

# Profit School Live Training Webinar

The 4 Profit Influencers

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# 3 Immutable Principles To Business Growth

1

Increase The Number Of Clients

2

Increase The Size Of The Sale Per  
Client

3

Increase The Number Of Sales Per  
Client

# Lifetime Client Value

4

# Referrals



# The Keys To Magnetically Attract All The Clients You Want

Message

# Markets

Media

*Why should I choose to do business  
with you versus any and every  
other option available to me in  
your sector?*

Message (USP)

Narrowly Defined Positioning

Meaningful Specifics

Guarantee

# Markets

## Demographic

Demographics statistically measure the non-psychological attributes of a population. The primary demographic variables are age, gender, ethnicity, income, occupation, geographic location and marital status.

## Psychographic

Psychographic measures include values, opinions, political views, lifestyles, behaviors, leisure activities, desires, entertainment preferences, cultural interests and social activities.

## Geographic

*So which media should I use?*



# **The Money Map**

**Leads**

**X Conversion Rate**

**= Number of Customers**

**L ads**

**X Conversion Rate**

**= Number of Customers**

**X Average Dollar Purchase**

**X No. of Repeat Business**

**= Sales Revenue**

**Leads**

**X Conversion Rate**

**= Number of Customers**

**X Average Dollar Purchase**

**X No. of Repeat Business**

**= Sales Revenue**

**X Net Profit Margins**

**= Net Profits**

Leads		5,000
X	Conversion Rate	x 25%
=	Number of Customers	= 1,250
X	Average Dollar Purchase	x R200
X	No. of Repeat Business	x1
=	Sales Revenue	= R250,000
X	Net Profit Margins	x 20%
=	Net Profits	= R50,000

What Is The Impact of Increasing  
The 5 Key Variables By 10%?

# The 5 Key Variables

Leads

Conversion Rate

Average Size of Purchase

No. of Repeat Business

Net Profit Margins

## Strategies to Increase Your Business Profits

Leads	Conversion rate (ctd)
1 TV, Radio or Newspaper advertising	22 Convenient payment scheme (NETS, Credit card)
2 Industry newsletter advertising	23 Offer installment schemes with zero interest
3 Internet/email advertising	24 Allow mail order/home delivery
4 Magazine advertising	25 Address concerns/possible objections upfront
5 Outdoor advertising	26 Sell on value not price
6 Flyers	
7 Hold a promotion or sale	
8 Ask for referrals	
9 Offer a free gift	
10 Insert into other company's invoice	
11 Letterbox flyers	
12 Sales teams	
13 Telemarketing	
14 Buying or swapping database	
15 Hold seminars, events or roadshows	
16 Attractive window display/video	
17 Posters and large signage	
Conversion Rate	Number of Repeat Business
1 Define your unique selling proposition	1 Direct mail offers of the month
2 Set sales targets	2 Keep in touch every 3 months
3 Have excellent customer service	3 Inform your clients of your entire range of services
4 Introduce yourself	4 Target likely repeat customers
5 Survey your past customers	5 Send special occasion cards
6 Sell key benefits passionately	6 Make customers feel special (super experience)
7 High quality in store posters/brochures	7 Build a close relationship
8 In-store sales scripts	8 Create a loyalty program
9 Act as a consultant/problem solver	
10 Give a money back guarantee	
11 Have a benefits/testimonials list	
12 Give free bonuses that increase value	
13 Greet prospects and use their name	
14 Learn closing techniques	
15 Ask for the sale more than once	
16 Personal grooming/high dress standards	
17 Video in store displays	
18 Leave price to last	
19 Study and prepare for objections	
20 Have specialized knowledge about your product & industry	
21 Focus on the client's needs and emphasize benefits	
	Average Dollar Purchase
	1 Focus on a higher income target market
	2 Use a shopping list
	3 Sell add-ons/up sizes
	4 Make sure your client knows your full range of services
	5 Suggest most expensive first
	6 Create value packages
	7 Buy three get one free deals
	8 Ask people to buy some more
	9 Increase prices by 10%
	10 Arrange easy finance and payment
	11 Free gift/lucky draw with \$xx purchase
	Net Profit Margins
	1 Increase prices
	2 Sell on value/service than price/discounts
	3 Set monthly budget targets
	4 Track costs weekly and aim to reduce by 10%
	5 Stop running ads that don't work
	6 Sell more higher margin items



		Increase by 10%	Increase by 20%
Leads		5,000	6,000
X Conversion Rate	x 25%	x 27.5%	x 30%
= Number of Customers	= 1,250	= 1,512.5	= 1,800
X Average Dollar Purchase	x R200	x R220	x R240
X No. of Repeat Business	x1	x 1.1	x 1.2
= Sales Revenue	= R250,000	= R366,025	= R518,400
X Net Profit Margins	x 20%	x 22%	x 24%
= Net Profits	= R50,000	= R80,526	= R124,416
		61% Growth	149% Growth

		Increase by 30-100%	
Leads		5,000	10,000
X	Conversion Rate	x 25%	x 50%
=	Number of Customers	= 1,250	= 5,000
X	Average Dollar Purchase	x R200	x R260
X	No. of Repeat Business	x1	x2
=	Sales Revenue	= R250,000	= R2,600,000
X	Net Profit Margins	x 20%	x 26%
=	Net Profits	= R50,000	= R676,000
			13 times Growth

Do The Exercise!

Take Action!

Email Me All Your Questions.

Thank You!