	76.	Compelling scoreboard
		100.	Educate on value			78.	Always have stock	77.	Sell your own label
		.	0800 no. & reply address			79.	Build trust		Sell an exclusive label
		101.	Provide team incentives			80.	Under promise and over deliver		
		.	Survey past customers			81.	Incentivise team		
		102.	Collect prospect details			82.			
		.	Ask for feedback						
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