

# 5

**Steps To  
Growing  
Sales**

# **Automatically**



## Introduction

*How can I grow sales?*

*How can I find more qualified leads for my business?*

To no one's surprise, these are two of the most common questions asked in business; for without the sale, there is no business. If you're a nonprofit organization, you can accurately substitute the word *sales* with *fundraising*, and the word *leads* with the word *donors*. In either case, the goal is to find and engage with more people who need your product or service, or willing to support your mission.

As with most parts of building a business, there is no *silver bullet* for achieving this goal. However, there are some relatively small and easy steps you can take to build a sales or fundraising engine that will get you where you'd like to go. I can say this with confidence and from experience because I've applied these steps to grow my own business, achieving a pace and scale of growth and profitability that would not have happened otherwise. You can too!

Sales and marketing is a process that works much like farming – planting seeds today that, with a little nurturing, yield a fruitful harvest tomorrow.

I hope you find the content in this guide helpful. Should you ever wish to meet to talk about your business and how to grow it, I'm at your service.

Happy building!



## Step One: Know Your Audience

The primary difference between a business that grows year after year and a business that consistently experiences sales growth followed by sales declines is a solid understanding of one's audience. Regardless of what market you serve you have a customer type that provides the bulk of your sales. But, we rarely take the time to properly define this. As a result, all of our marketing and sales activities are general in nature instead of laser focused, as they should be.

If you are a **B2B Business** and your customer base is other businesses then you will focus on criteria such as market niche, company size, geographical location and so forth. If you are a **B2C Business** and you sell to consumers, then you will focus on items such as married vs. single, age, number of children, annual salary and so on.

The point being, regardless of what you DO and regardless of where you ARE, there is a "perfect customer" that provides you the bulk of your revenue. If you were to define that properly (as we will do in this eBook) you can continue to focus on that "perfect customer" again and again to help you grow sales each and every year.

To start the process of defining your perfect customer there are two exercises depending upon whether you are a **B2B** or a **B2C** business. But, regardless of which business you are you should understand that as few as 5% of your customers provide 50% or more of your sales (for a **B2B** business). Or, for **B2C** businesses as few as 5% of your customer TYPES provide 50% or more of your sales. Let's get started with the process of finding YOUR perfect customer or customer type . . .

### ***Finding your perfect B2B customer***

The easiest way to define your perfect customer is to start with your existing customers. Take a look at who bought from you over the past twelve months and preferably, print that list out so you can take notes. Rank your customers from highest sales volume to least sales volume. What you are looking for is the cutoff line for 50% of your sales. In other words, do three customers contribute 50% (or more) of your sales? Is it five customers? Ten customers? In our experience we find that it is somewhere between five and ten but yours could be different and that is okay.



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Once you have your list of customers that provide 50% or more of sales volume then it is time to define them. You can use any criteria you wish but at a minimum you need to define:

1. **How many workers do they have?** Estimates are okay here.
2. **How many locations do they have?**
3. **Where are they located?** If not local, decide if they are in a rural or urban location.
4. **How many years have they been in business?**
5. **What market niche do they serve?** If applicable

By going through this exercise you are literally drawing a picture of your “perfect customer” which means you can gain a greater understanding of what your sales focus should be.

### ***Finding your perfect B2C customer***

If your target audience is a consumer (i.e. not a business) then you are going to define your perfect “customer type” which is slightly different than the **B2B** exercise above. However, like the **B2B** customer exercise, the easiest way to define your perfect “customer type” is to use your existing customers. To start this process you will have to look at your sales records to decide what your average sales number is. Then, you want to focus on what you sell above and beyond that average number. Sure, you could just focus on your average sale too but the real purpose of this exercise is to grow your sales which means you should focus on “customer types” that buy more than average!

After you know what your above average sales number IS, then write down what product or product line was purchased to achieve that number. This now becomes your “perfect product” or “perfect product bundle” that you will try to sell more of going forward. Finally, you need to define the audience that purchases this product or product bundle. At a minimum you need to use your heuristic knowledge to define:

1. **Is it a single person or a couple that buys this product?**
2. **Is it a family with children?**
3. **Is it men or women?**
4. **What is their approximate age?**
5. **Do they live locally or do they make a special effort to come to your business?**
6. **Do they buy at your place of business or online?**
7. **Do they drive a premium vehicle or a family vehicle?** Hint: look at your parking lot!
8. **Is there seasonality to your product?**



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## Step Two: What Message is Important to Your “Perfect Customer”?

Whether you are a **B2B** business or a **B2C** business you should now have a “perfect customer” or “perfect customer type” in mind. Again, these are the customers that provide you the most income and should therefore be the customers you target for the foreseeable future. But don’t move on to this step until you have completed the exercise in step one!

Using the criteria you described above, write down what your “perfect customer” looks like by answering the following question as if a stranger on the street asked you. This means you must be able to explain it to them in great detail, which will be important for finding more customers in the future. The more detail the better!

**My perfect customer is:**

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Congratulations! You just described your perfect customer using your existing customers as a model. You have taken a step that many of your competitors have never, or will never take. This puts you ahead of the competition but don’t stop there!

Now, take your perfect customer and find out what is important to them. The easiest way to do this is to simply ASK! For **B2B** customers you should schedule an appointment and find out information such as:

- *Why do they use your company?*
- *What would they like to see you offer in the future?*
- *What can you do for them to make their buying experience easier?*



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For the **B2C** customers you could do a simple online or “at the counter” survey. Again, I would focus on the customers that purchase above your average sales and when they do I would follow up with a survey that asked questions such as:

- **Why did they choose your product?**
- **What would make them choose your product in the future?**
- **What would make them want to come back (or buy) more of what you do?**

If you have been in business for a while you probably have an idea of what is important to your customer base. But, I would not make that assumption! Always look for opportunities to connect with your customers and find out what is important to them. After all, **THEY** are the customer and **THEY** are the ones that provide you the income you have. Wouldn't you like to increase sales and increase your income? If so, then serving your customers better and providing them more value is the key to making that happen. Therefore, simply ask and you will often be surprised by what they say!

*Now it's your turn! Follow the exercises above or contact us and we can walk you through a simple marketing checklist that will help you to find your perfect customer in record time. We work with businesses just like yours every day and can help you navigate the road to growing your sales automatically!*

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## Step Three: Finding MORE of Your “Perfect Customers”

Now that you know WHO your perfect customer is and WHY they buy from you, how do you find more of them? The good news, in today’s world you have many choices. The bad news, in today’s world you have many choices. Having many choices is not always a good thing because it can lead to confusion and confusion leads to inaction.

Part of your decision process when wading through the many media choices available is choosing which channel(s) will help you find your “perfect customer”. The consideration to evaluate amongst the choices is that not ALL of these methods help you find your “perfect customer” which means you could be wasting your time and money if not strategic.

Let’s take a closer look at two **traditional media** to illustrate this point:

### ***Television Advertising***

The quickest way to get your message out to a specific geographical location is through television. If your product reach is high (think about exercise videos) and your product price is relatively low then this may be your medium of choice. However, keep in mind that you **cannot focus your message on one specific customer type**. Instead, you are throwing out a marketing “net” and hoping to catch enough customers to recapture your costs and make a profit. Additionally, the cost of getting into this media is very high and requires special skill sets. Unless you have a team of writers and videographers at your disposal you should probably avoid this method altogether. It’s too expensive, too general and too difficult to get started.

### ***Newspaper Advertising***

Like television, you can get your message out to a specific geographical area with ease. In fact, you can target your audience even better than TV but you still **cannot focus your message on one specific customer type!** Newspapers go out to every household on the route and your message is cluttered together with dozens of others. This means that you not only have a small chance of reaching your “perfect customer” but you have an even smaller percentage chance of your ad being seen at all!



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The entry barrier for this media is very low and your geographically targeted reach is very high. But, your chances of the advertisement being affective is VERY LOW. In fact, if you are a **B2B** businesses then you can lower that percentage even more because even if your audience is seeing your advertisement, they are most likely doing it at home, AFTER work has concluded. The last thing they want is to make more business decisions in their off hours which means your message will be discarded altogether!

With regards to **digital forms of marketing and advertising**, let's take a closer look at email and social media.

## ***Email Marketing***

The pros and cons of email marketing find it to be an easy and cost-effective way to help increase the reach of a company's brand in either **B2B** and **B2C** marketplaces. It can also become the first step taken on a journey toward disaster if the negatives aren't properly managed. With a little time, a little thought, and a prospect-first approach, it is possible to create a highly effective campaign despite the challenges that might be present.

Some of the Pros of email marketing are that it is a relatively fast, versatile, easy, and cost-effective marketing tool to deploy. Being a digital medium, you can engage with customers using customization and content linked to the Internet to craft a true cross-channel marketing experience.

Some of the Cons of email marketing are ironically the direct result of some of the Pros of email marketing. Because of its virtues, everybody does it, which results in most of us receiving more email than we prefer or know what to do with. And, being digital, it's easy to delete messages and eventually disappear from your customer's inbox altogether due to the intelligence of spam filters. Without a doubt, email marketing has its place and can work well for your company or organization, but its best used in conjunction with other mediums, like direct mail, as part of a multi-channel approach to drive customers to your website landing pages to continue the conversation and/or lead to conversion.

## ***Social Media Marketing***

While social media marketing and email marketing share the digital space, and are generationally very close, they differ in their delivery, exposure, and depth of customer experience and interaction.



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As the term “e”mail implies, email was created as an electronic version of direct mail. To send an email you still need an email “address” of the recipient you want to send to. Email is also bound by the CAN-SPAM Act of 2003 which impose FTC rules and laws designed to monitor and prohibit unsolicited email.

Social media is not subject to these same infrastructures, laws or rules and is much more “free flow” in its delivery and degree of recipient interaction. Whereas email marketing reaches people by their email “address”, social media marketing reaches people where they hang out, both professionally and personally. Optimally, social media marketing decisions are somewhat defined by whether you market to a **B2B** or **B2C** audience.

Some of the Pros of social media marketing include being able to appeal to a large audience at a relatively lower cost while leveraging social site data demographics to target an audience. “Social” media, as the name implies, is a forum that provides, if not encourages, direct interact between you and your audience. When done well, social media marketing strengthens brands, nurtures customers, and builds customer loyalty.

As with email, some of the Cons of social media marketing are a direct result of their Pros. Due to its “free flow” structure and high level of engagement potential, an entity’s exposure is very high and subject to the highs of praise, and conversely, the lows of negativity. Social media marketing can be a very time-consuming endeavor that can be difficult to control, and measure ROI.

Finally, as with email, social media can be part of a multi-channel and cross-channel marketing plan that include other mediums such as direct mail, print, and television all working together to drive people to your website landing pages to continue the conversation and incentivize conversion.

*Now it’s your turn! Write down what methods YOU use to get your message out to potential customers. More importantly, write down what has actually worked and how much it costs you PER CUSTOMER. Then, give us a call and we will show you a way to increase your Return on Investment or ROI by getting your message out to only the “perfect customer” that provides you the most “bang” for your bucks!*

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## Step Four: The #1 Way to Target Your “Perfect Customer”

If you are like most business owners you have probably tried at least one of these methods. In fact, one or more of them may have worked for you and that's great! However, what if you could REDUCE spending on wasted advertising and INCREASE the effectiveness at the same time? Well, you can!

Increasing sales in an efficient manner is simply a matter of the following:

### ***Getting the RIGHT message in front of the RIGHT audience again and again.***

The problem with most sales plans involve RANDOM marketing to a RANDOM audience and the results are well, you guessed it, RANDOM. It's like throwing cooked spaghetti on the wall to see what sticks!

A real sales plan that produces real results time and time again involves a process that is repeated each day, week or month without fail. That process starts with your **PERFECT CUSTOMER** which we defined earlier. Next, you should add your **MESSAGE** which should be focused on the perfect customers.

Next, you must combine your **MESSAGE** with a **MARKETING MEDIA** that gives you the best chance of reaching your **PERFECT CUSTOMER** again and again. Very simply the process looks like this:

### ***TARGETED MESSAGE + MARKETING MEDIA = MORE SALES***

If you are like most businesses you are missing one of the elements from above. Maybe you didn't define your perfect customer. Or, maybe you knew who they were and didn't properly define your message (i.e. what's important to THEM). Finally, maybe you had both but you chose a marketing media that didn't properly get your message into the hands of people that mattered. Whatever the case, if you want to grow sales automatically you MUST have all three or you will falter along the way.



In today's business world there is only ONE advertising media that achieves all three goals at a lower per customer price than ever before. That media is **Direct Mail Advertising** and it's used by Fortune 500 companies all the time. In fact, do you know who the TOP THREE users of direct mail are in the world? If not, here they are:

1. **Burger King**
2. **Google (yes THAT Google)**
3. **Tylenol**

Sure, they all use a variety of online and offline methods too but they each described their top advertising method (direct mail) as their low cost per customer option. They know they can get the RIGHT message into the hands of the RIGHT audience again and again because each of them has already defined their PERFECT CUSTOMER!

*If Google thinks that the best way to grow their ONLINE business is through OFFLINE direct mail then why don't you use it to? We work with businesses just like yours every year and can help you navigate the road to growing your sales automatically. In fact, we can show you how to define and target your "perfect customer" over and over again. Give us a call to set up a free marketing audit for your business and start growing your sales automatically!*

## Step Five: How do you handle the new prospects?

Because we know that direct mail advertising works we know you will inevitably get new leads and prospects from your results. But, what now? How do you turn these new prospects into new and returning customers again and again?

For **B2B** businesses your challenge will often start at the customer service level. As your "perfect customer" responds to your direct mail piece they will typically call your business or send an email. How do you want your customer service team to respond? Do you want them to pass the "hot leads" to you or do you want them to do something else? Make sure you have a



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plan in place or you could take a great campaign and flush it down the toilet by not being prepared for success.

For **B2C** businesses your challenge is to not only get the customer in the door ONCE but to have them come back again and again. How are you going to do that? The best way is to create a type of customer loyalty program that rewards them for buying more. Another way is to capture their contact information at the front counter (or online) and send them special deals (preferably direct mail) that gets them back to your business. Regardless, have a PLAN in place to maximize your advertising dollars!

Whether **B2B** or **B2C** it is vital that you properly communicate with your team members who will be receiving calls or handling customers at the counter. If you are offering a special deal then make sure the customer service or sales team is ready to handle it! The last thing you want is an eager customer to meet a confused worker! It will not start your business on the right foot and most statistics say that it takes up to SEVENTEEN other impressions to make up for one bad FIRST impression. Don't let that be you!

This guide is written to help you get started by channeling your business growth thinking and strategy in a meaningful and proven direction. By applying a customer-centric process that simply expands more of what you already know and do, you will reach your goals quicker and with the most confidence. From an execution viewpoint, there is more to building this strategy than is contained in detail here, and that's where I and my professional team can help.

*We work with businesses just like yours every day and can help you navigate the road to growing your sales automatically. In fact, we can show you how to define and target your "perfect customer" over and over again. Give us a call to set up a free marketing audit for your business and start growing your sales automatically!*



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*Thank you for taking the time to read these*

## ***5 Steps to Growing Sales Automatically!***

*For questions or to arrange your FREE 1-hour Marketing Audit*

*Contact:*

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