

10 Instant Profit Making Strategies

- 1. Formalize your referral system**
Send your existing clients a request for referrals.
- 2. Provide your customers with a complete list of products and services**
Craft a letter to let your customers know all the products and services you offer.
- 3. Up sell and cross sell**
Offer your customers an additional item at point of purchase.
- 4. Get your customers to buy more often**
Contact repeat clients and see if they want to purchase again sooner.
- 5. Provide total customer satisfaction**
Give consistent, friendly, timely, high quality service.
- 6. Create a unique competitive advantage**
Clearly identify your strategic positioning.
- 7. Reduce costs of acquiring new customers**
Focus your marketing system on qualified prospects.
- 8. Use incentives to lure your prospects away from competitors**
Free is the most powerful marketing word on the planet.
- 9. Increase the appeal and value of what you offer**
Make package deals available to your customers.
- 10. Rev up your sales process**
Document your best practices and train you sales force to use them.