

## 7 Ways to Grow Your Business: Increase transaction frequency

### Get customers to do business with you more often

<p><b>Build rapport, develop relationships:</b></p> <ul style="list-style-type: none"> <li>• Give away perceived value</li> <li>• Know customers' names</li> <li>• Send promotional gifts</li> <li>• Loyalty events - social / no obligation</li> <li>• Promote other people's products / services</li> <li>• Allocate employees to clients for continuity</li> <li>• Understand industry trends and needs</li> <li>• Offer priority client special offers</li> <li>• Membership or VIP cards</li> </ul>	<p><b>Educate clients / customers:</b></p> <ul style="list-style-type: none"> <li>• VIP customer events</li> <li>• Educate customers about all your products</li> <li>• Educate on value</li> <li>• Send out regular e-newsletters</li> <li>• Host information nights</li> <li>• New product launch</li> <li>• Email campaigns</li> <li>• Develop your storybook</li> <li>• Catalogues</li> </ul>
<p><b>Add on value:</b></p> <ul style="list-style-type: none"> <li>• Limited time offers</li> <li>• Closed door sale for VIPs</li> <li>• Run purchase competitions</li> <li>• Co-op promotions</li> <li>• Create a checklist / shopping list</li> <li>• Create social events</li> <li>• Offer incentives / rebates</li> <li>• Product of the week</li> <li>• Increase product range</li> </ul>	<p><b>Make it easier:</b></p> <ul style="list-style-type: none"> <li>• Text reminders for appointments</li> <li>• Accept trade-ins</li> <li>• Offer free upgrades</li> <li>• Frequent buyers programme</li> <li>• Offer pre-sales (perhaps discounted)</li> <li>• Re-book next visit now</li> <li>• Provide regular upgrades</li> <li>• Go to them</li> <li>• Telemarketing</li> <li>• Go online</li> <li>• Offer free trials</li> <li>• Offer multiple purchase discount cards</li> </ul>
<p><b>Upskill your team:</b></p> <ul style="list-style-type: none"> <li>• Ask for the repeat sale</li> <li>• Implement a structured follow up process</li> <li>• BAMFAM (Book A Meeting From A Meeting)</li> </ul>	<p><b>Strategic:</b></p> <ul style="list-style-type: none"> <li>• Contracts (renewals and repeats)</li> <li>• Give priority clients special payment terms</li> </ul>