

## INCREASE YOUR PROFITS

We encourage you to contact us at Shape Your Business on 1300 791 600 for further ideas and support in this area.

<b>Action</b>	<b>Outcome</b>	<b>Person Responsible</b> <i>(Make sure you involve others, if possible)</i>	<b>To be done by</b> <i>(Date of next SYB webinar, if possible)</i>
Identify Unique Core Differentiators	To differentiate your business in the marketplace		
Conduct a S.W.O.T. analysis	To identify your strengths, weaknesses, opportunities and threats in the marketplace		
Develop a Mission Statement with your team and share it with your clients and other advocates	To identify your strategic direction and communicate who you are/what you represent to the public		
Implement a phone performance and training system	To ensure that all callers receive superior service, and to convert more inquiries into sales		
Develop sales techniques, processes and tools	To fill customers' needs, and create a consistent and effective way of converting inquiries into sales		
Create a targeted marketing communications plan, calendar and tools	To regularly communicate with all types of customers, and increase ROI in marketing communications		
Identify promotional opportunities (special events, PR, Web, networking, referrals, host relationships)	To establish name recognition in the marketplace, and communicate regularly with customers		
Classify your customers into A, B, C & D groups	Ensure the <b>right</b> customers keep coming back, and target marketing campaigns to specific groups		

## INCREASE YOUR PROFITS (CONTINUED)

<b>Action</b>	<b>Outcome</b>	<b>Person Responsible</b> <i>(Make sure you involve others, if possible)</i>	<b>To be done by</b> <i>(Date of next SYB webinar, if possible)</i>
Create a team commitment to providing awesome service, and implement a training programme for all team members	To keep customers continually coming back to you		
Implement a customer nurturing programme (database, annual communication calendar, loyalty programme, follow-up calls)	Make customers feel valued and motivated to keep purchasing from you		
Develop a system for cross selling, up-selling, bundling, merchandising and pricing	To increase the average transaction value		
Implement a plan to start working ON the business rather than IN it	To systemise processes, delegate more responsibility, ensure consistency and allow you more free time		
Review the affect of the 4 ways on your own business with one of our SYB business coaches	To perform a comprehensive financial analysis, identify successes and potential successes, as well as areas that still need attention		