

**FREE EBOOK**



# HOW TO WIN MORE CUSTOMERS

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# HOW TO WIN MORE CUSTOMERS

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# HOW TO WIN MORE CUSTOMERS

## 5 Ways to Increase Sales

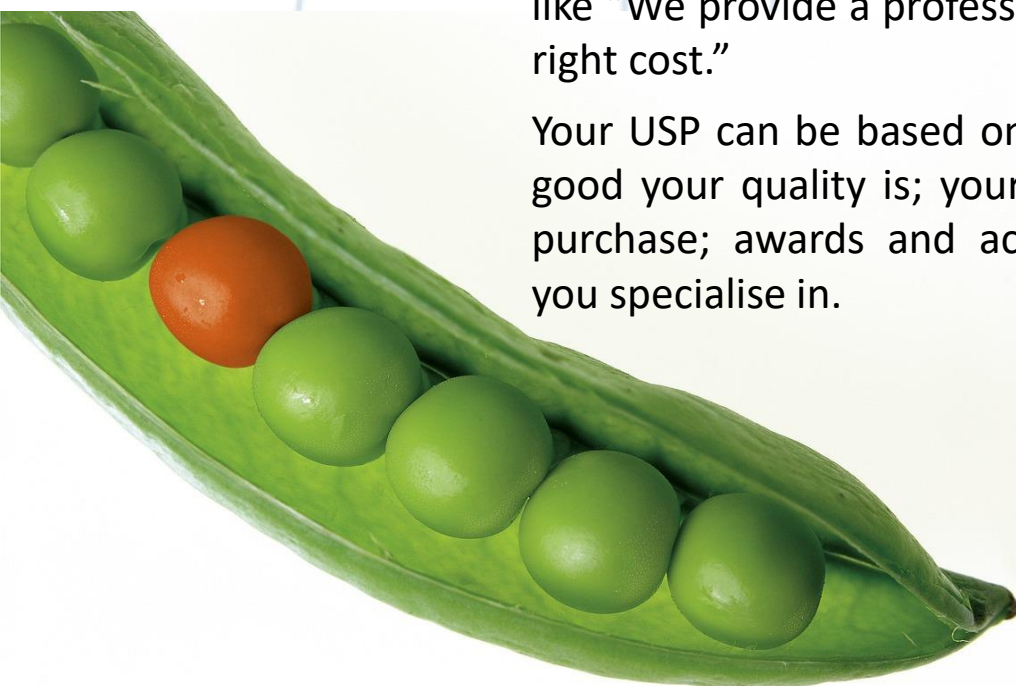
No matter how great your team is or how organised you are, without sales your business doesn't exist. So we've put together some ways that you can increase sales, resulting in growing your profits and expanding your business.



### 1 Create a USP

In order for your prospects to buy from you instead of your competitors, they need to know what you offer that others don't. It's vital for your USP to be unique and something that makes you stand out. For example, a building company's could be "We're not just the best builders in town, but we're the only builders who offer a no hassle, money back guarantee on all our work!" instead of something less exciting like "We provide a professional building service at the right cost."

Your USP can be based on any of the following: how good your quality is; your customer service; ease of purchase; awards and achievements; anything that you specialise in.



# HOW TO WIN MORE CUSTOMERS

## 5 Ways to Increase Sales

### 2 Acquiring

Thanks to the internet, people are now able to research customer feedback, compare features and prices, and choose the best offer. Although the internet is beneficial to businesses as it allows them to sell to many more people, it also means they have to meet higher expectations.

To increase more sales, you need to consistently acquire to new customers. Provide something that prospects just can't say no to. It could be something that doesn't mean you make a profit, but enables you to acquire customers who will then become likely to buy from you again. This is a great way of building trust and getting people familiar with your brand.

#### ***Examples of acquisition offers:***

Someone who teaches paid for classes could offer the first one for free before people sign up to pay for more. If the free class goes well, why would they choose another company instead?



An architect company could provide free whitepapers on design ideas or other handy tips. The people who download the whitepapers and find them useful are likely to go back to that company for an architect.

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## 5 Ways to Increase Sales

### 3 Do you want fries with that?

As we're sure you know, McDonald's doesn't make much money on the sale of just its burgers. But by adding side dishes and soft drinks, and making them into value meals, it makes a lot more money through a bigger sale. This is the art of maximising profit.



The cinema is another example – they don't make all of their profits from the film tickets, but from extras like the highly-priced food and drinks that they also provide.

Think about what upsells you could offer to your existing clients. If your clients are already buying everything you offer, see if your competitors offer something else that you don't.

# HOW TO WIN MORE CUSTOMERS

## 5 Ways to Increase Sales

### 4 Be exclusive

Generally, the phrase “I’ll buy it later” tends to mean “I’ll buy it never”. Being exclusive and providing scarcity help you to not miss out on sales from prospects who will decide on buying from you “later”. To rapidly increase sales, convince your customers to buy now.

#### *Use some of these techniques:*

- Offer limited-time promotions
- Offer a limited-time extra with each purchase
- Offer certain products or services seasonally only
- Provide something to one or more randomly selected customers who buy within a certain amount of time

### 5 Make them come to you

You need to be able to draw your customers to you, and one way is through networking. The straightforward way of doing this is getting out there and building relationships and trust with people, especially ones who would be good prospects.

But to really get your name out there, go the extra mile by taking the time to be active on social media, creating a blog with industry related articles, and public speaking at seminars and workshops. By developing good relationships with customers and prospects you are likely to see an increase of sales in your business; new customers will be drawn to you.



# HOW TO WIN MORE CUSTOMERS

## Developing Your USP

A unique selling proposition (USP) is what makes your business stand out from your competitors and tells your customers what is special about you. Many new business owners don't know how to determine their USP; either that or they're suffering from the results of not having one. So we've put together a guide on how to identify and develop yours.



## Put yourself in your customers' shoes

Having passion and love for your products and services is great, but don't forget that what you're selling is meant to meet your customers' needs, not yours. Take some time to really scrutinise what your customers want.

Say you owned a restaurant, for example. Yes, people are going to come to your place for food, but is food all they want? What would make them come back to you and not your competition? The answer could be quality, convenience, reliability, cleanliness, friendliness or customer service. You have to think about the bigger picture!



Also remember that price is never the only reason people buy. If your competition is beating you on pricing (it could be because they're larger) then you have to find another feature that addresses your customers' needs, then build your sales and promotional efforts around that feature.

# HOW TO WIN MORE CUSTOMERS

## Developing Your USP

### Know what motivates your customers' behaviour and buying decisions

Effective marketing does require you to be a little bit of a psychologist. Don't panic, we don't mean you need to know the ins and outs of the brain – but you should be aware of what drives and motivates customers. Try and go beyond the traditional demographics (age, gender, location, etc.) which is what most businesses collect to analyse their customer trends. Going back to our restaurant example, it isn't enough to know that 75 percent of your customers are in the 18-25 age range. Study their motives for buying your type of food, peer pressure, convenience and more.



*The personalized approach to look & feel your very best...*



Cosmetic and beauty product companies are great examples of industries that know the value of psychologically orientated promotion. People buy these products based on their specific desires (for luxury, glamour and so on), not on their needs. Just take a look at the three examples pictured left and their taglines.



## Uncover the real reasons customers choose you over a competitor

As your business grows, you'll be able to ask your customers why they come to you. The restaurant owner could ask customers why they like his food over others, plus ask them to rate the importance of features he offers, including taste, size, ingredients, service and atmosphere. You'll be surprised at how honest people are when you ask how you can improve your services.

If your business is new and starting out, you won't have many customers to ask yet, so "shop" your competition instead. Many retailers visit their competitors' stores to see what and how they are selling.

After going through this three-step market process, you need to take the next (and hardest) step. Really think, what features of your business jump out at you as something that sets you apart? What can you promote? How can you position your business to highlight your USP?

Successful business ownership is not necessarily about having a unique product or service; it's about making your product stand out – even in a market filled with similar items.

# HOW TO WIN MORE CUSTOMERS

## Why You Should Improve Your Sales Process

When was the last time you reviewed how many of your prospects were converted into paying customers? Listed here are reasons why you should be reviewing and improving it.



### 1 Consistency

Consistency builds reassurance and confidence for your prospects – customers want to know what to expect and where they stand. Do your staff follow the same process with every prospect? By having consistency, it can be easier to measure your conversion rate as opposed to every sales team member doing it differently. Execute your process the same way each time so you are more able to see what's working and what could be improved.

### 2 Makes it easier to buy

Have you ever gone to look for something or purchase something online, found it too complicated and gone elsewhere out of frustration? I'm sure we've all done it. The same thing happens in person as well. Think about the process of the sale (time, paperwork, etc.) – how many “hoops” does the customer have to jump through? Is there any part of the process that can be smoother? Have we learned from previous mistakes and applied it to our current process?

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## Why You Should Improve Your Sales Process

### 3 Spice things up in your business

What is your conversion rate? Maybe it's time to get a bit more interesting and spice things up a bit. Analyse your presentation – sales pitch, marketing materials, website, etc. and think about what you could change to revamp it. Ideally, you want to hear your prospect say “Hmm, nobody's asked me that before!”



### 4 Be the attractive one

Are you tired of always chasing prospects? If you create attention for your product, service, knowledge etc. you won't have to do the chasing anymore. What value do you bring to the prospect and how obvious is it before the sales pitch? If you have a strong value proposition and you articulate that in advance, the perception of value is improved.



# HOW TO WIN MORE CUSTOMERS

## Why You Should Improve Your Sales Process

### 5 You can probably do better

Unless you have all the customers and business you can stand right now, chances are the conversion rate can be improved. Start by measuring your acquisition cost (cost per lead and cost per new customer). Compare it to last year or the year before – is it higher, low, or about the same? What you measure, you can change.



***So take action now!***

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## How to Get More Sales Through a Sales Process

If we want customers to buy from us, it's only logical that we understand the right way to help them do this. We must know what the key steps are to turn prospects into customers.

Here's an outline of the **sales process**:



### 1 Meet and greet

- First impressions to the customer
- Putting the customer at ease
- Building the know, like and trust rapport



### 2 Qualification

- Identifying the customer's wants and needs
- Identifying the customer's budget and financial options

### 3 Presentation

- Showing the customer the suitable product or service
- Building customer desire

# HOW TO WIN MORE CUSTOMERS

## How to Get More Sales Through a Sales Process

### 4 Demonstration

- A trial of the product or service by the customer
- Direct understanding of customer relevance to the product or service, building desire
- Confirmation of choice selection

### 5 Offer

- A summary of customer needs and product suitability
- A proposition to the customer

### 6 Sale

- Objection handling
- Confirmation of payment options and terms
- Confirmation of the next steps to giving the customer the products/services



Just this simple step-by-step guide can be used by any business to get more sales. The sales team can adapt each step to the best practices for them. E.g. in a clothes shop they would be encouraging more customers to try on more clothes, whereas in a professional services firm they may use testimonials or site visits.

A good sales process won't only lead to more sales, but to greater customer satisfaction.

# HOW TO WIN MORE CUSTOMERS

## *Here's how Alan can help you...*

Alan Smith offers business coaching to business owners in Scotland and has 100s of strategies to help you improve every aspect of your business (not just your profit!).

Coaching is provided via 1 to 1 sessions or in group coaching workshops through our ActionCLUB Membership.

With 20 years of experience working at senior levels within the UK blue chip companies, Alan focuses on getting you results, with a proven track record of success. Alan is passionate about customer service and in getting his clients results on both a business AND personal level.



Alan Smith, Business Coach

*Take the first step in turning your business into something that changes your life for the better.*

## *Testimonials*

*"Our business is growing and we are more profitable as a result of using Alan's and Action Coach services."*

**Iain Wishart, Managing Director,  
Wishart Wealth Management**

*"As a result of his input and help, we've improved processes and are evolving services quicker than we'd anticipated, with great results. I'd highly recommend Alan to business owners looking for a proactive, results-driven coach who says it like it is, in a friendly supportive manner."*

**Julie Diver, Managing Director, 39steps**

**For more details of how Alan can help you, visit the website:**

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