

How to Double Your Sales

How to use the power of geometric growth to explode your revenues with these 25 strategies for sales growth.

Big Think has identified 25 strategies for blowing up your income. Doubling your sales is just the start. Small changes can yield astounding results. As you'll see, using the magic of compounding can help you **explode your revenues**.

How to Create Triple-Digit Sales Growth

There are many activities you can perform to generate additional revenues. Consider the geometric effect of multiplying all of these growth rates together. Use a growth rate relative to total sales. When multiplying, add 1 to each percentage (1.10 for 10%).

GET MORE LEADS

- 1. Increase lead quantity (more sources) _____%
 - 2. Increase lead quality (more targeted) _____%
 - 3. Target additional markets _____%
-
- Total** (multiply all of the above together) _____%

CREATE MORE CLIENTS

- 4. Increase sales bandwidth (more salespeople) _____%
 - 5. Increase sales conversion ratio (hit %) _____%
 - 6. Increase sales efficiency (human time/sale) _____%
 - 7. Increase partner sales (others selling for you) _____%
 - 8. Leverage partner's clients (selling to them) _____%
 - 9. Increase referral sales (getting others to refer) _____%
 - 10. Create multiple payment plans (easy to pay) _____%
 - 11. Make your company easy to do business with _____%
-
- Total** (multiply all of the above together) _____%

INCREASE SALES FREQUENCY

- 12. Establish recurring revenues (\$/month) _____%
 - 13. Offer more opportunities to buy (specials, partners) _____%
 - 14. Contact regularly (top of mind) _____%
 - 15. Turn every contact into a sales opportunity (always have something to offer) _____%
-
- Total** (multiply all of the above together) _____%

SELL MORE PER TRANSACTION

- 16. Change pricing model _____%
 - 17. Bundle products (combos) _____%
 - 18. New products (yours or others' products) _____%
 - 19. New product lines (offer new lines of business) _____%
 - 20. New services (add value in more ways – for \$) _____%
 - 21. Up-sell to deluxe products (super-size) _____%
 - 22. Cross-sell complementary products (add-ons) _____%
 - 23. Segment market (ID higher \$ targets) _____%
-
- Total** (multiply all of the above together) _____%

KEEP CLIENTS LONGER

- 24. Decrease attrition rate (keep them coming back) _____%
 - 25. Increase # of raving fans (make strong referrers) _____%
-
- Total** (multiply all of the above together) _____%

SELL/RENT/LEASE UNDER-PERFORMING ASSETS

- Sell physical assets (one time) \$ _____
- Rent assets (monthly) \$ _____
- Lease/sub-lease assets (monthly) \$ _____
- Sell excess employee time (monthly) \$ _____
- Sell physical assets \$ _____

Revenue Growth Worksheet Summary

Use the summary table below to summarize the compound effects of improving your sales strategies. If you want help identifying more opportunities for growth and help implementing strategies, please let us know at Big Think. We want to help you make **lots more money** and have **loads more fun**.

For a free 25-day email course on revenue growth that covers each of these strategies, go to bigthinkresults.com and click the Resources tab.

GEOMETRIC REVENUE GROWTH

Get More Leads:	_____ %
Create More Clients:	_____ %
Increase Sales Frequency:	_____ %
Sell More per Transaction:	_____ %
Keep Clients Longer:	_____ %
Combined (multiply above):	_____ %

ADDITIONAL REVENUE

Sell/Rent/Lease: \$_____

Triple-Digit Sales Growth Example

Here is an example taking just a few strategies and compounding the results. When multiplying, add 1 to each percentage (1.10 for 10%).

GET MORE LEADS

1. Increase lead quantity (more sources)	_____ %
2. Increase lead quality (more targeted)	_____ %
3. Target additional markets	<u>10</u> %
Total (multiply all of the above together)	<u>10</u> %

CREATE MORE CLIENTS

4. Increase sales bandwidth (more salespeople)	_____ %
5. Increase sales conversion ratio (hit %)	_____ %
6. Increase sales efficiency (human time/sale)	_____ %
7. Increase partner sales (others selling for you)	<u>10</u> %
8. Leverage partner's clients (selling to them)	<u>5</u> %
9. Increase referral sales (getting others to refer)	<u>5</u> %
10. Create multiple payment plans (easy to pay)	_____ %
11. Make your company easy to do business with	_____ %
Total (multiply all of the above together)	<u>21</u> %

INCREASE SALES FREQUENCY

12. Establish recurring revenues (\$/month)	_____ %
13. Offer more opportunities to buy (specials, partners)	<u>10</u> %
14. Contact regularly (top of mind)	<u>5</u> %
15. Turn every contact into a sales opportunity (always have something to offer)	_____ %
Total (multiply all of the above together)	<u>15</u> %

SELL MORE PER TRANSACTION

16. Change pricing model	_____ %
17. Bundle products (combos)	_____ %
18. New products (yours or others' products)	<u>10</u> %
19. New product lines (offer new lines of business)	_____ %
20. New services (add value in more ways – for \$)	<u>5</u> %
21. Up-sell to deluxe products (super-size)	_____ %
22. Cross-sell complementary products (add-ons)	<u>5</u> %
23. Segment market (ID higher \$ targets)	_____ %
Total (multiply all of the above together)	<u>21</u> %

KEEP CLIENTS LONGER

24. Decrease attrition rate (keep them coming back)	<u>10</u> %
25. Increase # of raving fans (make strong referrers)	_____ %
Total (multiply all of the above together)	<u>10</u> %

SELL/RENT/LEASE UNDER-PERFORMING ASSETS

Sell physical assets (one time)	\$ _____
Rent assets (monthly)	\$ _____
Lease/sub-lease assets (monthly)	\$ _____
Sell excess employee time (mo)	\$ _____
Sell physical assets	\$ _____

Example Worksheet Summary

We took the example numbers from above, put them in the summary table below and multiplied them to get the total compounded growth rate. If you want help identifying more opportunities for growth and help implementing strategies, please let us know at Big Think. We want to help you make **gobs more money** and have **oodles more fun**.

For a free 25-day email course on revenue growth that covers each of these strategies, go to bigthinkresults.com and click the Resources tab.

GEOMETRIC REVENUE GROWTH

Get More Leads:	<u>10</u> %
Create More Clients:	<u>21</u> %
Increase Sales Frequency:	<u>15</u> %
Sell More per Transaction:	<u>21</u> %
Keep Clients Longer:	<u>10</u> %

Combined (multiply above): 104 %

ADDITIONAL REVENUE

Sell/Rent/Lease: \$ _____

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