# Six ways to get more sales .. more revenue.. more business out of existing customers

**RBC**®

## 1. Research what your customers need

- ☐ Talk to your customers directly about their needs.
- ☐ Use a point of sale system to track buying behaviour.
- ☐ Conduct surveys on social media, your website or directly with your contacts.
- ☐ Use industry statistics to analyze customer needs.

## 2. Increase the number of transactions per customer

- ☐ Use sales data to predict customer needs and be ready to fill these needs.
- ☐ Focus on up-selling and cross-selling with every transaction.
- ☐ Identify complementary products and services they could have bought, and then present them with an offer.

## 3. Encourage word of mouth and referrals

- ☐ Offer discounts to regular, high-volume customers.
- ☐ Organize an event where existing customers can get discounts or a complimentary upgrade.
- ☐ Promote discounts and events through social media and your business website.
- ☐ Go above and beyond in your customer service and your customers won't be able to *not* talk about your business.

## 4. Widen your reach

- ☐ Attend international buying shows for inspiration.
- ☐ Ask customers if there's anything else they'd like to buy from you.
- ☐ Conduct a competitor analysis to identify if similar businesses to yours have a different product mix that could inspire your mix.
- ☐ Identify any strategic partners who have new products that you could resell to your current customer base.

## 5. Increase the average value of each sale

- ☐ Focus on selling your premium products and services.
- ☐ Emphasize your unique selling points and competitive advantage to justify a higher price.

## 6. Enhance customer communication

- ☐ Develop an email list and send regular e-newsletters with company updates.
- ☐ Send reminders for appointments, special promotions, upcoming events.
- ☐ Develop a social media presence, and run informative webinars.
- ☐ Hold product education sessions for select customers.

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