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

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