

6 Strategies to boost sales this Xmas



Now is the time to start preparing and putting in place strategies to maximise profits and wins during and **after** the Xmas period. We all know how fast time will start disappearing leading up to the silly season.

Here's some suggestions to consider for your business, and love to hear your own strategies you have found very effective.

Strategy 1

If you are finding it a challenge to fund the ramp-up in production prior to Xmas - followed by delayed payments from customers - you might benefit from a relatively little known service called Debtor or Invoice Finance. For example the Interface Financial Group (www.interfacefinancial.com, ask for Renee) provides this type of funding to small businesses and Debtor Finance is rapidly becoming a key funding tool for SMEs. It allows you to convert selected unpaid invoices into immediate cash. No ongoing contracts or long term commitments and can be a useful tool to help manage cashflow and increase the amount of product you can make and sell in the Xmas period.

And if your business slows down in January, make sure you have enough in reserve for this period. I find many businesses don't know how much they need. Do you? Putting an extra amount away each month starting now in September can be far less painful than trying to do it in December and makes January that much more enjoyable.

Strategy 2

Marketing campaigns typically require time to generate returns so if you haven't started your campaign for Xmas or even planned it, GET CRACKING!

Strategy 3

Can you help your customers spend a bit more leading up to Xmas? Not being funny here. Now is a good time to talk to your top customers and ask them if there are any priority projects or purchases you can help them with now so they are in a better position to start the new year, and what can you do to help them get approval or confirm the sale. You may not get an immediate 'yes' but you've placed the idea in their head.

Remember to focus on the benefits to them, not you, ie the **benefits** of getting things sorted now, rather than at the last minute in December and the **benefits** of coming back to work after the holidays with XYZ in place. In some cases its worth offering a financial incentive to buy now and that is the benefit to them.

Strategy 4

Some customers will use the quieter January period to catch up on things that they have trouble getting to when its business as usual. So...is there something you can help them with during this quieter time that will make their life easier (and yours)? Can you suggest something they

should prepare or purchase and install during this period? Sow the seed in their mind and you often find they will come back to you and take you up on the suggestion.

Strategy 5

Since January can be quieter, what can you work on yourself for your own business to put you in a better position to really kick into gear in the New Year?

It can be a good time to write your list of blogs or articles, or case studies or other marketing materials.

Revamp your website or build a total new one. The price of a new website can easily be a few grand, so if this is not an option - consider a fantastic new service called 'web lease' by Designer Websites (www.designerwebsites.com.au, ask for Martyn). They deliver the website your business needs but you spread the capital cost over a two year contract and during this period they also look after all your website housekeeping needs at no additional cost. This means far less initial outlay, so frees up cash for business coaching, marketing or other important services.

Remember, marketing efforts and web building can take a couple months to complete when you factor in the time to decide what to do, write the material, confirm a provider, get them done etc - so best to start now and schedule them in!

Strategy 6

One of my favourite strategies for the end of the year or the quieter periods at the start of a new year is a relaxed brainstorming session with your staff on what can be done better to improve efficiencies and customer satisfaction.

Remember, increasing profit is NOT just about selling more widgets. Improving efficiencies is often overlooked and can be equally as profitable, and far easier than finding more customers to buy widgets.

What can you add to your service that will give your business the 'WOW!' factor that people feel compelled to mention on Facebook or tell their friends?

What new opportunities can you pursue? Schedule a brainstorming session before Xmas, as part of the end of year celebrations or as a fun get together when everyone comes back from holidays.

*At the end of the day, **there are only two places** you need to look for answers to turn your business from average to awesome...**your staff and your customers.***

Or myself. :)

Have a great week!

David

david@davidlennon.com.au

0400 520 471

www.davidlennon.com.au

Facebook - David Lennon Business Strategy and Coaching

