



7 Ways to Grow your Business Action List



The 7 Ways to Grow Your Business

1 - Increase client retention rate

Keep current clients happy - it is easier to keep existing clients than it is to attract new ones.

Actions we'll take to delight our customers so they stay with us and refer us more business:

2 - Increase leads generated

Drive more potential clients to your website, phone line and premises.

Actions we'll take to drive new business from new customers:

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3 - Increase prospect conversion

Follow up those who've made enquiries, show interest and build rapport - help prospects to buy from you.

Actions we'll take to ensure more enquiries or proposals are converted into sales:

4 - Increase transactional volume

Upsell additional services or bigger volumes to your current clients or customers.

Actions we'll take to increase how much customers spend with us:

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5 - Increase transaction frequency

Encourage clients or customers to buy more frequently.

Actions we'll take to ensure customers buy from us more often:

6 - Reduce cost of sales

Identify ways to save time and resources in order to make more sales - drive efficiency and variable cost reduction.

Actions we'll take to increase efficiency, reduce wastage and reduce variable costs:

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7 - Reduce overheads

Review your business costs to identify fat that can be trimmed (not muscle).

Actions we'll take to save on fixed costs:

“If you want something you’ve never had, you must be willing to do something you’ve never done.”

- Thomas Jefferson