

# THE QUICK AND EASY WAY TO INCREASE PROFIT AND SELL MORE!



BY FIONA CLARK

# ABOUT THE AUTHOR



## FIONA CLARK

Fiona Clark is the founder of BreakThrough Business Solutions, and has built a strong and successful business based on CLIENT RESULTS. She consults with businesses from Start Ups to Multi-Million Dollar companies and is passionate to help businesses grow and succeed.

Fiona is a successful Business Growth Specialist, Coach and Consultant, contributor to Business Magazines, has been a Facilitator and Trainer for the Auckland Chamber of Commerce, NZ Facilitator for TetraMap® and Key Note Speaker.

Fiona's wide range of experience and varied background means clients who work with her have the added bonus of her vast skills to grow their business. This includes recruitment, strong sales and marketing knowledge, sales team training, retail sales training, project management, staff performance management, internal operational systems, working with senior management teams and team leadership.

Fiona supports businesses in 2 key ways. One is Business Consulting for small to medium businesses. Her knowledge and expertise means businesses usually benefit from a 20 – 300% increase in sales during 6 – 12 months working with her. That is why most of her business is generated from referrals and very satisfied clients.

The other is providing sales training, marketing training and customer service training for large multinational companies and corporates. Fiona is often requested to present at company seminars, and conferences to work with staff and sales teams.

She has spent thousands of dollars educating herself from some of the leading experts in business from around the world. Fiona also regularly attends seminars, conferences, workshops and webinars to keep up to date with the latest developments in sales, marketing, business mindset, systemising business, profit strategies, preparing businesses for sale etc. This dedication to her own learning and knowledge, means she uses successful cutting edge strategies for her clients, which delivers RESULTS.



When you're ready for more Powerful Business Building Steps – contact us below to get the *BreakThrough* you deserve in your business.

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## THE QUICK AND EASY WAY TO INCREASE PROFIT AND SELL MORE!

Welcome...

I have a saying: Business is hard enough – we don't need to make it any harder! The more companies I work with, the more I believe this to be true. There are smarter and easier ways to grow business and achieve success.

So thanks for taking a step in the right direction to help your business grow! As a business owner myself, I've spent many years learning and gaining a wealth of knowledge from working with many companies, and other successful entrepreneurs, so now it's time to share some of my secrets to success.

One of the common issues I see, are the countless number of business owners struggling to make a good profit while working 50+ hours a week. It seems today a lot of small business owners think that making more money means putting in the extra hours, but NOT if you're doing business the clever way.

The clever strategies, tips and techniques I'll be sharing with you, will help your average sale value grow, and increase your profit without having to spend your weekends and nights stuck in the office. The secret to selling more is *selling better*. Use your best services or products, and make them so attractive to your best customers, they can't help but keep coming back.

I've learnt through many years of experience, you need to LEARN before you can EARN, and the fastest way to do that is to find people who have the knowledge and can help you. So, good on you for sourcing great information and for proactively spending time on the success of your business.

I look forward to your business success story.

All the best,

Fiona Clark

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## THE POWER OF KNOWING YOUR 'TOP 3'

What are the top three best selling products or services in your business?

Who are your best customers and what do they most often buy from you?

If you don't know the answers to these questions, then you need to find out...

Marketing experts will say it is 5-6 times more expensive to generate a new client than it is to sell more to an existing client. However we tend to spend a lot of time chasing new business, rather than looking after current clients and finding ways to add more value to them. Business is built on relationships and trust, rather than a once only transactional basis. So spending time to build stronger relationships with clients and generate quality referrals is a good use of time and energy.



An important way to capture key information needed for your business is to establish a sound customer database with contact details, frequency of contact, purchasing history including products and sales value, identify your best customers, and your top selling products or services.

But this is just the beginning.

Once you've identified the top offerings, you must build on them. Think of them as the cornerstone of your business - because they are. If customers are already buying those products or services, you have identified a successful target market who already know you, like you and have done business with you.

You have a good base of customers to expand on these sales, to upsell, to increase the frequency of how often they buy, to promote any 'new' products to and to turn these customers into 'raving fans' who love your company.

Read on how you can add more value and profit to your business...

### KNOW YOUR CUSTOMER

Once you've identified the top three best selling products or services, and the top customers who buy these; you have identified a specific market where the 80/20 rule applies: It is called the Pareto Principle, which states that 80 percent of your sales come from 20 percent of your customers.

This is often the case in business, therefore it is important to identify this important customer group. Bear in mind that customers are responsible for 100% of the profit in your business. Without customers, you don't have a business, so give them some extra time and attention.

Usually in business we have a combination of our existing client base, and the need to generate new clients. We want to continually 'fill the pipeline' with new potential clients who would want our product / service. So how do we do that? One of the first ways is to research your best clients – why? because we want more clients just like them.

A good way is to categorise your existing customers into A,B,C,D class clients. This ranges from the 'A' category who are easy to deal with, buy regularly, always pay on time, and refer you to others, to the 'D' category client who is demanding, complains about pricing, nothing is ever right, and is always late to pay their invoice.

So the more you know about your customer, the more you can target 'A' and 'B' class clients to bring into your business.

A good strategy is to build your customer profile information to include: what age bracket are your top clients, where do they live, male or female, income bracket, children or no children, likes and dislikes, why do they buy your product, what groups/associations do they belong to etc.

This does not need to be a long complex process, but will provide you with business intelligence to use to your advantage. You will be better able to target sales and promotions to your ideal type of client. If you want RESULTS, this is a good strategy to use.



Before you look at how you market your business, it is important to look at the strategy behind it; what is the message you want to get across, how do you say it and who do you say it to? It is important to get the strategy established before the tactical 'doing' of the marketing.

A key strategy to get customers interested in your products, is to stop thinking like you, and start thinking like a customer. What is it they really want, or need? What problems do they have that your company can solve? What would make it easier for them to buy from you?

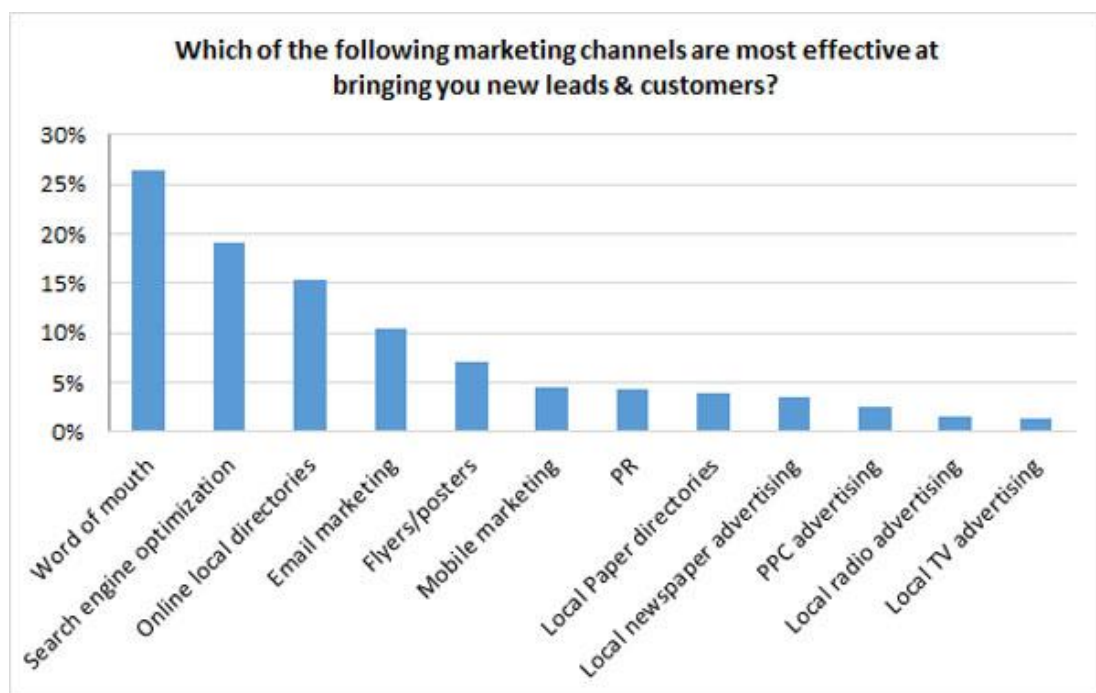
A lot of importance is being put on on-line marketing and being on Facebook, LinkedIn, Twitter, Instagram etc. We need a balance of both 'Online' and Offline' marketing. Find out where your target customers are first, then figure out what is the best medium to market to them. If they are not on-line – is there a better way to get in front of them. We do business with PEOPLE, so make sure to build the personal side of your business and pick up the phone to talk to customers. They like talking to you!



### KEEP YOUR BEST CUSTOMERS CLOSE

The way our customers buy has changed so we must keep pace and change the way we market and sell our best products and services. A vast number of companies are no longer looking for a one off transactional sale, but are wanting to build long term relationships, encourage repeat business and word of mouth referrals.

A key way to do this is with educational and relationship based marketing. Focus on providing value to your customers; position yourself as the expert in your field and educate them on your best offerings. Providing useful information helps customers make buying decisions faster and moves them from sceptics to informed, repeat clients.



You need to connect with your customers, repeatedly, through different channels. A misconception of many new businesses, is the expectation that everyone is online. However, research conducted by the ChamberofCommerce.com shows Word of Mouth and Referrals are still the most effective customer generating activities. While having an on-line presence is important, it is imperative to develop relationships, and not ignore traditional proven methods of marketing / customer generation.

When building relationships with clients, make sure you are adding value every time you communicate with them. If they see you as an expert in your field, you are always professional and give them great information or service – this will add \$\$\$ to your business.



### MAKE YOUR STAFF YOUR BEST SELLING TOOL

If you employ staff in your business – you have one of the best selling tools for your company. Your staff are often the ‘face’ of your business, and will either make you money or lose you money. The reception staff are critically important to begin building relationships with clients, but are often undervalued by business owners.

Their purpose is to also welcome clients to your company, and be the warm friendly and professional connection to the business. They need to be skilled and efficient whilst making customers feel valued and looked after. Are your reception team responsible for making customer appointments, answering queries, giving information over the phone, processing payments, managing phone calls? If so when was the last time you invested in training for them? What have you taught them – were they shown the tasks they were responsible for and then left to it?

One way to upskill your team and develop a fast and successful way to increase sales is to focus on providing excellent Customer Service.

Most people think they provide good customer service – however *good is not good enough*. Customers have high expectations and want great service when spending their money. The best thing is, it doesn’t cost a lot of money to provide a great experience. But it does take commitment from all the staff to ensure consistency of great service. Spend some time to decide what you can do that is different to your competitors. Think about how you can go the extra mile and ‘delight your customers’.

From a profit point of view – great customer service = SALES. This is one of the most cost effective ways to generate repeat customers, and referrals. However it is often overlooked. So make sure to prioritise a service culture and philosophy and stand out for all the ‘right reasons’ in business. Also invest in sales and customer service training for your team (it is a greater cost to you if you don’t!).

When you can give your client what they need and want, and provide great value and service – that spells PROFIT and your business SUCCESS.



## WHAT OUR CLIENTS HAVE TO SAY

No other business advisor or coach comes close to Fiona...

I have been working with Fiona just over a year and she has helped me build my business to what it is today. I have had a 75% increase in turnover. I would highly recommend taking the steps to bring Fiona on board in your business. I have come across many business advisors/coaches but no one comes close to the service and hands on approach like Fiona.

**Pauline Stockhausen – Social Soup NZ**

We have increased turnover by 30-40% in 3 months!!!

Fiona was recommended to me by a colleague of mine, and I am very pleased I made contact with her. She has helped me come up with new strategies and a new way of thinking to help increase my business. Now instead of patchy bookings, the clinic has solid bookings in advance and turnover has increased 30 – 40% in 3 months.

**John Cullen – Queen Street Osteopaths**

Recently expanded my business

I have recently moved into a beautiful new Beauty Therapy Salon, and it is all since working with Fiona Clark from BreakThrough Business Solutions. She has given me the confidence to set goals, to have a vision and to believe in myself. The Business Planning process and strategies she developed were unbelievable, and my business has successfully expanded. I have a great business that I love coming to every day. I am so grateful for all the help and support I've had. Thank you!

**Christina Boyd – Esetic Beauty Therapy**

Our Bank Manager wanted to know how we got these results!!

In the past couple of years, we have had changes in ACC funding which affected our business and resulted in a large decline in turnover. We needed to change the way we did things and look at our business differently. We got Fiona on board and started developing new ideas and growth strategies. We have a number of staff and needed to work on establishing a more sales rather than service mindset. Our turnover increased to the point our Bank Manager noticed the results and wanted to know how we were increasing business! And Fiona has also given us a new skill set we didn't have before, which adds strength to our business.

**Jo Kitchen – Northcross Physiotherapy & Rehabilitation**

Staff have really stepped up and even surprised themselves...

Fiona has helped us look at our business from a totally different perspective. She has helped us to develop new strategies and approaches and we are working more 'on' the business rather than being consumed by it. The staff training we have had has gone very well and the staff have really stepped up and even surprised themselves by what they have achieved. Fiona makes you accountable to yourself and has a fabulous way of working. I would definitely recommend her.

**Mavis Griffiths – The Prenzel Shop**

An amazing seminar with a knowledgeable and generous speaker!

Another fantastic seminar from Fiona at BreakThrough Business Solutions. I have been to many seminars but Fiona certainly stands out from the crowd. Thanks for sharing your wealth of knowledge and winning strategies, I look forward to implementing these and reaping the rewards!!

**Sara Morles – Business Development Manager – Peter Hay Group**



### BREAKTHROUGH BUSINESS AND STRATEGY PLANNING:

This powerful planning process gives you the key tools and information you need to grow your business NOW. BreakThrough Business Planning is ideal for start up companies through to well established businesses. It is designed to provide you with a clear 'step by step' approach to create the greatest amount of profit in the shortest possible time, and help to develop an engaged high performing team. This package includes a Full Business Analysis, A Clear, Concise Business Plan, a Month by Month Activity Plan providing steps to achieve business goals, and Three One-On-One Consultation Meetings with our specialists to ensure our approach is customised to fit your business.

### PREMIUM CONSULTING:

This is the ultimate in Business Consulting for your company, providing exclusive one on one consulting with expert Business Growth Professionals who specialise in transforming small to medium businesses. The Premium Consulting Program is designed to help you recession proof your business, make more money, increase sales and profit, develop a clear direction for your business, motivate and manage your staff, develop a strong plan to make it happen, find more time and less stress, get excited about your business again and sell your business for maximum profit.



### BREAKTHROUGH BUSINESS SEMINARS:

BreakThrough Business Solutions provide tailored business seminars for small to medium business owners and staff. This is a great opportunity to learn the most important factors to growing a successful business and provides powerful strategies that can be used immediately to generate new clients and increase profit. The tools and strategies used are proven to work and get results in the 'real world' of business. This is offered at selected times during the year and has proven to be extremely popular.

*Call us to find out more, and see how we can help your business!*

Contact us on: **BreakThrough Business Solutions**

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