

Your Small Business Recession Rescue Plan: Create Your Own Stimulus Package to Grow Your Sales

by Joe Ryan

With unemployment soaring and the recession dragging on, many small business owners are looking for a new economic stimulus plan. Instead of waiting on our government, you may want to create your own stimulus plan, especially if your business is hurting. Take action now. Hoping for a bailout is not a strategy. A great plan is one that is based upon low-cost and no-cost recession-busting techniques.

If you are a small business owner, “Cash is King.” This principle is truer now than ever before. Your cash flow can be a key component to your business survival. In today’s economic storm, your cash flow is probably more like a “cash trickle.”

Your cash is being squeezed out of your business by a number of factors: Your sales are down. Your customers and prospects have reduced their spending. They are taking more time to make decisions. Your customers are taking longer to pay you. Competition has lowered their prices. Your bank has decreased your credit line. Your interest costs are up. You feel frustrated. You are worried about outlasting the recession. So what can you do to generate more cash from your existing business to help you beat the recession?

Let’s explore proven ways you can generate more cash. With these methods, to start, you can build your own cash stimulus plan. Here is an example of what your plan could be:

Eliminate Your Marketing Waste

Common wisdom says that you should not reduce your marketing and advertising budget during a recession. Do this only if you know you are receiving a good return on your investment.

Most small businesses do not track and measure their return on their campaigns. If you are uncertain of the effectiveness of your marketing efforts, you are probably better off eliminating these expenses.

Invest in marketing and advertising that you know *is* working.

Never pay for brand marketing, unless you sell a product that sits on a shelf between two or more like products. Brand advertising should be a by-product of your advertising and marketing campaigns, where you are making an offer for your customer or prospect to buy a product or service.

Take Action on Underperforming Assets

For example, do you have any underperforming salespeople who receive a salary? If so, offer them a smaller salary or place them on a commissions only plan. Good salespeople will stay on if they believe the commission you are offering will allow them to make more money than your former plan. Pay less for poor performance. Pay more only after your salesperson has made a profit for you. If they decide to leave, you and they will probably be better off.

The next few steps deal with generating cash by increasing your sales. There are only three main ways that you can increase your sales:

1. Add more prospects;
2. Increase the conversion rate of prospects to customers; and
3. Increase the value or average worth of each customer.

You can put a stimulus plan in place, the methods below, that works on all three ways to increase your sales.

List Your Hidden Marketing Assets

The best way to generate sales without using outside capital is to uncover and leverage existing “hidden marketing assets”—little gold nuggets—in your business. These nuggets are already in existence within your business. You just need to “dig” for them.

Some examples of “hidden marketing assets” could be your:

1. Past/Inactive customers;
2. Owner expertise;
3. Location;
4. Unique product(s) or service(s);
5. Unique sales/marketing process;
6. Up-selling & packaging opportunities;
7. Current customers;
8. Prospective customers;
9. Current sales/marketing process;
10. Community relationships; and
11. Relationships with other businesses.

Find new ways to make your hidden marketing assets more useful. Prioritize what would be the most rewarding.

Let’s take reactivating past customers (from #1 above) as our Step 4.

Reactivate Past Customers

Make an irresistible offer to past customers that will make you some money without too much effort. Send out low-cost, proven re-activation letters. Some past customers probably just need to feel valued by you again.

Up-Sell: Sell More to Your Current Customers

If you ask small business owners what they believe is the best way to increase their sales, most of them will answer with two words—“more prospects.” Acquiring more prospects is actually eight times more expensive than selling more to your current customers.

Up-sell to your current customers. Combine complimentary products with the current sale.

McDonald’s is one well known example of up-selling different packaging levels. They trained all of their employees to ask questions, such as, “Would you like fries with that?” or “Do you want to super-size it?” These simple questions increased their sales by 20 percent. Electronic stores typically up-sell by offering warranty packages.

A consulting firm I worked with sold block-time consulting agreements. As an up-sell, we offered customers larger blocks of days over a twelve-month period, instead of smaller ones for a few weeks at a time. For this longer commitment, we also offered a discount if they paid up front.

Offer a Unique Guarantee with your Unique Product or Service

If you offer a unique product or service that people or companies desire, can you offer also offer a unique guarantee? Offering a guarantee or an extended warranty shows the confidence you have in your

product or service. Take away risks from your customers—this will make it easy for your customers to buy from you.

Cross Sell: Form Sales Partnerships with Other Related Businesses

Think of ways to tap into the network of customers of related businesses. Create sales partnerships with companies that sell non-competitive products to the same customers. This is called a cross sell.

Have these companies endorse you or sell you. Sell directly to their customers or pay them to sell your products or services. You can also do the same for them.

By creating a stimulus plan for your company, you can take actions to:

1. Increase Sales;
2. Speed up and Increase Cash Flow;
3. Increase Profit Margins;
4. Increase Working Capital (without borrowing).

All WITHOUT Spending Additional Money on Traditional Advertising

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Are Your Sales Heading in the Wrong Direction?

**Guaranteed Sales Results
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JOE RYAN

Joe Ryan is a 29-year sales and marketing professional. He is the founder of 2 More Profits.

2 More Profits helps small to mid-sized companies in virtually all industries dramatically increase their sales and profits utilizing a proven marketing system. Over the past 15 years, this step by step marketing system has been proven to increase company sales by 25 to 50%, or more, in as little as 60 to 90 days.

Joe has sold and helped over 120 companies implement automated business systems. These systems have helped companies automate their business processes such as order entry, engineering, accounting, inventory, manufacturing and customer relationship management systems (CRM).

For the most of the past twenty years, Joe has worked for

small and mid-sized businesses. What he learned very quickly was that smaller companies had little or no marketing. In the past fifteen years, he spent a lot of time learning many low cost or no costs ways to find new leads.

Most companies have automated their accounting systems, but very few have an automated marketing system. Automated marketing systems help you generate, track, follow up, forecast, monitor and measure your sales leads and marketing campaigns. Automating your other operations to be more efficient and adding capacity is important but nothing will help your business grow as fast as more effective marketing and sales.

2 More Profits offers solutions and systems that have been proven to work in good times and in bad. They have a proven system that helps companies between \$500,000 and \$5,000,000 in revenue increase their sales by 25% to 50% or more in three to six months without spending any additional money on advertising. They also guarantee this increase by continuing to work at no extra charge until the guaranteed result is met. No other system that offers this guarantee.

There is "The 7- Step System" that 2 More Profits incorporates. You can learn more about it at www.2MoreProfits.com. See how you can use this system on your company. If you want an unbeatable way to increase sales, call Joe, use his experience, and let him show you how to use The 7-step System.