



10
STRATEGIES
TO
double
YOUR SALES

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sales...

It's the foundation of all business.

It doesn't matter what industry you're in, if you want your business to survive and grow, you need an effective sales strategy in place.

In spite of this obvious truth, the vast majority of businesses either have no sales strategy, or have a sales strategy that is based on outdated assumptions. As business and consumer trends change, sales tactics change right along with them; and if you're still doing in 2016 what you were doing in 2006, there's a good chance you could make MUCH more money with just a few simple adjustments.

As a sales and marketing professional, I've been researching and practicing sales for many years. One thing I've noticed is that the most successful business owners are those who are not only keenly aware of customer desires, but also on top of current techniques and technologies that will keep them well ahead of the competition. The business that combines excellent persuasion skills with cutting edge strategies will be miles ahead of the competition every time.

If you want to grow your business in 2016, there is no better investment you can make than an investment in superior sales strategies. The tips and tactics below will provide you with just that.

Happy selling,

Donna



STRATEGY #1

have a warm receptionist answer your calls

In any business, first impressions are priceless. And as the saying goes, you never get a second chance to make them. One of the most valuable investments you can make in your business is to hire a warm, positive, enthusiastic receptionist who'll answer calls promptly and courteously. Make sure you train your receptionist thoroughly in EVERY aspect of your business, so that they can answer any questions prospects may have. Don't let your prospects reach voicemail; have a receptionist ready at all times. Not only will this improve your sales results, it will also leave YOU, the business owner or manager, with more time to focus on growing the business.



STRATEGY #2

email your prospects a welcome letter

Before you send an estimate, send a welcome letter that introduces your company, gives a description of your services, and provides a quick bio and contact details for your sales representative. This accomplishes two things: 1, it lets your prospect know exactly what services you can provide (you'd be surprised how many companies leave clients in the dark on this); 2, it provides a "personality" that your clients can easily identify and recognize. Both of these elements will boost your financial results dramatically if you work them into your sales strategy.



STRATEGY #3

be the early bird...get your proposal in before the competition

Timing is one of the most under looked factors in business to consumer marketing. Many prospects want to make decisions quickly. You might think it's irrational for clients to not consider every proposal, but keep in mind, you don't necessarily know what time pressures your prospect is under. Experience has taught me that sending in proposals EARLY gives you an "early bird advantage" that can lead to improved sales and lead generation. Make a practice of sending out proposals PROMPTLY after the request; this takes focused effort but it pays DIVIDENDS in the long run.



STRATEGY #4

send out a professional looking proposal

So many businesses underestimate the importance of professional-looking design. Even a well written proposal may be ignored if it looks unprofessional or is just poorly laid out and hard to read. Send a well laid out printed proposal with an easily legible font, clear paragraph breaks, and a prominently displayed headline. Your printed proposal will be light years beyond the competitions handwritten proposal.



STRATEGY #5

upsell by making additional recommendations

Most clients are not fully aware of what they need. There's a reason they are hiring a company; they want an expert who can take care of their needs. It's not pushy to upsell your prospects with services you think will genuinely enhance their project. Take a landscape contractor for example. If the client request an estimate on fertilizing their shrubs they could easily upsell the client on pruning...Anything else they have to offer. Reasonable upsells like this are the best way to make more money off each client (and, have those clients happier).



STRATEGY #6

include your insurance certificate with your proposal

This recommendation may surprise you, but it's actually one of the most powerful in this entire report. Many contractors never bother to send their clients insurance certificates, and clients may take this to mean that they don't have insurance. If you can prove that you are certified, clients will be willing to pay you higher rates, as it will show that you're offering a truly professional service.



STRATEGY #7

provide your best and most relevant portfolio examples

Most businesses just don't know how to use portfolio samples effectively. Simply showing the client a picture or a written sample of something you've done, is not usually enough to wow a client; this is what all the other bidders are doing. Instead, go the extra mile. Include before and after pictures. Include a detailed description of the services rendered. If at all possible, include a testimonial from the client. And last but not least, include the most *relevant* samples (i.e., the samples that are most similar to the work the prospect wants done). Going the extra mile like this will help to convey the value you can provide to the prospect, and will show a level of effort and commitment that most bidders can't touch.



STRATEGY #8

send a confirmation email

Make sure to send your prospect a confirmation email within 2 days of sending out your initial proposal. You'd be amazed how many proposals are simply "lost in the shuffle" of daily paperwork at busy offices and homes; by sending a confirmation email, you guarantee that the prospect hasn't lost or forgotten about your proposal. Sending a confirmation email also keeps you fresh in your prospect's mind, and shows that you are proactive and professional in how you do business.



STRATEGY #9

follow up consistently

Most businesses only follow up once or twice, if at all, after sending a proposal. This is a mistake. Many prospects take months or more to make a decision. If you only follow up once or twice in the weeks immediately after sending out a proposal, you risk having the client forget about you and your proposal. Follow up regularly; I've found that following up 5 times can increase your chance of landing a new contract by 81%.

10 make it easy for them to accept your proposal

And last but not least, what may be the single most overlooked fact of sales: clients can't accept your proposal if they don't know how to! If you're sending out your proposal by mail, include a postage stamp. If you're sending a proposal electronically, make it easy for the client to accept. This one action alone can more than double your sales if you do it correctly.

wrap up...

I hope you've enjoyed reading this report as much as I've enjoyed writing it, and that you've taken some of the pointers I've offered you to heart. You may notice that none of the techniques I've mentioned in this report is vague or conceptual; each one is a practical strategy that you can put in place right now.

If you implement just ONE of these tips the next time you send a proposal, you will see improved sales results. If you implement all of them...That could completely change your business.

I wish you the best in business and in life.

Sincerely,

Donna



Donna grew up working in a family owned tree and landscape business. She has a Masters Degree in Counseling from Indiana University and has been a catalyst to the growth and development of Arborgold Software. She has a passion for helping companies grow their businesses using modern technology.