

*The Business Start Up Coach*

# Sales BluePrint

The simple sales strategy to super charge your business growth

## What This Training Contains

- Business sales strategy for HUGE growth
- How to implement with examples

## Your Must Have Sales Strategy

When creating your sales strategy there are 3 key strategic pillars that you should focus on

**Acquire new  
customers**

**Increase repeat  
customers**

**Increase average  
spend per  
transaction**

This is a straight forward yet super effective sales strategy that can deliver unbelievable results when implemented throughout your customer journey and experience. Let me give you an example:

Let's say you have 2000 customers, they spend £100 each and purchase twice per year - that is £400k in revenue

If you increase....

- Your new customers by 10% (thats 2000 to 2200 customers)
- Your repeat customers from x2 to x3 per year

- Your average spend per transaction by 10% (from £100 to £110)

Thats now **£726k in revenue.**

Your **sales have grown by £326,000 a huge 81% uplift** with a modest and achievable increase across these 3 key areas.

The incremental growth when you combine these 3 metrics is insane!

## Implement

When creating your sales strategy utilise the 3 areas above for your strategic pillars and then design all of the activity that sits underneath to achieve substantial growth

### Acquiring new customers - the channel prioritisation method

Step 1 - Create a table with the following columns

- Sales channel
- Ease to do
- Cost
- Level of enjoyment
- Success rate
- Total Score

Step 2 - List all potential sales channels under the first column. Get out every possible avenue for acquiring new customers. Every. Single. One.

Step 3 - Score each area from 1 - 10 with 10 being the top mark

Step 4 - Add up and total the overall score for each sales channel

Step 5 - Prioritise the high scoring items i.e the ones that are easy to do, low cost, enjoyable and with high success rates - we will also call them 'the no brainers' as why wouldn't you go after these ones?

Step 6 - Implement, test and learn.

### Increase Repeat Customers

New customers are great, however retaining customers and increasing repeat purchases can be done through a variety of methods such as:

- Delivering massive value through your products and services
- Optimising your customer journey
- Maximising your customer experience
- Implementing offers, propositions and incentives throughout the customer journey

- Using re engagement tactics

### Increase Average Spend per Transaction

Think of all the ways you can encourage your customers to spend more per transaction. Do you have an upsell strategy? Do you lead your marketing promotions with your most expensive product or service? Do you have product or service add ons built into the sales journey? When did you last raise your prices? ( a quick win for this one)

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Now that you have the 3 strategic pillars its time to go to work and take massive action!



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