

BUSINESS ACCELERATOR SYSTEM

*A Strategic Guide to Accelerating Your Business in
a Fast Changing Digital World*

ANUJ CHANDRA

BUSINESS ACCELERATOR SYSTEM

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ISBN: 978-1-64467-365-2

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DEDICATION



To my Family & Friends, for supporting me through all my crazy ideas and believing in my bigger vision of empowering and transforming the lives of many.

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CHAPTER 1



Lead Capture Optimization Systems: How to Double or Triple the Amount of Leads You Get From Your Current Advertising

Every business owner knows that ready-to-buy prospects are the lifeblood of a business. Without new and motivated leads, your business withers and dies. In fact, your number #1 priority every day should be to figure out how to get more ready-to-buy prospects.

However, most business owners put little to no value on the overwhelming number of “not quite ready to buy yet” prospects that come through their doors.

In order for your sales and revenue to grow to their maximum potential, you must capture the contact information of every prospect that comes in contact with your business in any way.

Why Focus On Non-Buyers?

While every business owner wants buyers, you also need to focus on non-buyers so that you can put them on your lead-nurturing campaign and market to them with compelling and persuasive sales messages until they take the advantage of your offer and buy your products or services.

Why Build A List Of Non-Buyers

- You can generate profits at any time by offering a specific offer or service to your list of leads.
- You can get off the sales revenue roller coaster and control the sales flow in your business.
- Your business will no longer be held hostage by the high costs of traditional marketing strategies.

Missed Opportunity...

Most business owner spend thousands of dollars trying to get people who want to buy today (*and that's the right thing to do*), but for every prospect who's ready today, there are thousands who are not ready and are just in the early stages of making a buying decision!

Your sales pipeline should be filled with hundreds of leads that are in the early stages of making a buying decision.

Building a list of prospects that you can market your products or services to “on-demand” is your insurance policy against the revenue roller coaster most business owners experience.

Don't Be The Average Business

Most business owners make a huge mistake by not even attempting to collect prospects or past customers contact information. Don't spend thousands of dollars on advertising in things like the newspaper, radio, television, postcards or letters, then sit back and wish and hope the ad or marketing strategy is good enough to generate enough qualified leads to cover the costs of ad and make you a little profit. Meanwhile, prospects are calling your office, walking in or inquiring online and you're not doing anything to capture their contact information.

Successful Business Owners Know That the Money Is in the List

Long term and sustainable profits are built by having a list of eager prospects to market your services to. If a prospect calls/walks-in/emails/visits your website or your business then you need to ensure that you make every attempt to get their contact information. If you allow prospects to call/walk-in/email/visit your website and business without getting their contact information in order to follow up with them, you just wasted a ton of your money on that advertising strategy and those leads are likely gone forever.

The key to getting prospects to give you their contact information, even when they are not purchasing a product today, is to have a compelling and persuasive incentive that a prospect receives in exchange for giving you their contact information.

The Two-Part Solution

The two part goal is to focus on attracting buyers for today AND building a list of interested prospects for tomorrow by including, in your ad's marketing message, an incentive that is appealing and relevant to your target market.

Your persuasive and appealing incentive goes by many names. It could be called lead capture bait, an opt-in offer or a lead magnet. Regardless of what it's called, the purpose is identical. It's information or something your "not quite ready to buy yet" prospect will receive in exchange for providing their contact information to you.

For the sake of clarity, I will refer to it as a "Lead Magnet" for the remainder of the book.

Lead Magnet

Lead magnets are the most important components in getting prospects to give their contact information to you before they are ready to buy. However the key to coming up with a great lead magnet is knowledge of the pains, fears, desires and wants of your target market. A good lead magnet can generate hundreds of quality leads every single day.

The Two Main Types of Lead Magnets

There are two main types of lead magnets:

- I. **Information-Based** - This is information that helps the prospect reach a desired outcome in exchange for their contact information.
- II. **Pricing Benefit Lead Magnets** - This is when the customer is promised a benefit of price savings in exchange for their contact information today.

Here are some examples:

- I. **Information Based lead magnets** can include: Free reports, buyer's guides, DVD's, online videos or books, etc.
- II. **Pricing Benefit lead magnets** can include: Coupons, discount cards, membership into a discount club, special bundling of products or services that save customer's money.

How to Capture Contact Information You Receive From Your Lead Magnet Offer

There are two groups of methods that you can use to gather your prospects' information once they have agreed to give it to you.

- I. **Manual Methods** - This is when you (or your staff or employees) verbally ask your prospects to either give you their contact information or fill out a form so that you can then input it into your CRM system.
- II. **Automated Methods** - This is when you use your website or in-business kiosks that the prospect can enter their own information into.

So, let's begin with the manual lead capture methods.

Manual Lead Capture Methods

The manual lead capture method can be any number of things:

- In-business podiums.
- Tear-off sheets placed around your business.
- Paper forms.
- Talking to the prospect.
- Informational desks in your business.

Automated Lead Capture Methods

The automated lead capture methods can be:

- A special “get more information” web form on your website.
- A special page on your website dedicated to getting your prospects' contact information.

- Customer kiosks in your business so that prospects can enter their own contact information.
- A phone system that captures the phone number of incoming calls, cross-checks it with available names and addresses on phone directory websites, and creates a contact automatically in your CRM.

Now that you have the concept of a lead magnet and I've shared with you how you can capture contact information, I'm going to cover how you can make your lead magnet irresistible for your market, so that every prospect will be enticed to give you their contact information.

How to Create an Irresistible Lead Magnet for Your Target Market

Step #1: Know Exactly What Is Happening in the Minds, Lives And Hearts Of Your Target Market.

It's absolutely crucial that you find out what resonates with and is important to your target market. Your target market may desire a specific type of educational report or an entertaining video, podcast, special service, etc.

You need to gather this information by asking or surveying past and current clients, and using what you already know about your customers. You need to ask questions so that you can dig deep into your target markets' frustrations, fears, desires and wants.

For example, you need to know things like:

- What are your prospects top five fears about buying your service or product?

- What are your prospects top five frustrations about buying your service or product?
- What are your prospects top five desires in regards to buying your service or product?
- These are questions that you can find answers to only by talking to and surveying your prospects and customers

Step #2: Choose Creation Method

Next, based on your research, conversations and surveys of your prospects and past customers, choose the way in which you will create the content for your target market. You can use:

- Special websites you've had created.
- Unique web pages on your existing website.
- Informational video.
- Free reports on various interesting topics.
- Audio – MP3, Podcast, etc.
- Daily, weekly or monthly emails you send out.
- Direct mail letters or postcards.
- Pre-recorded messages on call-in hotlines.

Step #3: Select the Lead Magnet Topic

The quickest and easiest way to decide on your lead magnet offer content is to choose one of the frustrations, fears or desires of your marketplace and present a solution to it through information. If you're creating information content, don't make it too broad. Just pick one very specific problem and give your best solution to that problem. Also, if you're putting together a pricing benefit offer, make it for a specific product or service that addresses your target market's frustrations, fears or desires.

Content Topic Examples

You can use topics like:

- How to pick a business that sells the best product or service in your industry.
- Pitfalls and mistakes to avoid when buying your service or product.
- How to get the best pricing when buying your service or product.
- Details about the process of buying your service or product.
- All the other services customers may need after buying your service or product.

Step #4: Write a Headline & Title

Next, you will want to create a persuasive and attention-getting title that addresses the needs of your target audience. Your goal in creating a great title for your lead magnet is so that you can also use it on your website, ad, flyer, letters, etc.

Keep in mind that the best way to gather this information is by asking or surveying past customers or prospects. Also, don't underestimate the importance of having a great headline because 99% of the time, your headline or title will determine the success or failure of your lead capture efforts. The way to come up with a great headline or title is to spend time putting yourself into the position, mindset and perspective of your target market.

Examples of Headlines & Titles

- How to Save \$_____When Buying_____.
- 5 Mistakes to Avoid When Buying_____.
- 10 Questions You Should Ask Before Buying_____.
- Seven Steps to Getting the Best Deal on_____.
- The 9 Steps to Finding the Best Quality_____.
- 10 Extra Fees You Should Avoid Paying When Buying _____.

Step #5: Creating Your Content

Numbered topics tend to create better structured content. For example: 5 Tips, 10 Ways, 7 Steps, etc. When creating video, audio or free reports, focus on keeping it short and crisp; get right to the point.

Video or audio can be anywhere from 5 minutes to 15 minutes. Be short, concise and specific. Free reports can be as short as five pages, or as long as 20 to 50 pages, however, keep in mind that the longer your information content is, the less likely the prospect is to actually read or watch it.

Guaranteeing Your Lead Magnet Is Irresistible

The most common thing to do when creating a lead magnet is to put together some boring content and call it your lead magnet. Fight that urge. Your lead magnet needs to be irresistible, and there are a few questions you can ask yourself to make sure that happens.

Your Lead Magnet Offer Must Answer These Four Questions

- **What am I providing my prospects?** If a prospect doesn't understand the benefits of the lead magnet offer, they won't sign up.
- **What does it cost?** Make sure the cost, which should be free, is clearly spelled out and in plain sight.
- **What's in it for your prospect?** It must have a list of benefits the prospect will receive once they sign up.
- **Why should they trust you?** We live in a skeptical world, so give your prospects a reason why they should trust your expertise on your topic.

Step #6: Lead Magnet Sign-Up & Delivery Method

There are three main methods for having a prospect sign up to receive your lead magnet:

1. **Online** using a special website or webpage that a prospect gains access to after providing their contact information (primarily name & email).
2. **A pre-recorded message service** that a prospect calls and enters an extension number into in order to gain access to your lead magnet message.

- 3. Direct mail delivery** where you mail the prospect a printed copy of the promised information, coupon or discount card.

Super Charging Your Lead Magnet

When you are creating your lead magnet sign up process, you may choose to create an online form, pre-recorded message service or paper form that only asks for name, address, phone and email.

However, you may want to consider asking a few more questions so you can get even more valuable information that you can use in your business.

For example:

- How did you hear about us?
- What brought you in today?
- What products or services are you shopping for?
- Was there something you are looking for that we don't have?
- Do you have any additional questions that you need answered in order to make a buying decision?

So, when you create your lead magnet signup form or process, be sure to include questions that will also give you a detailed glimpse into the minds of your target market. Then, begin to use that information to make strategic decisions in your business.

Get Your Message Out There

Once you have a lead magnet offer, sign-up and delivery process, you need to put your lead magnet offer where you can capture the attention of the most prospects. Here is where you need to place it:

- **In Your Current Advertising** - While you want to continue to use your ads to get buyers for today, you should dedicate a portion of your ad space to presenting your lead magnet sign up form.
- **On Your Website** – Your website should always have a signup form for prospects to obtain your lead magnet offer. This helps you capture the leads that are coming from all over the Internet to visit your website.
- **In Your Business** – You should immediately train your staff on how to offer your lead magnet's to every prospect they talk to. You can use signage, kiosks, podiums or drop boxes to collect the lead magnet forms.

Track Your Leads!

After you've created your lead magnet offer, set up your delivery method and placed your lead magnet offer throughout your business and marketing campaigns, your next step is to:

- Track how many people sign up for the lead magnet.
- Track where the prospects come from.
- Track how many turn into buyers.
- Track the cost per source.
- Track the cost per lead.

Trends & Patterns

By collecting your prospect's information using a well thought out sign-up process, you'll begin to see patterns with your prospects and

clients such as:

- What products or services they're looking for that you don't have.
- The type of prospect you're attracting to your business.
- How they're hearing about your business.
- The type of person who actually buys from your business.
- The geographic region your prospects come from.
- And all types of data and information that you wouldn't have had otherwise.

CHAPTER 2



Sales Maximization Systems: How To Sell More To Your Existing Customers

It should be obvious that getting your customers to purchase more frequently makes you more money. However, the vast majority of business owners do next to nothing to increase customer buying frequency.

The longer a customer is purchasing from you, the more profitable and valuable that customer is to your business.

So let's talk about the 7 key factors that influence customer buying frequency.

The 7 Key Factors That Influence Customer Buying Frequency

Key Factor #1 - High Value Products and Services

Many times, business owners try to give the customers what they (the business owner), think is valuable. However you must get feedback from your customers in order to discover what they perceive as being valuable. It's not about you, it's about them.

You must always focus on consistently providing what your customers deem high value products and services. Use the feedback your

customers give you. You'll most likely find that perceived value is a combination of customer satisfaction and intelligent pricing.

Key Factor #2 – Unique Offers

Unique and compelling offers are very powerful because the customer begins to feel that you are a market leader. Your customers must view you as always being relevant, otherwise you become irrelevant, and that's when you begin to have a huge drop-off in return on your marketing efforts.

By developing unique and compelling offers, you subconsciously communicate to your customers that you are invested in helping them achieve their desired results and outcomes. The only way to consistently develop unique and compelling offers is by tuning in to your customer's wants, needs, goals and desires. The process of collecting this information improves your ability to create more effective marketing campaigns.

Key Factor #3 - Make Them Feel Special

Everyone wants to feel cared for, and connected to something meaningful. Your customers are no exception to that rule. You must show them that they matter to you and that they're more than just a number or dollar sign.

Your customers are the focal point of your business. You should do everything in your power to let them know that they are special and important to you. Your goal is to show your customers that you care and to help them develop a special connection to you and your business that they simply can't get anywhere else.

Key Factor #4 - Constant Communication

If you don't communicate with your customers on a regular basis, you are slowly but surely being forgotten. Your ability to increase the purchase frequency of your customers is directly tied to your consistency in communicating with them.

If you want to retain your customers, you need to communicate with them for as long as you're in business. It's more than just marketing. You're nurturing your leads in a well-rounded way that doesn't scream “sell, sell, sell!”

Key Factor #5 - Pricing Incentives

One of the most powerful, but often abused, frequency strategies is found in discounting and pricing incentives. You don't always have to discount your prices to incentivize your customers to buy more from you.

In fact, if at all possible, you'll want to do everything in your power to avoid discounting your prices as much as possible. Try working towards getting customers to buy bigger quantities or bundles of packages which allow you to train your customers not to always expect a discount. This will increase profits.

Essentially, the winning formula is one that rewards your customers for buying more often, at higher profit margins. That's a surefire recipe for success.

Key Factor #6 - Various Longevity Bonuses

You can reward your customers based on how long they've been buying from you. This is good because it trains your customers to be loyal to your business. It also encourages your customers to actively purchase from you.

You can surprise your customers with these bonuses, or you can let them know upfront what they can receive in exchange for being a loyal and active buyer. Using this strategy keeps your focus off of discounting your prices and incentivizes your customers to purchase more often.

Key Factor #7 - Product to Service Upgrades

You should always create a clear path for customers to step up your product or service ladder. If you can't come up with a path, then your customers don't know the path either, and you're losing out on revenues and profits as a result.

Your upgrades can be based on features or quantity. Regardless of the upgrade path you choose, it should always include an increase in price.

While all of the seven keys above will affect the frequency of purchases made by your customers, the most important key is constant communication. Without constant communication, your customers will forget about all the great and unique things about your business that they have learned. The goal of your communication is to find opportunities to make offers for products and services that your customers find valuable.

Massive Results

Selling to your customers more frequently allows you to extend the lifetime value of your customers. When you create strategies to sell to your customers more frequently, you also have a much better chance of getting those customers back who may have disconnected from your business.

When you combine upsells and cross-sells with your customers buying more frequently, you can see phenomenal increases in revenue and profits.

Mixing It Up

While the goal is to find opportunities to make valuable offers, you can't just be a pushy salesperson. There are various types of content you can build your follow up messages around. You can build them around:

- Case studies
- Best practices
- Tips and strategies
- Relevant articles
- News stories

Multi-channel communication methods can include:

- Emails
- Phone calls
- Letters
- Postcards
- Videos
- Voicemail broadcasts
- Live events
- Newsletters

The Top 9 Strategies to Increase the Frequency of Customer Purchases

Frequency Booster Strategy #1: Multiple Purchase Discounts

Multiple purchase discounts reward customers with price savings on future purchases when they make a certain number of purchases. This strategy is effective because the faster the customer makes additional purchases, the sooner they receive their discount.

Don't make the number of purchases too high. If you do, there's a greater chance that customers won't actually take action, because they will view the reward as unattainable. You can even combine this strategy with an expiration date in order to further affect purchasing frequency.

Frequency Booster Strategy #2: Recurring Offers

Recurring offers are offers that are billed to a customer's credit card or account at some regular and predetermined date. It's essentially like making a sale every billing period. If it's monthly, then you can count on that money coming in every month.

Recurring offers stabilize your business and provide a security blanket that allows you to rise above the normal stress of making sales. They can be memberships, products or services that you deliver each month because the customer is a paying member.

Frequency Booster Strategy #3: Future Discounts

Future discounts are savings the customer can get in the future in exchange for making a purchase today. This strategy is very effective for giving a customer an extra incentive for making a buying decision, right now, today.

It encourages the customer to return and purchase something later to get their savings. Using a future discount strategy allows you to set dates for when the customer should use the coupon or voucher, therefore allowing you to influence their purchasing frequency.

Frequency Booster Strategy #4: Limited Time or Limited Quantity Offers

These two strategies have proven themselves to be two of the most powerful frequency of purchase strategies. When you run a limited time or limited quantity sale, the prospect has to make a quick decision.

This offer doesn't have to necessarily be a price reduction sale. It can actually be a higher price sale and be just as effective. Any time you make this type of offer, you want it to be genuine so that you're not risking your reputation on it.

Frequency Booster Strategy #5: One-Time Offers

One-time offers are great because they force a prospect to make a buying decision immediately. Your one-time offer has to be an offer that you don't make on a regular basis. If you run it all the time for everyone, then it loses its effectiveness.

Usually this strategy is combined with a discounted price offer, so it's very attractive to a prospect. If possible, build your one-time offers into your upsell process and walk every customer through a pre-determined one-time offer process.

Frequency Booster Strategy #6: The Customer Service Sale

This strategy is effective because you can contact the customer at regular intervals to check in and answer any questions, address any

issues and present new offers that may help the customer. Using this strategy allows you to build up goodwill with your customer base.

The customer service sale is a great time to gather valuable information from your customers about their purchase, and use that information to improve your business. However you must be authentic and genuine when using this strategy or the customer will distrust you.

Frequency Booster Strategy #7: Segmented List offers

Instead of having one list filled with all of your customers, you may have several smaller lists based on what the customer purchased or inquired about. Using a segmented list to determine the type and frequency of your offers is powerful because it allows you to present the customer with the offers that are most relevant to them.

This requires fairly sophisticated technology to track the buying behavior of your customers while allowing you to make strategic decisions based on the data you have collected. Using segmented list offers requires you and your staff to ensure that all customer information is entered consistently and correctly.

Frequency Booster Strategy #8: Buyer's Clubs

Buyer's clubs are effective loyalty programs that are designed to reward customers for buying from you. The power of a buyer's club is that it trains your customers to buy from you regularly.

A buyer's club is a list of your most loyal and active customers. That's why they're in the buyer's club, after all. You can increase sales and revenue by just sending out an email, postcard or letter to your buyer's club. It's almost like printing money on demand.

Frequency Booster Strategy #9: New Products & Services

One of the surest ways to increase the frequency of purchases is to introduce new products and services to your customer database. This also increases your brand strength; the customer begins to think of your product and service for more of their needs.

If you're doing this right, you will get more effective at pinpointing what additional products and services will be available to your customers. You can control the influx of sales and revenue using this strategy, because you know what the customers want.

CHAPTER 3



Back-End Profit Systems: How To Build Your After-Sales Systems That Consistently Boost Your Profits

If you don't have a well-developed back-end in your business, then you are definitely leaving money on the table.

The Definition of Back-End

Your back-end is the systematic process of offering something for sale to your existing prospect or customer. Your back-end could be anything you do to get customers to purchase more from you after their initial purchase.

What Makes the Back-End So Important?

Your back-end can singlehandedly transform a loss leader into a front-end lead generation system that generates consistent profits. A properly implemented back-end will stabilize your revenue and sales, and allow you to forecast more accurately.

When you know that every customer or lead you generate is worth much more than their initial purchase, it gives you peace of mind to invest more into your business.

Back-Ends Are Flexible

The best thing about back-ends is that they are flexible and can be completely customized to fit perfectly with your business. You can create your back-end products or services personally and expand your own brand.

You can also use other businesses' products or services as your back-end by working together with them, or becoming a distributor for them.

If you have a good customer relationship manager (CRM) system, you can even create a custom back-end for each individual customer, or you can use a general back-end sales funnel for all customers.

The 3 Ways to Grow Your Business

All of the strategies, tools and techniques that you could use to grow your business fall into one of three categories:

1. Get more customers.
2. Get existing customers to buy more frequently.
3. Sell more stuff to your existing customers.

The Focal Point

In this book, the focus is on using the assets in your business to grow your profits. Therefore, out of the three ways to grow your business, we're going to focus on getting your existing customers to buy more frequently and how to sell more stuff to them.

Doing so allows you to focus on improving what you already have at your disposal and are doing and are doing right now instead of spending tens of thousands of dollars to figure out how to get a better ROI on ad spend.

By optimizing your back-end, you put yourself in better position to earn the maximum amount of profit when you do get more traffic.

A Job Well Done?

Most businesses owners feel like their job is done once the initial sale is made. However, the real profits are in the additional products and services you can sell that same customer after they make their initial purchase.

All the products or services you sell your customer after their initial purchase can be called your back-end. This is part of the back-end of your business because the customer can't see all the offers that you're going to be making to them once they make an initial purchase.

Building Your Back-End

You may not realize this, but the back-end of your business holds more profits than the initial purchase your customer makes. If a customer trusts your business enough to make an initial purchase, then your belief must be that with proper follow up campaigns, they will buy more products and services from you.

A well-developed back-end can transform a mediocre business into a more successful business. You should focus on building your back-end as quickly as possible in order to capture the money that you're leaving on the table.

The 4 Main Ways to Build out Your Back-end

1. **Upsell Strategy** - This refers to selling your customer something of higher value than they originally intended to purchase.

2. **Cross-Sell Strategy** - Cross-selling is when you sell a current customer something else that may or may not be related to their original purchase. This can happen at the time of purchase, but it usually happens after the initial purchase and is closely related to up selling.
3. **Resell Strategy** - Resell is when you sell the same service to a customer over and over again. Good examples of this include: tax filing services, car detailing and maintenance services, and gym memberships.
4. **Down-sell Strategy** – Down-sells are selling a scaled-down or feature-light version of a product or service, to a customer who didn't purchase your original offer, upsell, resell or cross-sell. Usually down-sells are cheaper in price than the original product offered or upsell.

The Magic of the Back-End

Your back-end can consist of upsells, down-sells, cross-sells or resells. If your back-end is well thought out and implemented properly, you can even afford to take a loss on the front-end service or product just to get customers into your funnel.

As a result, you can choose to spend more to get that front-end customer, because you know the value of each customer that comes into your business.

When I say back-end, I'm talking about selling:

- One time sales
- Products added to services
- Services added to products
- More services

- More products
- Recurring sales

The Secret Ingredient to Backend Success

The secret to whether or not you can successfully implement a successful backend system is in your ability to become proficient at collecting and using data. That's why you must invest in one Customer Relationship Management program (CRM) and learn to use it like a pro. There is absolutely no way you can maximize your back-end properly using note cards, signup sheets and manually doing everything.

Your CRM must be integrated into both the marketing and purchasing sides of your business. You need a CRM system that will automatically move customers and prospects from one series of actions and events to another series based on their purchasing or information-consumption behavior.

At the end of the day, what matters is that you must make a full commitment to whatever CRM system you use.

The Song That Never Ends

In reality you should never stop adding to your back-end. As long as you're in business, you should be brainstorming, repackaging, inventing, renaming, and bundling products and services that can be introduced and reintroduced to your customers.

It's important to be strategic and invest time to plan out your back-end path. When you have all your back-end offers, promotional materials and systems setup, you can literally detach from your business and your profits should still flow in.

The Back-end Difference

Business Owner #1: Sells 1,000 widgets at \$50 to each new customer and earns \$50,000 per month.

Business Owner #2: Sells 1,000 widgets at \$50 to each new customer, but because he has a well-planned back-end, he's able to get 30% of his past customers to purchase an additional two items generating an additional \$125 per customer, each month.

Both business owners generate \$50,000 on the front-end. However, Business Owner #2 generates an additional \$37,500 in sales each month, due to his well-planned out back-end.

Planning Your Back-End

There are three basic ways you can plan out your back-end to make it easier for you to build it successfully.

Overall Back-end Strategy #1: Extending Your Brands

This strategy consists of adding additional products and services that are different than your core products or services, but can still carry your brand name. An example of this would be the plumbing supplies manufacturer who opens a plumbing business under the same brand name.

The product or service you add to your brand should be in a category that is related to your core brand. It requires you to be very good at several things so that you don't lose your core business.

Overall Back-end Strategy #2: Extending Your Product or Service Lines

This strategy includes introducing new products or services that help your customers achieve more of the results they wanted through making an initial purchase. You are introducing new products or services that help your customers achieve more of the results they wanted by making the original purchase.

Usually, extending your product or service lines allow you to offer your customers very obvious step-up purchases. Product or service extensions are the easiest types of back-end strategies to implement.

There is less risk using this strategy because it's in your core competency, so it's very easy to deliver the products or services without increasing your overhead.

Overall Back-end Strategy #3: Strategic Alliances

Strategic alliances allow you to create revenue for your business without having to actually deliver the products or services yourself. This strategy works most effectively when you partner with other companies that create products or services that are related to your products and services.

In a strategic alliance, both companies market their products and services to the other company's customers. This involves a higher level of risk, because you're staking your reputation and goodwill on the ability of another company to deliver what they promise.

Service Business Back-end Mindset

If you are in a business that sells information or knowledge in the form of advising or consulting, you may want to consider selling more access to yourself. For example, your back-end could be:

- Product #1: Book
- Product #2: Audio version of book
- Product #3: Videos that expands on book concepts
- Product #4: Webinar that further teaches the concepts.
- Product #5: Live workshops where customers can get customized help.

Brick & Mortar Business Backend Mindset

If you run a brick and mortar business you may want to consider the traditional product path which focuses on selling higher-priced item bundles. For example:

- Product #1: \$10 widget
- Product #2: \$50 widget
- Product #3: \$100 widget
- Product #4: Bundle of widgets for \$300
- Product #5: Better or bigger bundle of widgets \$500

Service Business Back-end Mindset

Day 1: Customer buys a widget and, at the time of purchase, they're offered an advanced version of Widget A, which they accept. As your final attempt at additional revenue, you ask the open-ended question: Is there anything else you may want to look at today?

Day 7: You send out an email with a coupon attached to your customer stating that some customers found that it was easier to use Widget A when they also bought Widget B. Now you're offering them a coupon to get Widget B at a reduced price, because they are an existing customer.

Day 9: You send out a postcard to the customer with the same offer for Widget B.

Day 11: You send a final email to your customer for the end of the Widget B promotion.

Day 15: You send out an email with a coupon attached for Widget C because it's in the same family of products as Widget A.

CHAPTER 4



Upsell Mastery Systems: How To Get More Sales And Profits Immediately At The Time of Purchase

Upsells that are most effective focus on giving the customer more of what they want. You have to make sure that the upsell truly is better for the customer. Don't try to scam anyone.

An upsell occurs when you sell your customer something of higher value than they originally intended to purchase.

The upsell is your chance to help the customer make a better choice with the quality, quantity or package of items or services they're purchasing.

Why Do Upsells Work?

There is no denying the profit increasing power of upsells, but there are very specific reasons why upsells work so well.

Here are a few of the reasons why upsells work:

- They are offered at the moment the customer decides to buy.
- They can be offered immediately after the customer has purchased something.

- This is when there is the least amount of sales resistance and the customer is already in a buying mood, because they have already made a decision to trust you enough to buy from you.

The Power of Upselling

Upsells instantly increase your transaction size.

There's virtually no extra marketing expense, or increase in overhead, to upsell customers who are already buying.

It's common to get 10%-40% of customers to buy an upsell for an existing purchase.

You can create upsell options that allow you to sell a ton of highly profitable add-on services or products.

Examples of Upsells:

Most of us are exposed to upsells on a regularly basis and never even notice them because they're done in a helpful and non-threatening manner.

Here are some examples of upsells you've likely experienced without recognizing it:

- McDonalds – they ask you, “Do you want fries with that?”
- When you buy a car they ask you if you want leather seats, GPS, a CD player, etc.
- When you go shopping for a suit, they ask you if you would you like matching shirts, socks and ties with your new suit.
- When you purchase car insurance, the insurer will ask if you have home insurance or life insurance.

Even your local ice cream shop will ask you if you want nuts on your sundae.

Why Don't More Business Owners Use Upsells?

It would be easy to assume that most business owners are already using upsells because they're proven to work and they add huge profits to the bottom line, but you'd be wrong.

The truth is that most business owners are not implementing upsells in their business for a number of reasons:

- They haven't been taught how to do it.
- They haven't taken the time to think through the tremendous benefits of upselling.
- They don't have an easy and natural upsell path or system in place.
- They don't think that customers appreciate the gesture when, in fact, customers are thankful for the chance to save time, money and have one less decision to make.

Upsell Basics

There are two basic opportunities to upsell during the sales process:

- At the Time of Purchase
- The After the Purchase Is Made

At the Time of Purchase Upsell

- This is the split second right when the customer has decided to buy.
- It could also be when the customer has decided to buy, but hasn't paid yet.
- This is when you would ask something like, “Would you like to upgrade to a xyz widget, because it's got these kinds of features, etc.?”
- The upsell has to be very closely related to the initial purchase in order to be most effective.

After the Purchase Is Made Upsell

- This upsell happens after the original purchase is closed.
- It removes risk of the chance that the customer will back out of the total purchase or the original purchase.
- It allows you to be a little more creative in the pricing of the upsell.
- This upsell must still be closely related to the initial purchase in order to be most effective.

The 6 Major Types of Upsells

There are six major types of upsells that you can implement in your sales process that will dramatically and quickly increase your profits.

#1- Better Quality Upsell

This is when you offer the customer the option to upgrade to a higher quality, or more feature-rich version of what they're buying, for a relatively low increase in price.

#2- The “Advanced Version” Upsell

This is when you offer the customer the option to purchase a more advanced option of what they're purchasing. They might be buying a basic model of a product, but you let them know that most experts in their industry tend to go with a more powerful version.

#3- The “Complementary Products or Services” Upsell

This is when you offer the customer who is buying the option to buy services or products that might go along with their existing purchase in a meaningful way. This product or service doesn't have to be a perfect match, but must be closely related.

#4- Larger Quantity Discount Upsell

This is when you offer the customer who is buying one product or service the opportunity to purchase a larger quantity of what they're already buying, but at a price that is a lower per-unit price than what they would've paid otherwise.

#5- The “Tell Me What Else” Upsell

This is an open-ended upsell offer that lets the customer direct you on what they might want to add onto their current purchase. Customers

are the best sources for new ideas and innovations in your business, so listen to them.

#6- The “Deluxe Version” Upsell

The “deluxe version” upsell is when you create a more expensive and upgraded version of your product or service. It could be:

- More feature-rich
- Have more options
- Bigger packaging
- Lasts longer because of add-ons
- Unlimited access.

The 4 Rules to Keep in Mind When Creating Your Deluxe Versions

1. Clearly explain the differences and describe the added value and benefits you’re offering the customer when they purchase the upgraded version.
2. Try to stick to only offering two levels. In some cases you might offer three, but the more you add, the more customers may get confused.
3. Make the upgraded version a “no-brainer” for your clients and customers to choose to purchase.
4. The percentage of customers who will take you up on your offer will be directly tied to the size of your deluxe or upgraded versions.

Upsell Examples:

- Buy one, get two free
- Receive a discount coupon that you can use immediately towards another purchase
- Extra membership terms and features
- The option to "supersize"
- A bonus when they spend a certain dollar amount. (Free shipping, accessories, etc.) Volume discounts

Put Your Best Foot Forward

You need to highlight, and attempt to sell the more expensive package or program first. This is called framing your customer's or client's perspective.

Framing allows the customer to easily make the decision to invest in the upgraded version, because it makes sense.

Your deluxe package should be priced in a way that also communicates the deluxe value the customer is receiving.

Services Upsell: Add-On's to Product Sales

Another very profitable and powerful upsell strategy is to add a service to the product purchase. The profit margins on services are usually very high, while overhead costs stay the same.

At first glance, it doesn't seem like this would work for every industry, but with a little thought and creativity, it can.

Start by asking your customers what they're looking to accomplish by buying your product. Then, spend time coming up with a service you

can offer to help your customers better achieve results they are looking for.

Service Upsell Examples:

- Customization
- Installation
- Shipping
- Tech Support
- Emergency Replacement
- Upgrades
- Maintenance
- Extended Warranty
- Training

Product Upsells: Add-Ons to Service Sales

Adding a product upsell offer to your service sales can also have a dramatic effect on your profit margins. Your upsell product can boost the perceived value of your service in the eyes of the customers tremendously.

When done properly, a product upsell offer is even easier to close than the initial product sale, because services tend to cost much more than products, so when compared side by side, the product will usually have a lower price.

Product Upsell Examples:

- Tools go with home improvement training
- Advanced implementation manuals go with any software

- Body oils go with massage services
- Exercise DVD's go with personal training
- Swim gear goes with swimming lessons

The Secret Ingredient to Making Upsells Work

The secret ingredient to making upsells work is giving your customers a believable reason as to why you are offering the upsell.

Your reason why can be any number of things. For example:

- We bought too many so we have to sell them off.
- We are making room for new inventory.
- Our warehouse is too full.
- My accountant says I need to generate more sales.

The Upsell Recipe

Even if you implement just one upsell path in your business, it has the potential to increase your profits on a product or service up to 50% or more.

Here's the formula: Choose a service or product to add an upsell to (It can be an entire category or set of products or services).

Then, select the specific upsell strategy that you want to use. Find a service or product to upsell that enhances the results of the original product. Set the price for your upsell and create a script to present the upsell in a persuasive and compelling way.

Implementing Your Upsell Offers

You need to do the obvious: Offer your upsells to every customer and ensure your upsell offer is relevant to the initial purchase. The more

relevant your upsell offer, the more customers will take you up on that offer.

Your offer must make sense, and fit in the right place in your presentation. It must be seen as an extension of good customer service and not come off as high pressure.

Remember that perception is reality. Your upsell offer should be perceived as a good deal. You must personally believe in your upsell.

If you don't believe in the value of the upsell, it will be apparent to your customers.

Don't Give Up On Your Upsell

Even if your customer turns down the upsell offer at the time of purchase, you can still pick up some sales by having persuasive nurturing campaigns. Use multi-channel marketing to keep your limited, special upsell offer in front of your customers for a short period of time after purchasing.

You can even extend the upsell offer and keep your credibility in the eyes of your customer by changing up the offer a little bit. You should definitely rotate your upsell offers to keep the offer fresh and stimulating to your customers.

Implementing Your Upsell Offers

Your upsell should enhance the result that the customer is looking to achieve by making their original purchase. Use some form of scarcity in your upsell offer. You can make it a limited time or limited quantity offer.

The best upsells usually give the customer some type of financial incentive for taking immediate action. In order to generate the maximum amount of sales, your upsell should be attractively priced so it lends itself as being a natural next step for customers to add the offer.

Where Should You Upsell?

You can upsell at the register, in follow-up emails, on paper receipts, through an online order form on your sales page or in your ads. You can pretty much place an upsell offer in any part of the sales process.

The Upsell Difference

Let's say that you normally sell your widget for \$150 and get 100 customers in a week. That's \$15,000 for that week. With an upsell, you now offer those 100 buyers the option to upgrade to a deluxe version for \$190 which increases your order by \$40. The good news is that extra \$40 is all profit, because both widgets actually only cost you \$75, and because it's a great upsell offer, you get 30% of buyers to upgrade to the deluxe version. Therefore, you get an extra \$1,200 each week which brings in an extra \$4,800 a month. This is a 16% increase in profit.

Down-sells

When a customer turns down your upsell offer you can simply offer them a less expensive version of your upsell. This is called a down-sell. This can also be used to get more prospects converted into purchasing the first time.

Down-sells allow you to do everything possible to provide value to a customer in exchange for payment.

It's also important to stay focused on providing value at all stages of your upsells, down-sells and cross-sells. Otherwise customers start to feel like you're pushing them too hard.

Down-sell Ideas

You can offer a “lite version” of your product or service at a cheaper price.

- If you have a precious metals pricing system, (Platinum, Gold, or Silver) you can offer them one step down the ladder.
- If you're in the information business, you can offer them a digital online version of your product instead of a physical version.
- If you're in a service business, you can offer the customer a shorter length of time for your service.
- If you're in a business that sells a tangible product, you can offer a scaled down version with fewer features.

CHAPTER 5



Cross-Sell Mastery Systems: How To Increase Your Sales And Profits By Selling Complimentary Products And Services

Cross-selling is selling a current customer something else, that may or may not be related to their original purchase. This can happen at the time of purchase, but it usually happens after the initial purchase and is closely related to the upsell.

Cross-Selling Basics

Cross-selling is a type of upsell, but it has a much broader meaning than just offering a closely related add-on product or service. A cross- sell can be anything that you want to sell to the customer.

Cross-sells are considered part of the back-end because they happen after the original purchase and upsell pitch has occurred. They're also referred to as back-end components because you don't advertise the cross-sell products in your initial marketing efforts.

You can cross-sell additional products and services on the back-end for as long as you're in business. There is no limit to the amount of products or services you can offer your customers. You are only limited by your creativity.

Examples of Cross-Sells

- Gyms that sell energy drinks.
- Hair salons that sell hair products.
- Spas that sell gym memberships.
- Car dealerships that sell servicing packages.
- Accountants that sell financial service packages.

There are two very important questions you must ask yourself before you run out and start trying to cross-sell anything and everything to your customers:

1. How will making this sale improve the overall experience of my customer?
2. How will selling this additional product or service help my customer achieve their desired outcome?

The Bundled Cross-Sell

Bundling is a form of cross-selling, where you package several products or services together to increase the size of a sale. It's very easy to bundle products or services and create a custom, or unique, offer that is valuable to your customers.

When done correctly, bundling can increase the size of your cross-sell by 50%-200%. There is no limit to the type of products and services you can bundle to create unique offers.

The Advantages of the Bundled Cross-Sell

Your bundling can have several goals:

- Increase perceived value.

- Increase the overall benefits the customer gets from the product or service.
- Improve the ways the customer can use their purchase.

You can use this method to offer your bundle at a special reduced price, or you can choose to use regular pricing for the items in aggregate.

Some companies bundle because they are offering a special or discounted price to their customers. However, there are also some companies that bundle products and services together and charge more for the bundle than if you bought all items in the bundle separately.

Examples of the Bundled Cross-Sell

- Suit + shirt + tie + socks
- Hotel + airfare + rental car
- Hotel + airfare + amusement park tickets
- Broadway play + limo + dinner
- Tool set + drill + tool chest
- Car tires + hub caps + repair kit
- Basketball + football + baseball bat + baseball
- Laptop + software + support
- Appetizer + dinner + desert

How to Create Your Bundled Cross-Sell

Whenever you're looking for innovation and inspiration in your own business, you should start with your existing customers.

Here are some questions you should ask your customers:

- What other products or services would you like us to offer?
- What items or services do you think we should offer together instead of individually?

The Best Cross-Seller on the Planet

One of the best businesses of the bundled cross-sell is Amazon.com. When you purchase through Amazon.com, they let you know all the things that buyers of the same product have also purchased.

Amazon tracks every customers purchasing behavior in order to build a profile of the things you like to look at and buy, and they use that information to market to you, over and over again. After your original purchase, Amazon will send you dozens of offers for related products, for years to come.

Cross-Selling for Traditional Businesses

When it comes to cross-selling, there are strategies which are more effective for brick-and-mortar businesses. But, you will need to have a training program and scripts to get your staff comfortable with presenting your cross-sells.

You may use in-store marketing and presentation materials to present the cross-sell products and services to your customers. You may also choose to create receipts that have coupons for your cross-sell products on them.

Finally, you may choose to create physical bundles of products to give your customers a visual image of what they should buy.

Cross-Selling for Online Businesses

When cross-selling in an online business, there are best practices that can dramatically improve your efforts.

1. Use dedicated product pages for cross-selling. This is best practice because your cross-sell can be a range of products that may or may not be related to the original purchase. You still need to present all information, description and sales copy to actually make the customer decide to make the cross-sell purchase.
2. If you struggle to create your own cross-sells, use other company's best-sellers or hot products to give get inspirations.
3. Consider using your post-order email to plant the seed of a relevant cross-sell. You don't have to promote it, but make a quick mention and include a link to a full product page in that email.

Cross-Selling Best Practices

- Look to your customers for the best ideas, products and services that will work well as cross-sells.
- The pricing of your cross-sell matters, so don't throw good business sense out the window.
- Test everything so that you have the data and numbers to back up your claims. This means you need technology capable of tracking everything you're testing.
- Don't be afraid to change quickly, and often, if you see something is not working.
- Only make relevant cross-sell offers. It doesn't have to be related, but it must be relevant to your customer.

- Don't overwhelm your customer with too many choices within each cross-sell. A confused mind never buys.
- Give each cross-sell its own fully developed and functioning marketing campaign. Treat each cross-sell as if you're only selling that one product or service.
- If possible, place your cross-sell items near the place where customers would decide to make the original purchase. The placement should help trigger the cross-sell.
- Be flexible with your pricing; that will give your cross-sell the best chance for success.
- Make the cross-sell experience as personal and pleasurable as possible. Keep in mind that the customer was likely not thinking about the cross-sell at all, so you need to present it correctly and persuasively.
- Educate your customer about why the cross-sell is relevant to them.
- Use the testimonials and experiences of other customers to highlight the various benefits of buying the cross-sell.

How to Create Your Cross-Sell Marketing Strategy

Step 1: Create your cross-sells in your back-end to take inventory of what you are currently offering, could offer and could never offer to your customers. For example:

- Make a comprehensive list of all products and services you currently offer.
- Separate those products or services into tightly-related groups.
- Make a list of five to ten products and services that you could be offering within the next 30-90 days.

- Separate those future products or services into tightly related groups as well.
- Make a list of five to ten products or services you can likely never offer, but are related to the products and services you currently do offer.

Step 2: Decide which products or services you can get into your back-end sales funnel the quickest.

It's better to start with the easiest and quickest products or services to implement so you can start seeing an increase in profits. Also, you need to get the momentum rolling quickly so that you don't quit before you even start. You should always start with one product or service, then implement the remaining cross-sell products or services one at a time.

Once you start to see results, roll out your other cross-sell campaigns as quickly as possible.

Step 3: Choose the marketing channels you will use to get word to your customers.

It's easier when you commit to a specific number of marketing processes for your cross-sell. For example, if you committed to a five step campaign, you can do the following:

- Step 1: Offer a post purchase
- Step 2: Send an email
- Step 3: Send a postcard
- Step 4: Send another email

- Step 5: Send a promotional email with a coupon or discount code of a related item.

Here is a sample upsell/cross-sell campaign:

- **Day 1:** Customer buys a widget. At the time of purchase they're offered an advanced version of Widget A, which they accept.
- **Day 7:** You send out an email to your customer, with a coupon attached, stating that some customers found that it was easier to use Widget A when they also bought Widget B.
- **Day 9:** You send out a postcard to the customer with the
- **Day 11:** You send a final email to your customer for the Widget B promotion, telling them that it has ended.
- **Day 15:** You send out an email with a coupon attached for Widget C because it's in the same family of products as Widget A.

CHAPTER 6



Conversion Mastery Systems: How to Convert More Prospects Into Paying Customers

One of the fastest ways to get an increase in sales and profits is to improve your conversion rate. Your conversion rate is basically the percentage of leads and prospects that you convert into paying customers.

Once you have a proven and documented conversion process, you have a verifiable system for converting more of your leads into paying customers. Plus that's when most business owners really begin to pay attention to the nitty-gritty details of your conversion system, which is where the battle is won or lost.

Having a documented conversion system does several things for you. First, training new staff and salespeople on your system becomes more scientific and more tangible because you have the real numbers for your business. Therefore, you're able to make better-informed decisions and you ultimately make more money.

When conversion rates improve in a demonstrable way, it has company-wide effects. Here are just a few of the benefits:

- Salespeople are happier because they have a proven path to earn more money.

- Customer service issues decrease because you and your team are helping customers obtain a complete solution to their problems.
- Your training personnel have a documented and proven path to teach new hires.
- With the increase in sales and profits, you're able to build your business and finally have a chance at making real progress towards your business goals.

Not Always Peaches and Cream

While the benefits of improving conversion rates are obvious to every business owner, the pain that accompanies the required changes can still be intense.

In most cases, the reason why you're conversion rate is not where you want it to be is because there are one or more components of your current process that need to be improved.

Improving your conversions might require you to change a lot things like:

- Your sales staff
- Your long-held traditions
- Your compensation plans
- Industry norms
- The type of prospect you target

You Do the Math...

Having no leads means you have no closed deals. Having one hundred leads without the ability to convert those leads into closed deals means you will have no sales.

Possessing leads without the ability to convert them into sales makes the same amount of money as having nobody walking through the door! Both equal to zero profit.

The Must Haves...

You MUST have step-by-step, proven systems and scripts to:

- Convert prospects into appointments or visits.
- Convert appointments or in-business visits into paying customers.
- Convert one-time paying customers into an instant upsell buying customer.
- Convert one-time customers into lifetime customers.

But How to Start...

Start by documenting the most successful sales presentations and scripts you're using right now, improve them and then turn those into best practices, thereby making them standard business procedures.

Hold Your Horses

There are several critical components that you must be willing to address in order to improve your conversion rate:

- Your mindset about change.
- Current lead generation methods.
- Current sales methods
- Optimization methods you are currently using.

Conversion Component #1: Your Mindset

The most important component you must address before improving your conversions consists of investing the time in yourself to address your own mindset.

Be honest with yourself. Do you struggle with change, or do you quickly embrace new ideas? Are you able to make the tough decisions like hiring, firing or training employees?

How do you feel about making decisions based primarily on sales numbers? You need to get a good grasp of your own mindset regarding improving your business, because you may be your own obstacle and not even know it.

Conversion Component #2: Current Lead Generation Methods

The next critical component you must examine is your current lead generation and marketing efforts. In some cases, business owners are simply attracting the wrong type of prospects and are incorrectly thinking something is wrong with staff, systems or even the marketplace.

Often, this happens when business owners try to compete in their marketplace by lowering their prices and then find they are attracting cheap customers who struggle to see value in their offers.

Your marketing and lead generation efforts need to target the best and most profitable prospects. Don't put your business at a huge disadvantage by targeting the wrong prospects.

Conversion Component #3: Current Sales Methods

Once you've addressed your mindset and current marketing strategies, you need to be ready to address the way in which you sell to customers.

Your biggest breakthrough in your conversion efforts will come through improving your sales process.

Without an effective sales process, your best marketing, lead generation and conversion strategies will never work. This also includes taking a close and critical look at all of your sales material, including your website.

Conversion Component #4: Conversion Optimization Methods You Use

At the most basic level, you must have a CRM, sales and lead tracking system that you are able to use efficiently to measure your conversion metrics. Some business owners only use their feelings to make conversion improvement changes. That's a mistake. You have to use scientific processes that you can measure and track.

You will have to select the most effective optimization method for each of the conversion strategies. What works to track and improve one part of your business may not be the best way to track and improve another part of your business. You must be flexible and willing to change things around.

If you're not willing to commit to addressing those four components, then your conversion improvement strategies will always see little to no improvement.

First Things First, What's Working Now?

The first step in improving and optimizing your conversion rates and systems is to know where you're starting from. It's impossible to know what is working without knowing your current numbers.

You need to document your processes and your actual numbers. Start by getting an estimate of your basic sales numbers together and then

try to get the exact numbers, but don't get so bogged down in gathering the data that you give up on optimizing your business.

Start by answering these questions:

- How many leads have you generated in the past 30 days?
- How many leads have you closed in the past 30 days?
- How much have you spent on advertising in the past 30 days to generate those leads?
- What is the total amount of sales revenue that you have generated in the past 30 days?
- What is the total amount of profit you've earned in the past 30 days?
- What are your total business expenses?

Work the Numbers

Once you gather your data (or the best estimate thereof), you need to establish your current numbers. For example, let's say you do the research and discover:

- You've generated 100 leads.
- 25 of those leads have converted into paying customers.
- You've spent a total of \$2,500 on marketing.
- You've generated \$15,000 in sales.
- \$10,000 in profits has been netted after all business expenses.
- All other business expenses equal \$2,500

What Are Your Numbers?

Based on your numbers in the example, you would have the following:

- Lead Conversion rate is 25%. (25 buyers out of 100 leads)
- Marketing cost per lead is \$25. ($\$2,500 / 100$ leads)
- Marketing cost per customer is \$100. ($\$2,500 / 25$ buyers)
- Average revenue per customer is \$600. ($\$15,000 / 25$)
- Cost per sale is \$200. ($\$5,000$ total expenses / 25)
- Profit per customer is \$400. ($\600 avg. revenue minus \$200 cost per sale)

The Story behind the Numbers

Now that you know your numbers, you can begin to make decisions based on facts. For example, you could choose to:

- Focus on improving your conversion rate to 30%.
- Raise your prices to earn more profits
- Get your marketing cost down by choosing a different method or strategy for getting leads
- Work on lowering your cost per sale
- Add more marketing methods to attract more customers - if the price margins are now working for you.

Get It in Writing

Now that you have the numbers detailing your current conversion rates, you need to document your current sales process. You will have to think this through carefully because chances are you have a fairly flexible system that changes depending on certain variables. If you have more than one process, be sure to document all the different processes you have for the different products and services that you sell.

Choose Your Path

There are three different overall strategies you can use to guide your conversion improvement process:

1. Continue to do what you're currently doing, but try to improve it.
2. Add several brand-new techniques to your existing conversion process.
3. Create an entirely new conversion process.

The path you pick will depend on your comfort level, the success (or

If you choose to continue to do what you're currently doing and simply try to improve it, here are pros and cons for that approach:

lack of success) you're process is currently experiencing and your level of commitment to improving your conversions.

Conversion Improvement Strategies

Pros:

- There isn't a big learning curve to implement, so you and your staff won't have to re-learn a completely different system
- You can probably get an improved system or process up and running within a few days
- It's less risky to improve what you're currently doing because you're building upon what you know already works

Cons:

- You may miss out on the big improvements that come with a new process
- The old habits will be harder to change because the conversion process is so similar to what you did before. There's more room for error, and there's a better chance of you and your staff sliding back to the same old habits that you did before.

If you choose to add several brand-new techniques to your existing conversion process, here are the pros and cons for that approach:

Pros:

- You give yourself a chance to dramatically improve your sales revenue.
- Your customers will notice and you begin to build a reputation as a market leader who's always trying to improve things for your customers.
- It's not as risky as trying something completely new because you're building upon some of what you know already works.

Cons:

- Can take longer for you and your staff to perfect the process.
- There is increased risk, because you're doing something that's new, so it may succeed, but it may also fail.

If you choose to create a brand new conversion process, here are the pros and cons for that approach:

Pros:

- You can create the perfect process from the ground up; that's a good thing.
- You give yourself a chance to dramatically improve your sales revenue through innovation.
- Your customers will notice and you begin to build a reputation as a market leader who's always trying to improve things for your customers.

Cons:

- Can take longer for you and your staff to perfect the process - after all, it's brand new.
- Some of your die-hard customers and staff may complain and resist the changes because they're so different from the past ways of doing things.
- There's a high level of risk involved because everything is new from the ground up.

Conversion Success Tips

- Start with writing or typing up your process for every service or group of products you sell.
- Print it out and make it part of the training process for you and your staff.
- If possible, do role-playing sessions with your staff, so you can see the potential problems before it goes live.
- Don't try to improve the conversions of every product or service at the same time.
- Start with one service, or group of products, and build upon the success or failure of that one test.

Conversion Process Example

Now, just like many things in business, there are established best practices for converting prospects into paying customers. Here are the steps that you should attempt to walk every prospect through:

- Engage the prospect
- Connect with the prospect
- Qualify and determine the fit
- Gauge the prospect's interest and desire
- Tell the prospect how the product matches their interests and desires
- Give them relevant proof of what you have done for other people like them
- Present an offer
- Answer the prospect's questions
- Ask for the sale
- Process that transaction
- Present your upsell offer or cross-sell
- That's the ideal conversion process system that you should have in place.

Lastly, here are some final thoughts on conversion optimization for your business:

- Don't be tempted to skip the step of documenting and organizing your sales presentations and closing systems. It's one of the most important steps towards growing your bottom line!
- The investment in time and energy you spend to document your most successful processes, will explode your business profits for years to come!

CHAPTER 7



Strategic Marketing Alliance Systems: How to Increase Your Leads, Sales and Profits through Marketing Partnerships

Strategic marketing alliances are powerful because they are partnerships in which you combine marketing efforts and resources with another business in order to benefit both businesses (aka. partners in the alliance).

How Is a Strategic Marketing Alliance Different from a Referral Campaign?

Referrals are simply requests for leads. However, in strategic marketing alliances, you create and implement an entire marketing campaign, or business building strategy, with another business or company.

99.9% of businesses don't even know this powerful strategy even exists, so they're definitely not using this effective business building strategy to their benefit.

This strategy is so powerful that it can singlehandedly transform your struggling business into a successful one and you can drive quality prospects to virtually any service or product you are selling.

This process is like a referral strategy on steroids

Why Are Strategic Marketing Alliances So Powerful?

- When done properly, you can get a great ROI with minimal marketing investment.
- You can get access to a list of targeted leads that someone else has built a relationship with.
- You come highly recommended from a trusted resource. This allows you to instantly position yourself as the go-to business in your target market.

Word of Caution...

The wrong strategic marketing alliance can do massive damage to your business. If you're not ready to handle the influx of business, then don't do it. Be prepared to give more than you're getting to make the strategic alliance attractive to the partners.

Also, have several ideas about how to make the alliance a success for your potential marketing partners.

Before You Say, "I Do"

Before you agree to a strategic marketing alliance, you must make sure that you are able to provide a high level quality of product and service in every aspect of your business. Your inadequacies will be exposed if your business is not prepared for the influx of business from the marketing alliance.

Be prepared to create a true "win-win" partnership. Make sure you have prepared and polished your scripts and presentations. Also, have your systems in place to track the leads or sales the alliance generates.

What You Should Look For in a Strategic Marketing Partner

- A business that has a quality product or service that's relevant to your clients and customers.
- A business that believes in, and practices, consistent marketing and basic business-building principles like you do.
- A trustworthy business that operates with full integrity in everything they do.
- A business that you feel proud to be associated with. Don't ever risk your reputation.
- A business that is willing to work, invest in the alliance and has a plan to make the alliance a success.

How to Find the Best Strategic Marketing Partners

Step #1: Create a List of Ideal Strategic Alliance Partners

Start by making a list of all types of businesses that are related to your business and/or service, and have the same clients as you do. If possible, start with businesses that are geographically close to yours so you can physically visit and evaluate their systems and processes.

Give special consideration to businesses that advertise and have long-running marketing campaigns. Look through the last month of newspapers to find potential partners who are investing in advertising.

Then, make a list of ten potential strategic alliance partners from that list.

Step #2: Create Your Offer

Now that you've made a list of potential strategic alliance partners, you need to create a compelling offer. Start by making a list of how working with you would benefit your strategic alliance partner.

Be creative and bold. Try something a little different instead of the same old, tired promotions. Make a list of the products and services that your business could cross-promote with each of the businesses on your list.

Keep in mind that in any business, the benefit that you can offer to another business is consistent and valuable service to their referrals, as well as reciprocal referrals.

Step #3: Contacting Potential Strategic Alliance Partners

Get the contact information of potential partners from their business website. Next, do a basic Google search to discover their personal and business interests. Find common points of interest.

If possible, attend events that your potential partners are also attending, and meet them personally. The next method you should use to contact potential partners is actually visiting their businesses and speaking to the owners.

This is one of the rare times when you should probably not use direct mail, but try to make a personal one-on-one contact.

Step #4: Closing the Deal

Problems in most strategic partner alliances occur because of a lack of communication and unrealistic expectations of the partnership. Be sure to discuss how you will measure and track the success of the partnership for both parties.

Once you've decided on a strategic partner, be sure to get a written time table on specific actions and a breakdown of how to split any costs the partnership will incur. For example:

- Day 1-4: Create the offer
- Day 5: Submit offer details to partner
- Day 6: Review offer details that the partner has come up with.
- Day 7-10: Complete a newspaper ad for the offer and launch it

The Top Three Strategic Marketing Alliance Options

When creating a strategic marketing alliance, there are several different ways in which to structure the alliance so that both businesses win.

1. Endorsed Marketing Campaigns

This is when your strategic marketing partner directly recommends you to their customers or database. This recommendation can happen through mailing out a direct mail campaign of letters or postcards promoting you to your partner's database.

Secondly, your strategic partner can choose to send out an email blast to their customer or prospect database recommending you as another option or they could simply include a coupon or voucher for you when a customer purchases from them.

You can have banners or ads on your strategic partner's website. In return, you would do the same for your partner.

2. In-Business Promotion Campaign

This method consists of you and your strategic business partner creating co-branded marketing materials to place in both of your businesses to promote each other. This can be podium stands with tear-offs, images and advertising messages actively promoting your partner.

It could also consist of flyers placed in the business which advertise a coupon or voucher for customers. It could even consist of banners that are placed in each other's businesses with an advertising message on them, as well as products and services that are co-branded.

3. Co-Marketing Campaign

A co-marketing campaign is an entire marketing campaign designed to promote the business of each strategic marketing partner. This can include newspaper, television, radio and/or social media ads in which both companies advertise complementary products and services.

In order for this strategy to be most effective, you must have a very well-polished marketing and conversion system. This option requires a high level of trust and tends to be the most expensive and complex option, however, the benefits of this method can often outweigh the risks.

Imagine

If you find five strategic marketing partners who each have a list of 1,000 customers, you've just become the go-to business for 5,000 quality leads with no extra advertising cost incurred on your part!

Strategic Marketing Alliance Examples

- Hair and nail salons and massage parlors.
- Tax accountants who partner with bookkeepers.
- Bookkeepers and tax attorneys.
- Real estate agents and furniture stores.
- Gyms and massage salons.
- Hardware stores and home improvement contractors.

CHAPTER 8



Expertise Leverage System: How to Use Your Expertise and Personality to Get More Leads, Sales and Profits

When you put your face and a personal element in your marketing, it makes you stand head and shoulders above your competition, because they can't duplicate you. More importantly, you no longer have to struggle to find what's unique about your business because your unique competitive advantage is you.

Which means that customers and clients now have a visible and easily identifiable reason to choose your business. Also by featuring yourself in your marketing, you can quickly become known as the go-to expert for your industry.

So, when local media does a story on your industry, they are much more likely to go to the perceived expert, which is you.

Most business owners never even consider this strategy because they don't truly believe that they have something unique and valuable to offer their marketplace. Even if you think that you can never be in front of video cameras or be on radio, you can still be the face and personality of your business by writing or compiling resources for your target market.

You can start with something as simple as creating a "frequently asked questions" brochure, booklet, video or audio clip. If you don't truly believe you have anything unique to offer, then you need to take some

time away from your business to get your self-worth together, because you and your business are valuable.

Your Secret Weapon

While it's good to be known all over the world, it's always best to be famous in your target market because that's where it matters. The best types of prospects are magnetically drawn to your business without even realizing it when you are well-known in your target market.

When you implement this strategy, it becomes easy to see how business owners go from struggling and broke, to being flush with cash. You can easily attract so many customers or clients with this strategy that you may not even be able to handle them all.

While using this technique, every other marketing strategy you implement is much more effective, because it has your name branded on it.

Examples of Owner Personas & Expertise

There are dozens of regular business owners who strategically built their companies and brands around themselves.

It's a proven formula that you can borrow from.

Notable business owner's who've done this include:

- Dr. Phil
- Gary Vaynerchuk
- Donald Trump
- Dr. Oz
- Suzie Orman
- Oprah Winfrey

The Power of Leveraging Your Persona & Expertise

Leveraging your persona and expertise allows your customers and clients to connect to you on a deeper level. People are desperate to feel relevant, connected and in the insider's circle. Use that to your advantage.

Putting your personal name and identity on your business implies that you're trustworthy. With deep connections to your clients or customers, you invoke that, "Oh yeah, I know him!" feeling in your prospects, clients and customers.

This deep connection helps you build loyalty in your clients and customers. It goes beyond fulfilling their needs. It becomes a part of who they are and that's what you want.

Perception Is (Almost) Reality

Never try to trick your prospects, but you do need to spend time recognizing and improving how your business looks so that you're positioned to attract the ideal type of prospects, clients and customers.

When you are perceived as the obvious expert in your target market, you can charge premium fees. If you needed a surgical operation, would you prefer the hospital with the surgeon who has a book, radio show and local television show with dozens of testimonials or the guy no one has ever heard of? Simple choice isn't it!

Your mission is to create marketing systems that generate leads AND position you as the obvious go-to expert in your target market. However, underneath the well-polished exterior, there must be a fully functioning and well-oiled business that can actually deliver on every stated and implied promise in your marketing.

Not All Expertise Is Created Equal

There are some types of expertise that customers or clients don't care about. You should focus on only using expertise that benefits your customers or clients like:

- Reports or books you've written to help your ideal prospect choose a specific product or service provider.
- Television, radio or newspaper interviews you've conducted as a consumer advocate or expert in your niche.
- Comprehensive case studies or testimonials that clearly show the problems, solutions and benefits your customers or clients received as a result of hiring your services or buying items from you.

The Potential Downside of Owner Persona Marketing

There are some potential downsides to owner persona marketing:

- If you need extended time off, your business could flounder and struggle, unless you put the proper systems in place.
- If you no longer want to be the face of your business, it may be difficult for the business to transition to another branding strategy.
- If you ever want to sell your business, you must have marketing systems in place to replace your persona generated leads and sales.
- You must have a personality and demeanor that matches your target market, otherwise it may cost your business sales revenue and profits.
- It can become a crutch that is used to cover up bad business practices or bad marketing. You must always be able to deliver on the promises you make or imply in your marketing.

How to Build the Right Type of Expertise Overnight!

Video Marketing

This is done by creating videos that inform your prospects, customers, and position you as a resource and thought leader in your industry. You don't have to be a Hollywood actor to become a local celebrity.

The best method of accomplishing this, usually, is hiring an online video expert who can create informative videos. These services typically range in cost, depending on what you want to include in your videos.

There is a 99% chance that someone in your niche is already doing video marketing, so simply go to Youtube.com and browse the website using search terms for your industry to get ideas.

While your videos may never get as many viewers as Oprah, Martha Stewart or Emeril, you can become the go-to expert for your target market.

Use Customer/Client Testimonials in Your Marketing

Trust is a tremendously valuable asset that can take years to build and seconds to destroy. That's why it's so important to gather and collect the solutions and uses for your products or services in the words of your paying customers and clients.

Third party testimonials and case studies add credibility, trust and value to your company that you could likely never produce on your own. You should coach your customers as to how you want your testimonials to be written or created. This allows you to get the maximum value for your efforts.

Ask your customers to leave as much information about themselves as possible to add believability to their testimonials and case studies

Press Release Marketing

The power of using press releases is in your ability to find a unique angle that peaks the interest of local and national media outlets. It's also important to know that press releases also show up in search engine results, so that also helps you pass the online background checks that customers perform on businesses before they shop there.

Your press release can either drive traffic to a specific product or service, or be an interesting tie-in with your business. All you need is a good press release writer to scour the media and find a unique angle, on a weekly basis, to create relevant content.

Don't worry about running out of angles because there are dozens of events that are happening in your local marketplace every day.

Personally Branded Monthly Newsletter

A branded monthly newsletter is your chance to create content and share resources that further prove that you are an expert in your field. You control the content, so you can demonstrate any facet of your expertise that you want. There are no limits to what you can do.

Your monthly newsletter can give your clients an up close and personal look into the man behind the curtain of your business. It's also an excellent way to educate and tweak the interest of your prospects and past clients.

Virtually every business can have some type of newsletter to engage prospects or customers in a meaningful way, on a consistent basis.

Personally Branded Website

The easiest way to brand your website is to create a series of five to ten videos that introduce you and answer many of your prospect's questions, fears and objections to buying from you.

The next best method is to fill your website with content and resources that you've compiled or created. A correctly branded website starts the process of building trust and opens the path towards your prospects making a purchase from you.

Even though your website is personally branded with your face and voice, you should always make your content and sales messages relevant to your prospects and what they want.

The key to having an effectively branded website is to focus on educating your prospects and answering as many of their questions as possible, so they can easily make a buying decision.

The Best Investment

A key part of increasing your expertise is investing in your own continuous education and self-development. Without your own constant growth, you will run out ideas, creativity, knowledge and the ability to stay on the cutting edge in your market.

The best investment is the investment you are making in yourself.

An Open Mind Is a Powerful Thing

Most business owners think that by having a closed mind and staying the course, they are showing persistence. Nothing could be further from the truth. Closed minds don't allow anything to get out, and a closed mind most certainly doesn't welcome new good ideas, either.

Only by having an open mind can you see the many opportunities in your business and marketplace. You should examine other successful businesses and (ethically) learn from their best strategies and tactics.

There are hundreds of successful businesses that have solved the very problem you're facing right now. Stop trying to reinvent the wheel.

The Sum Total of Everything You Do

The actions, habits and standards you execute on a daily basis will ultimately determine the success or failure of your efforts in your business. If you are undisciplined, tough to talk to and rude, then don't be surprised when your employees, customers and distributors reflect the same back to you.

You must do everything in your business as if you're being judged by a panel of your worst critics, because that's exactly what your customers will become if you let your standards start to slide.

Don't Limit Yourself to One Information Source

In order to make an informed decision, you need all available information that will allow you to position your business for success. You should own every book, marketing and business-building course that is even remotely related to your business.

You should regularly scour online and offline bookstores for books, videos and reports that cover your industry. You should subscribe to any and all publications that are even slightly relevant to your industry.

Find a Mentor, Mastermind Group or Business Coach

In every market and industry, there are other business owners who have faced the same challenges as you, and have successfully navigated solutions to those very problems. One of your personal goals and missions should be to find a mentor who can walk you through your business challenges and help you find solutions.

Mastermind groups are groups of business professionals who meet regularly to help each other solve their business problems. They are usually from different industries, so they bring a fresh eyes and perspectives to solving your problems.

A business coach or consultant is great because they often know your industry intimately and help you solve very specific problems in uniquely creative ways. If you have never worked with a business coach or consultant before, be prepared to be challenged, in a good way. It's a life and business-changing decision.

How to Build Your Marketing Campaigns Around Your Persona & Expertise

Target the Best Prospects

Every campaign must start with you knowing exactly who your best prospects are. You discover this by examining your past customers and building an ideal customer profile.

You should never build your marketing campaign around the type of customers who complain the most, spend the least and buy the cheapest stuff. By targeting your best prospects, you can focus more of your marketing dollars on the most profitable type of customers.

You also can fine-tune your sales process, and really optimize your sales funnel when you do this.

Develop a Unique Market Niche

It's next to impossible to be all things to all people, so pick a lucrative niche and focus on dominating that niche. Concentrate on building one complete marketing campaign around your selected niche.

When you focus on one niche, you can channel all of your energy and resources into dominating your niche. It simplifies things for your prospects, customers and staff, and your marketing campaigns become much easier to create and execute.

Position Your Business Correctly

Most business owners are in it for the quick dollar only, so they never even consider positioning as a worthwhile goal. When you choose to become a library of resources that educates your prospect about your products, services and industry, you carve out your own space in the mind of the prospect.

Positioning your business as the best solution can be done by creating marketing resources that educate your prospect or existing customers.

Maintain Your Visibility By Consistently:

- Using video marketing as much as possible.
- Putting out relevant and timely press releases.
- Weaving testimonials into your marketing.
- Writing a monthly or quarterly newsletter.
- Branding your website with your voice and face.

Maximize Your Fame

Find a way to include your third-party credentials in your marketing campaign. Create a credibility showcase package that includes:

- Articles you've written and had published.
- Books you've written or contributed to.
- Interviews where you were the person interviewed.
- Newspaper stories or media coverage where your business was featured.
- Informative resources you've created or had created for you.

The Right Place at the Right Time

Place your educational resources throughout your business so that prospects and customers can see them. If you have a waiting area, place your books, monthly newsletters and brochures there.

You can even play an endless video loop that you've compiled of customer testimonials, interviews and informative tidbits of information. Repurpose all of your content and use it in every facet of your business.

Education Is the Key

The marketing process you create to educate your prospects can become your unique sales proposition. At every turn in your business, you need to be positioning your company as a resource and destination that a prospect will seek out when that prospect is ready to make a buying decision. Never stop educating your prospect. Not only does it position you for success in your prospect's mind, but it keeps you in the right mindset as well.

Ignite Your Business

Would you like to find out how Anuj and his team at Business Accelerator System can help boost your revenue and success using cutting edge business growth strategies?

If you would like to grow your business to new heights, and become our next success case study, we invite you to apply for a FREE strategy session valued at \$500 here:

<https://businessacceleratorsystem.com>

While this strategy session is free, availability is limited on a first come, first served basis.

If your business qualifies, Anuj or one of his expert consultants will jump on a call with you, and take a deeper dive into your business. We will share strategies specific to your business like; how to position and structure your sales funnel, how to position your offer, how to bring in back-end money, how to re-activate past customers, and where to find and convert customers at the lowest cost per acquisition possible, etc.

At the end of this strategy session one of these two things will happen:

1. You will love the plan and decide to implement it on your own. If this is the case, we sincerely wish you the best of luck and ask you keep in touch to let us know how you are doing.
2. You will love the plan and ask us to help you execute, maximize, and profit from it ASAP.

It really is that simple and there's no catch. Think about this: The worst that can happen is you get a FREE strategy session and profit plan. The best that can happen is we work with you one on one, to potentially increase sales and profit several times over.

If you would like to get results, grow your business to new heights, and become our next success case study, contact us today.

ABOUT THE AUTHOR

Anuj Chandra is a qualified FCPA and the Founder and CEO of BusinessAcceleratorSystem.com. Anuj is an Entrepreneur with over 20 years of real world digital marketing and business growth experience. He knows what works and what doesn't after building, growing and selling several businesses.

Anuj has been featured in ABC, NBC, CBS and FOX. He is a speaker, author, business coach and consultant who has helped many businesses grow, by turning digital marketing into profit.