



7 Ways to Grow Your Business

Step 4 - Increase transaction frequency

Get customers to do business with you more often

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