

Business Checklist:

Grow your sales

Contact your best customers to buy more

One of the easiest ways to increase your sales is to sell more to your existing customers. Contact past customers and offer complementary products or services they might need now. Anticipate when they'll have run out of product or need to re-order. Use your customer data to identify who and when to contact based on their past buying behavior.

Create a customer loyalty scheme

If one of your goals is to incentivize repeat business and retain more customers, consider the benefits of a customer loyalty program. A well-designed loyalty program can help make your business the first choice for customers.

Start a contact nurturing program

Use your database of customers and prospects to maintain regular contact through newsletters (physical or email), phone calls, personal visits or attendance at conferences and trade fairs. Advise them of special offers and tell them about any products and services they haven't previously purchased.

Develop a social media campaign

Engage with your customers through social media channels to find out what they want. You want to sell the right products or services to the right people. By passively inquiring, you should get some ideas on how you can sell more to your existing customers.

Run webinars or demonstrations

Position yourself as an expert in your industry to create brand awareness and customer trust. It's also a great way to network among industry peers and meet potential customers. For your growing business to become a thought leader, you'll need to start with a unique approach and solve challenges.

Attend and exhibit at trade shows

Trade shows offer the chance to get your product to new customers and increase word-of-mouth advertising, as well as growing your customer database. When people go to trade shows, they're fully expecting you to be actively selling to them. Get out from behind your booth and engage with the crowd.

Cross sell complementary products or services

Learn the fine art of cross-selling. Suggest complementary items to add value to their purchase.

Collaborate

Find a complementary business who you can work with, to grow both businesses. Working together could take the form of sharing technology, purchasing or distribution agreements, joint promotions, lending staff expertise, contributing to the costs of exhibiting at conferences or collaborating on joint product or service development.

Add searchable content to your website

Creating content that enriches the customer experience by providing advice, tools or insights will make your website more valuable to your customers and search engines. Content can take the form of whitepapers or industry guides, e-books, articles or case studies, and blogs related to your business or industry.

Improve your conversion rate

As prospects move through your sales funnel, your sales team's job is to convert as many leads into buyers as quickly as possible, asking questions, gathering information and providing the information your customers need to get to yes. Track where most of your customers fall out of the funnel, or where they've gotten stuck or lost. The more you know about your customer behaviour, the better you'll be able to gauge the right time to close.