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Presenter,

Welcome to:

10 Steps For Increasing Revenues For Your Company

Presented by
Lighthouse Consulting Services, LLC



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Topics of Discussion

- Using internal and external data to your advantage
- Finding your best clients (and target to them)
- Building your brand & message
- Establishing smart sales processes
- Measuring success continuously
- ... and ultimately... Increasing Revenues...

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Step 1 – Start with Data

- You have a lot of data in your business that is not being used
- You can get more detailed data from data brokers
- Gather data any way that you can
- Learn from your existing customers

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Step 2 - Know Your Customers

- Your Top 20% and bottom 10% of Customers
- Lifetime Value of Customer (LTV)
- Build the profile of your best customers
- Are you selling them the right product?
- What's your cost of acquisition?

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Step 3 – Define Your Brand

- Yes, even a small business needs a brand
- Start by defining your brand
- Branding is not about the logo, it's about the attitude
- Your brand is your reputation
- Don't forget your personal brand

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Step 4 – Build a Consistent Message

- Are you providing a simple & consistent message in all channels?
- Brand derives the message
- Pain, Claim, and Gain
- Elevator pitch vs. Elevator rant
- Measuring effectiveness of your message

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Step 5 – Stay Away From the Masses

- Identify the target market, and go after them!
- Go narrow, go big!
- Research and find similar customer profiles
- Try a mix of online and offline marketing
- Say 'No' to bad customers!

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Step 6 – Exist Online!

- There's more to online marketing than SEO and PPC
- Go Local!
- Use social media
- Be present where your client is present
- Think Mobile!
- Keep in touch with your clients (and potential clients)

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Step 7 – Be Smart About Sales

- Everybody is a salesperson at the company
- Establish a sales process and stick to it
- Train your sales team on messages, values, and brands
- Use a CRM
- Track everything
- Change Compensation Plan

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Step 8 – Upsell and Cross Sell

- Don't forget your existing clients!
- Build an upsell and cross-sell plan – and add it to your sales process
- Build a good spiff and compensation plan for upselling and cross-selling existing clients

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Step 9 – Measure Success

- What does success look like?
- Capture data from every step of the way
- Use trending and analytical tools
- Build solid lagging and forward-looking KPIs

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Step 10 – Change Things Up!

- Modify campaigns quickly
- Introduce a new approach
- Get out of your box
- Don't forget other channels
- Ask customers for referrals

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