7 Ways to Grow Your Business: Increase conversion rate

Turn potential customers into actual customers

Invest in your brand:
- Review logo and brand identification
- Use quality brochures
- Write a story book
- Display team member profiles on website
- Improve packaging

Product offering:
- Increase quality
- Increase range
- Address pain points
- Introduce loss leaders
- Provide guarantees

Research competitors:
- What differentiates your business?
- Why should consumers choose you?

Product promotion:
- Weekly / monthly specials
- Random one-off offers
- Flash sales
- Promote before and after pictures
- Create product comparison sheets
- Product demonstrations
- Product / service pricing menu
- Address objections
- Display your awards
- In store merchandising
- More effective sales copy
- YouTube / Vimeo sales demo
- Point of sale displays

Review sales process:
- Map your sales process
- Track leads in a sales funnel (CRM)
- Develop sales scripts
- Target better prospects
- Qualify leads more effectively

Upskill sales team:
- Provide sales training for team members
- Ask for the sale
- Articulate your vision and purpose
- Develop unique selling proposition
- Educate on value, not price
- Ask questions and listen
- Consider up selling methods
- Consider down selling methods
- Consider cross selling methods
- Send appointment text messages
- Under promise, over deliver
- Offer sales incentives

Payment options:
- Offer diverse payment terms / options
- Offer varied payment methods
- Offer easy payment terms
- Offer layby

Delivery options:
- Offer online shopping
- Enable home delivery

Get social proof:
- Follow up customers following delivery
- Survey past customers for feedback
- Utilise testimonials and case studies

Sales offers:
- Make 'today only' offers
- Give away samples
- Give away 'product with purchase'
- Offer free trials
- Promo codes
- Offer gift voucher towards purchase
- Sell an exclusive range
- Offer a free consultation
- Offer discount on first order

Review proposals:
- Proposals with options ('choice of yeses')
- Improve readability and quality
- Improve call to action
- KPIs for proposal sending

Develop a follow up system:
- Follow up proposals
- Implement abandoned cart follow up email