**Marketing Leverage**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |
| 1.2.3.4.5.6.7.8.9.10.11.12.13.14.15.16.17.18.19.20.21.22.23.24.25.26.27.28.29.30.31.32.33.34.35.36.37.38.39.40.41.42.43.44.45.46.47.48.49.50.51.52.53.54.55.56.57.58.59.60.61.62.63.64.65.66.67.68.69.70.71.72.73.74.75.76.77.78.79.80.81.82.83.84.85.86.87.88.89.90.91.92. | Billboards/postersCatalogue groupsCinema advertisingDaily newspaperDirectoriesEmail campaignsFax outsFridge magnetsIndustry magazine adsInternet marketingLetterbox flyersLocal newspaper adsMagazine adsMicrositesPublication insertsParish magazinesPavement flyersRadio advertisingSchool newsletter adsShop-a-docketsSponsorshipsTaxi backsTelevision adsTrade journal adsWebsiteWhite pagesYellow pagesBuy database listsDirect mailPiggyback invoice mailPostcard mailingsLicensees/franchiseesOpen new territoriesTrade longer hoursCreate newsletterHost beneficiary’sPresentationsPress releasesSeminarsSeminars/eventsPublic relations piecesStrategic alliancesWrite a bookChange locationsMarket daysTest and measureBNIChamber functionsFundraising campaignsIncreased visibilityInternet networksNetworkingNetworking functionsSocial networkingTrade associationsAerial advertising BlogsBrochuresBusiness cardsCataloguesCompetitions/surveysFetes and showsNamed promo giftsNetwork marketingOpen daysParty planReferral systemShopping promotionsTrade cataloguesUniform/name tagsVideo/instore displaysBird dogsCold callingDistributors/agentsGovernment programsSalespeopleTelemarketingTender listsWarm callingBuilding signageCar signageIn-store/sidewalk signsPassing tradePoint of sale materialProduct packagingStickers and tagsWindow displaysStaff sell incentivesStaff buy incentivesBarter/trade exchangeTrade showsCharity events **92** | 1.2.3.4.5.6.7.8.9.10.11.12.13.14.15.16.17.18.19.20.21.22.23.24.25.26.27.28.29.30.31.32.33.34.35.36.37.38.39.40.41.42.43.44.45.46.47.48.49.50.51.52.53.54.55.56.57.58.59.60.61.62.63.64.65.66.67.68.69.70.71.72.73.74.75.76.77.78.79.80.81.82.83.84.85.86.87.88.89.90.91.92.93.94.95.96.97.98.99.100.101.102.103.104.105. | Define uniquenessWritten guaranteeTrain team in salesDevelop own productSell exclusive lineProvide qualityWritten testimonialsTeam member profileAllow mail orderRe-write quotes/tenders and proposalsProspect questioningGreet prospectsGive away/give backTarget better prospectsCustomer promiseCreate pre-eminenceVideo testimonialsInvolve raving fansMeasure OTDBProduct/price listingsStart a trend/fadTake credit cardsCost breakdownFlowchart sales High dress standardsTry before you buyMerchandisingIntroduce yourselfSmileBuild trustBuild rapportAsk questions/listenProvide ideas/adviceIncrease knowledgeUpsell/crosssell/downsellEducate how to buyUse NLP techniquesSell on emotion/dreamsFollow upEntertain, wine and dineCompetitions Make it easy to buyMeasure conversion rateClean/light environmentBulk buy specialsChange your direct mailStay in touchGimmicks with direct mailAlways have stockRefine scriptsUse powerful languageUse positive languageBuild relationshipsUse VAK referencesRecruit for attitudeTrain for skillTransfer enthusiasmBe proud of the productBe an advocateProvide refreshmentsFactory/site toursCompany profilesPrint a benefits listQuality brochuresInformation sheets Data on websiteFAQsAdded value offersSurvey people who don’t buyAccept trade-insHire more salespeopleCharge for adviceAllow prepaymentSet sales targetsSet profit targetsSet add on targetsMake an offerPre-sent app cardsPackagingAV sales demosProvide timely responseIncrease range/variety1st buyer incentiveOffice/team appearanceOn-hold messagesAccount applicationsPoint of sales displaysUse payment plansReprint press articlesAsk for saleScarcity and limitsGift cheque towards purchaseOffer exclusivityBefore/after photosShow samplesWrite company’s storyDisplay awardsPrint vision/missionsSales scriptsEducate on value0800 no. &reply addressProvide team incentivesSurvey past customersCollect prospect detailsAsk for feedback | 1.2.3.4.5.6.7.8.9.10.11.12.13.14.15.16.17.18.19.20.21.22.23.24.25.26.27.28.29.30.31.32.33.34.35.36.37.38.39.40.41.42.43.44.45.46.47.48.49.50.51.52.53.54.55.56.57.58.59.60.61.62.63.64.65.66.67.68.69.70.71.72. | Increase pricesGift with £ purchasesTeam incentivesCustomer incentivesCarry exclusive linesRearrange layoutImpulse buysStore merchandisingPOS materialProduct packagingCreate bulk buy dealQuality imageMeasure average saleGive awayInstore promotions4 for price of 3 offersBOGOF offersVideo promotionsMost expensive firstStock accessoriesPOS/customisationAsk people to buyUp sellCross sellAdd on sellDown sellUse a checklistUse a questionnaireAllow payment termOffer easy financeSell with either/orCreate package dealTake chequesTake barter cardsTake credit cardsClients know productsConsulting feesService contractsExtra warrantyTrain your teamUse sales scriptsTrain your customerStock more‘A’ grade customersSack ‘C’ and ‘D’ grade customersAllow trade-insEncourage trade upsOffer home deliveryCharge for deliveryStop discountingAdd valueRed light specialsEducate on valueStore/team Provide shopping listMinimum order amountAllow lay-byMake it easy to buySecond faceResolicitProspect for trade upBuild rapportHave up sells availableHave up sell scriptsCreate add on bundlesMake it easy to add onMake add on offersEncourage customisationDouble check orderSet and average sale goalFocus on average £ sale | 1.2.3.4.5.6.7.8.9.10.11.12.13.14.15.16.17.18.19.20.21.22.23.24.25.26.27.28.29.30.31.32.33.34.35.36.37.38.39.40.41.42.43.44.45.46.47.48.49.50.51.52.53.54.55.56.57.58.59.60.61.62.63.64.65.66.67.68.69.70.71.72.73.74.75.76.77.78.79.80.81.82. | Build a relationship Create better serviceCustomer feel goodCustomers magic momentsKnow what your customers wantDefine uniquenessKeep client’s vital infoTell your magic storyBecome their friendMeasure retentionSurvey lapsed clientsTell your full nameTrack buying patternsUnderstand why people leaveIncrease product obsolescenceIntroduce upgrades regularlyCalendar timeline of communicationCelebrate birthdays and anniversariesCollect a database of past clientsContinually clean your databaseDirect mail regular offersDirect mail special offersInformation nightsKeep good data on clientsMarketing calendarReminder systemRolling timeline of communicationRun frequent buyers programSend out a newsletterSpecial occasion cardsTele marketUse call cyclingIncrease your rangeKeep in regular contactDeliver consistently and reliablyInform customer of entire rangeStreamline your serviceCreate a membership/VIP cardClosed door salesFax salesFree upgrade for loyalty customersGive out member cards or keyringsKnow your customers nameLoyalty programmesNames promotional giftsOffer service contractsPast customer eventsUse multiple purchase cardAccept trade-insOffer incentivePre-sell or take pre-paymentsProduct of the weekSell other people’s productsTill further notice dealsLabels and stickersNew product launchesRent/sell your databaseAsk them to come backCataloguesContractsCooperative promotionsEducate on full valuesFollow upIncrease credit levelsKeep a diary of expiry datesOffer free trialsOffer on next purchasePost purchase reassurancePlan future purchase with clientsPre end of warranty checksProvide shopping listRe-book next visitRun competitionsSell consumablesSocialise with clientsSuggest alternative usesTarget likely repeaters Train your teamAlways have stockBuild trustUnder promise and over deliverIncentivise team | 1.2.3.4.5.6.7.8.9.10.11.12.13.14.15.16.17.18.19.20.21.22.23.24.25.26.27.28.29.30.31.32.33.34.35.36.37.38.39.40.41.42.43.44.45.46.47.48.49.50.51.52.53.54.55.56.57.58.59.60.61.62.63.64.65.66.67.68.69.70.71.72.73.74.75.76.77. | Increase your margins/pricesPay no overtimeReduce team sizeReduce directors’ feesNegotiate employment agreementsTeam incentivesSet monthly expenditure budgetsBetter negotiation skillsReduce ALL costs by 10%Buy directManufacture yourselfWork from homeMake a mobile businessJoin/start a buying clubReduce/eliminate tax expenseNegotiate fixed not variable expenseEmploy people in-houseOutsourceMove premisesBuy cash rather than loan interestOnly buy what you needRent for maximum tax write offChange accountantsBeg, borrow or stealKeep overheads to a minimumGet phone bills checkedHave someone ‘own’ each lineKeep an accurate databaseSell via direct mailProvide team trainingReduce unnecessary managementIncrease efficiencyDecrease idle timeIncrease productivityIncrease utilisationTime managementUnderstand time wasting activitiesWork an 8 hour sprintReduce duplicationDo it right the first timeRecycleDecrease rangeRent idle spaceWork 2 or even 3 shiftsHave smaller outletsInvest in technologyAutomate as much as possibleSell obsolete equipmentSell off old stockRegular/timely accountsPay bonuses on ‘bottom line’Take stock on consignment Lower ££ tied up in inventoryOnly sell fast moving stockBuy in bulk, pay and receive over timeRe-finance30 days terms to 7 daysSystemise the routine, humanise the exceptionsUse a company cred cardSell more big margin goods Sack C’s and D’sOnly allow your team to buy with APONO discountingSell only qualitySell via party plan/multi levelCommission only sales teamRepackaging smaller/own labelPromote idle timeCharge for a finance facilityKnow your actual accountsWork costs as percentage of salesStop running ads that don’t workMeasure everything Have regular accounts reviewsCompelling scoreboardSell your own labelSell an exclusive label |

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