

OTDB	X	Conversion 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.			1.		Build a relationship	1.			Increase your margins/prices
2.	Catalogue groups	2.		Written guarantee	2.			2.		Create better service	2.			Pay no overtime
3.	Cinema advertising	3.		Train team in sales	3.			3.		Customer feel good	3.			Reduce team size
4.	Daily newspaper	4.		Develop own product	4.			4.		Customers magic moments	4.			Reduce directors' fees
5.	Directories	5.		Sell exclusive line	5.			5.		Know what your customers want	5.			Negotiate employment agreements
6.	Email campaigns	6.		Provide quality	6.			6.		Define uniqueness	6.			Team incentives
7.	Fax outs	7.		Written testimonials	7.			7.		Keep client's vital info	7.			Set monthly expenditure budgets
8.	Fridge magnets	8.		Team member profile	8.			8.		Tell your magic story	8.			Better negotiation skills
9.	Industry magazine ads	9.		Allow mail order	9.			9.		Become their friend	9.			Reduce ALL costs by 10%
10.	Internet marketing	10.		Re-write quotes/tenders and proposals	10.			10.		Measure retention	10.			Buy direct
11.	Letterbox flyers	11.		Prospect questioning	11.			11.		Survey lapsed clients	11.			Manufacture yourself
12.	Local newspaper ads	12.		Greet prospects	12.			12.		Tell your full name	12.			Work from home
13.	Magazine ads	13.		Give away/give back	13.			13.		Track buying patterns	13.			Make a mobile business
14.	Microsites	14.		Target better prospects	14.			14.		Understand why people leave	14.			Join/start a buying club
15.	Publication inserts	15.		Customer promise	15.			15.		Increase product obsolescence	15.			Reduce/eliminate tax expense
16.	Parish magazines	16.		Create pre-eminence	16.			16.		Introduce upgrades regularly	16.			Negotiate fixed not variable expense
17.	Pavement flyers	17.		Video testimonials	17.			17.		Calendar timeline of communication	17.			Employ people in-house
18.	Radio advertising	18.		Involve raving fans	18.			18.		Celebrate birthdays and anniversaries	18.			Outsource
19.	School newsletter ads	19.		Measure OTDB	19.			19.		Collect a database of past clients	19.			Move premises
20.	Shop-a-dockets	20.		Product/price listings	20.			20.		Continually clean your database	20.			Buy cash rather than loan interest
21.	Sponsorships	21.		Start a trend/fad	21.			21.		Direct mail regular offers	21.			Only buy what you need
22.	Taxi backs	22.		Take credit cards	22.			22.		Direct mail special offers	22.			Take for maximum tax write off
23.	Television ads	23.		Cost breakdown	23.			23.		Information nights	23.			Change accountants
24.	Trade journal ads	24.		Flowchart sales	24.			24.		Keep good data on clients	24.			Beg, borrow or steal
25.	Website	25.		High dress standards	25.			25.		Marketing calendar	25.			Keep overheads to a minimum
26.	White pages	26.		Try before you buy	26.			26.		Reminder system	26.			Get phone bills checked
27.	Yellow pages	27.		Merchandising	27.			27.		Rolling timeline of communication	27.			Have someone 'own' each line
28.	Buy database lists	28.		Introduce yourself	28.			28.		Run frequent buyers program	28.			Keep an accurate database
29.	Direct mail	29.		Smile	29.			29.		Send out a newsletter	29.			Sell via direct mail
30.	Piggyback invoice mail	30.		Build trust	30.			30.		Special occasion cards	30.			Provide team training
31.	Postcard mailings	31.		Build rapport	31.			31.		Tele market	31.			Reduce unnecessary management
32.	Licensees/franchisees	32.		Ask questions/listen	32.			32.		Use call cycling	32.			Increase efficiency
33.	Open new territories	33.		Provide ideas/advice	33.			33.		Increase your range	33.			Decrease idle time
34.	Trade longer hours	34.		Increase knowledge	34.			34.		Keep in regular contact	34.			Increase productivity
35.	Create newsletter	35.		Upsell/crosssell/downsell	35.			35.		Deliver consistently and reliably	35.			Increase utilisation
36.	Host beneficiary's	36.		Educate how to buy	36.			36.		Inform customer of entire range	36.			Time management
37.	Presentations	37.		Use NLP techniques	37.			37.		Streamline your service	37.			Understand time wasting activities
38.	Press releases	38.		Sell on emotion/dreams	38.			38.		Create a membership/VIP card	38.			Work an 8 hour sprint
39.	Seminars	39.		Follow up	39.			39.		Closed door sales	39.			Reduce duplication
40.	Seminars/events	40.		Entertain, wine and dine	40.			40.		Fax sales	40.			Do it right the first time
41.	Public relations pieces	41.		Competitions	41.			41.		Free upgrade for loyalty customers	41.			Recycle
42.	Strategic alliances	42.		Make it easy to buy	42.			42.		Give out member cards or keyrings	42.			Decrease range
43.	Write a book	43.		Measure conversion rate	43.			43.		Know your customers name	43.			Rent idle space
44.	Change locations	44.		Clean/light environment	44.			44.		Loyalty programmes	44.			Work 2 or even 3 shifts
45.	Market days	45.		Bulk buy specials	45.			45.		Names promotional gifts	45.			Have smaller outlets
46.	Test and measure	46.		Change your direct mail	46.			46.		Offer service contracts	46.			Invest in technology
47.	BNI	47.		Stay in touch	47.			47.		Past customer events	47.			Automate as much as possible
48.	Chamber functions	48.		Gimmicks with direct mail	48.			48.		Use multiple purchase card	48.			Sell obsolete equipment
49.	Fundraising campaigns	49.		Always have stock	49.			49.		Accept trade-ins	49.			Sell off old stock
50.	Increased visibility	50.		Refine scripts	50.			50.		Offer incentive	50.			
51.	Internet networks	51.		Use powerful language	51.			51.			51.			
52.	Networking	52.		Use positive language	52.			52.			52.			
53.	Networking functions	53.		Build relationships	53.			53.			53.			
54.	Social networking	54.		Use VAK references	54.			54.			54.			
55.	Trade associations	55.		Recruit for attitude	55.			55.			55.			
56.	Aerial advertising	56.		Train for skill	56.			56.			56.			
57.	Blogs	57.		Transfer enthusiasm	57.			57.			57.			
58.	Brochures	58.		Be proud of the product	58.			58.			58.			
59.	Business cards	59.		Be an advocate	59.			59.			59.			
60.	Catalogues	60.		Provide refreshments	60.			60.			60.			
61.	Competitions/surveys	61.		Factory/site tours	61.			61.			61.			
62.	Fetes and shows	62.		Company profiles	62.			62.			62.			
63.	Named promo gifts	63.		Print a benefits list	63.			63.			63.			
64.	Network marketing	64.		Quality brochures	64.			64.			64.			
65.	Open days	65.		Information sheets	65.			65.			65.			
66.	Party plan	66.		Data on website	66.			66.			66.			
67.	Referral system	67.		FAQs	67.			67.			67.			
68.	Shopping promotions	68.		Added value offers	68.			68.			68.			
69.	Trade catalogues	69.		Survey people who don't buy	69.			69.			69.			
70.	Uniform/name tags	70.		Accept trade-ins	70.			70.			70.			
71.	Bird dogs	71.		Hire more salespeople	71.			71.			71.			
72.	Cold calling	72.		Charge for advice	72.			72.			72.			
73.	Distributors/agents	73.		Allow prepayment	73.			73.			73.			
74.	Government programs	74.												

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

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