

The Revenue Hacker's Secret Weapon

The ONE marketing strategy that works for ANY business & industry EVERY time



The Revenue Hacker's Secret Weapon

Brought to you by
Clear Imaging



**Want to up your revenue
but feel like you're just
relying on luck?**

**Are you just hoping it will all
work out?**

Or do you have no hope at all!?



Take luck out of the picture and put certainty back into your sales machine.

Forget social media. Forget PPC and forget Email Marketing.

Those are too tactical.

It doesn't matter how good your tactics are if your strategy is wrong.

Let's take a step back and get a macro view of the problem of increasing revenue and look at strategies.

Here are the five most obvious ways to instantly start increasing revenue:



#1 Increase number of leads

#2 Sell to your customer base more frequently

#3 Have and sell a high-ticket offer to sell to your most enthusiastic customers

#4 Get new customers by promoting a Referral Program to your customer base

#5 Customer retention & satisfaction

All of your social media, PPC, email marketing, SEO and content marketing must, must, MUST in some way, at the end of the day wind up contributing to one of the above pathways, otherwise it is not a valid campaign and is wasting your money.

#1 - Increase number of leads



Increase number of leads

Don't let the simplicity of this one fool you.

They must be the same quality. This doesn't mean you get random leads from the WRONG audience, or lower quality leads. You need to get the SAME type of leads that are already working for your business.

Whatever leads you are already getting this instant, from wherever, you want more of THOSE.

You don't want to engage in some brand new campaign to get leads from a different un-tested source.

For instance, if all the leads you are getting right now are from cold-calling and word of mouth, you need to increase THOSE efforts to get more of those leads! Those efforts are already tested and are already working for you, so just add to them. Yes, you can try other methods like bulk email or radio advertising, but you need to realize that you are doing a campaign that isn't tested and will need to get worked over before it produces results.

Action items:

- 1.** Determine where all your leads are coming from
- 2.** Determine which of your marketing campaigns leads have a higher close rate

- 3.** Write up a list of more ways you can get more leads from that campaign
- 4.** Invest more money and time into THAT campaign to get more leads

#2 - Sell to your customer base more frequently



Sell to your customer base more frequently

You will never recoup the amount of money spent in acquiring a customer if their life time value is simply a one-time sale. If this is your company then your business model is broken and needs to get re-vamped to allow you to have other offers to sell to your existing customer base over and over again.

Repeat: if you only sell to your customer one time, and one time only then you cannot stay solvent and maintaining your business will be an uphill struggle ad infinitum.

If this requires you to expand your product/service line then do so! And once you have that worked out, promote it to your customer base and close them.

When expanding your product/services line you should consider having your core offer, and then a down-sell and an up-sell.

Down-sells

When in a sales interview as a last resort if it seems the customer won't buy you can resort to a down-sell, which lowers the bar and makes him more likely to buy. It is important to not start the sales interview with the down-sell, but use it at the very end only if the customer isn't buying. This allows you to convert more prospects into customers. And even though you may not get as much from this offer, it still makes them a paid customer, which you can sell to again in the future.

Therefore, your sales associates even when they can't close the sale, should always at least get a close with a down-sell.

Up-sells

A customer is 'hottest' so to speak right after his purchase. This is a perfect time to offer him another product/service. You can offer him a related product which costs more, this is an up-sell. This is crucial to do as it helps you make real profit, if you consider the initial sale you made to him basically recouping the cost of promotion and advertising which got him to you. Your core offer typically just recoups the cost of promotion/advertising. So, don't cut yourself short and minimize your gains.

Cross-sells

A cross-sell is a related product which other customers have purchased, and is usually around the same price point, but not necessarily. It could be offered right after the customer buys, or

As far as reaching out to your customers after the sale to sell them more (as in the case of email marketing, or simply by telephone), you obviously have to collect your customer's contact information at the time of the sale so you can sell to them in the future with your additional offers.

Action items:

- 1.** Increase product/service line so you have:

a. At least one down-sell

b. At least one up-sell

c. At least one cross-sell

2. Have sales associates trained on using all three techniques during a sales interview.

3. Start collecting all customer contact information if you are not already

4. Set up an email marketing campaign using Mail Chimp or whatever platform you prefer, and send your customers a promotion email with a cross-sell at least once a month, so you can increase their life-time value

#3 - Have a High-ticket offer to sell



Have a High-ticket offer to sell

By high-ticket offer we don't mean that you have your main offer which is \$50 or \$100 and the high-ticket offer is \$200. That would just be an up-sell. That is not it at all. We are talking about something \$1000+.

If your current business model does not have such a product or service, it well behooves you to develop one.

There will always be a percentage of your customer base who are loyal zealots and who would be willing to pay some serious coin if you had a product or service that was of high value. Because they love your brand and your product their affinity actually removes the consideration of cost from the equation. They don't care how much it is because they love you.

So, the expectation is not that ALL of your customer base is going to get your high-ticket offers. More like, 5% or under. But since the fact that it can be in the range of thousands of dollars you can end up making as much money selling the high-ticket offer to 5% of your customer base than you make with your customers all having bought your core offer!

People never have money for anything. But they DO have money for things they value. Your task is to find out who they are in your list and cater to them with a different message and offer.

Note: an offer as pricey as this would have to be sold in person or on the phone. You can't expect it to be done via email.

Action items:

1. Research your customer's pain points and develop a high-ticket offer to resolve it for them

2. Implement a system to 'segment' out your list to find who is the most loyal and zealous

a. One example would be surveying all your customers and the ones who give the best feedback go in the zealous database.

b. Another example is simply every time a sales associate gets good feedback from a client, then they can be added to the database.

3. With that list, contact them, and enlighten and sell them on the high-ticket offer

#4 - Create a referral program



Get new customers by promoting a Referral Program to your customer base

A referral program can mean instant cash for your company. It is just an email blast away.

It is an often-over-looked solution to the problem of 'where do I find new leads?'

But, you have to make the offer good enough. It cannot be some plain 10% off coupon. It should be zesty and profitable for them. Depending on your products and services you could offer as much as \$100 or 10%, when the sale of the referral is closed.

"Just give \$100 dollars away!?", you say?

The idea isn't as wild as it sounds.

If you consider how much it costs for you, advertising-wise to get one customer (maybe \$200), then spending \$100 to get one from a referral is very cost-effective, and could be one's sole source of new lead acquisition.

Additionally, in your terms and conditions you should only send the payout upon the closing of the sale of the new lead, thereby you risk nothing.

It is important to note that a referral program works best if you provide excellent products and services. If you do not then your customer base will be less inclined to promote you to their friends, regardless of the financial incentive.

Action items:

- 1.** If you do not already have a referral program research examples online from other companies to help give you ideas
- 2.** Decide how much you want to give away
- 3.** Create a promotion by using an email marketing platform, such as mailchimp and then send it out
- 4.** Have sales associates call existing customers to see how their doing and also to promote the new referral program

#5 - Customer Retention & Satisfaction



Customer Retention & Satisfaction

Considering how much you spend to finally get a customer (\$100-300), to lose one is quite costly! Especially if you consider their life-time value to you by making repeat sales and even high-ticket offers.

You could even go so far to say that it is more important to retain customers than it is to get new ones; when you consider their life-time value in repeat sales.

If one had a large enough customer base, and retention was high, he would not necessarily need to get any new leads, as he could just continue with repeat sales.

But in order to achieve that level of stability you would need to have an excellent customer retention system, complete with early warning systems to root out dissatisfied customers before they want to drop you and switch to someone else.

This would include any manner of keeping tight communication with your customer base, so they don't feel forgotten or ignored, and so that you can detect any malcontents early on and take subsequent action to remedy.

The less communication you engage in with your customer base the less real you will be to them and the further away you will be in their mind. You will drift away, and those who ARE communicating to them can swoop in and take your place.

Therefore, although it would take some time and resources to maintain a good level of communication with your customers, it will pay off in the long run by:

- 1) Reducing customers lost to competitors or cancellations**
- 2) Increasing the number of repeat sales because you have nurtured the relationship**

Being in tighter communication can be achieved in a variety of ways including email marketing, let's look over our action items to see some examples:

Action items:

1. Send out an email survey to all your customers, with a few questions asking how they like your service. The purpose of this is to find who is a fan and who is not. Those who leave poor feedback should then be called by a manager to address their issues and turn them back into a fan.

2. Whenever a sales associate speaks with a customer on the phone he should not miss an opportunity to ask a brief 3 question survey to find out how satisfied the customer is. After this it can be documented and handled if need be.

3. Do a 'Goodwill' email campaign to your customer list by providing them with some valuable free content, or even simply a free offer or coupon which is of actual value and not nominal. Something to make them go 'oh, nice!'. In other words, no '5% Off' coupons!

4. Keep track, if possible of customer birthdays so they can be sent a happy birthday email from your company

5. CONDITIONAL: If your company is service-based, and you risk 'losing' customers that are on a contract if they cancel your services, you must make a Standard Procedure Form to follow for every time a customer wants to cancel. An example would be:

a. Have a customer manager call the customer

b. Probe and find out what the issue is and offer a solution right away, and go the extra mile and do something more, in order to smooth things over.

c. If the client wants to go with a competitor because of lower prices or whatever, the account manager must re-sell him on the idea that your company is superior and takes care of all their needs, and that going with a new unknown company is a risk, and staying with you is a certainty of good quality and support. This requires a full sales job.

d. If the client is still insisting on cancelling there should be offered some type of low-cost albeit valuable freebie as thank you for his continuing patronage, in order to try to keep him on board.

e. If the client is still insisting on cancelling then as a very last resort CI should go with a down-sell or a discount so the client isn't lost.

Where do we go from here?

If you liked our content make sure you hop on over to our Marketing Toolbox, where we have lots of other goodies for you:

<https://www.clearimaging.com/marketing-toolbox.php>