

3 No-Nonsense Ways to Make More Money for Your Business

- **Sell more to existing clients**
- **Activate existing clients as a referral source**
- **Start selling to the same type of clients you like working with**

**...including the questions to ask yourself to
create the direction and actions to take.**

Sell more to existing clients

Choose your three (3) largest customers/clients

- What have they bought so far? ***Do they need more?***
- What current products/services are they yet to buy? **Offer them to them**
- What new products/services will you have in 2012 that will benefit them?
Communicate to and educate your clients about the new products/services

Customer 1 _____

Actions you'll take to Make More Money with this client

Customer 2 _____

Actions you'll take to Make More Money with this client

Customer 3 _____

Actions you'll take to Make More Money with this client

Activate existing clients as a referral sources

Choose your three (3) customers/clients you'd really like to help:

- You already know them
- They are already using your service
- They like what you do (hopefully!)

Start by asking them how you can help them and then go out of your way to assist them reach their goals. When you build the business relationship your clients will reciprocate if they like and trust you, and most critically if you ask them!

Customer 1 _____

Actions you'll take to Make More Money with this client

Customer 2 _____

Actions you'll take to Make More Money with this client

Customer 3 _____

Actions you'll take to Make More Money with this client

Start selling to the same type of clients you like working with

Choose your three (3) customers/clients you really like

- What do they look like? **What needs to they have that you fulfill?**
- Which ones are the most profitable? **Take a look at your client/accounts records**
- Which ones to you like working with? (doing this will automatically show more passion to people you are talking to about them) **Working with clients you like working with is more fun, and no one says business can't be fun?!**
- Where do you find them? **Where should you look, offline?, online?**
- How will you educate others to identify them? **Are you a member of a business referral group? No? – take a look at organizations like BNI. Educate (in a non-selling way) your staff, colleagues, family and friends what are good referrals for your company.**

Customer 1 _____

Actions you'll take to Make More Money with this client

Customer 2 _____

Actions you'll take to Make More Money with this client

Customer 3 _____

Actions you'll take to Make More Money with this client