

Acquire Scale & Exit Presents

25

QUICK BUSINESS WINS



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25 Quick Business Wins

Author: Edgar Fernandez

Director | Growth Advisor | Investor

Acquire Scale & Exit

www.acquirescaleandexit.com

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The #1 Problem For Companies

In this special guide, I'm going to reveal 25 ways of generating more sales. Regardless of what your business is, my goal is that you find at least one golden nugget.

This toolkit has helped me in all 3 of my ventures, from our IT Services Company to my IT Services Growth Consulting and all of the companies that my partners and I invest in or acquire.

We tend to focus on companies with at least 10 employees in IT, E-Commerce, SaaS, E-Learning, and service-based businesses, but because they're SMBs, the one thing they always say is, "I don't have the money or the resources to drive sales. I can't hire a marketing or sales manager. I can't afford a consultant. I can't afford a top-line sales driver."

I will tell you that you can get yourself massive sales with a bit of resourcefulness.

Lastly, as a thank you for taking your time to go through our guide, I wanted to invite you to participate in our finders' fees. If you refer a business owner looking to sell to us, we can pay you a finder's fee if a transaction closes or we acquire the company (Success Based).

Our Home Page:

www.acquirescaleandexit.com

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5 Business Books In 2 Pages

1. Add reviews and video testimonials to all marketing material.
2. Create an abandoned cart email campaign.
3. Use upsells and down sells. Offer something that costs less than or more than what the customer initially wanted to purchase at a one-time discount. Upsells and down sells can be stacked.
4. Create an impulsive fulcrum point offer (IFPO). An IFPO is something that your target avatar would consider an impulse purchase and leads perfectly into your core offer. The easiest way to do this is to take a small part of your core offer and offer that.

| <i>Business</i> | <i>IFPO</i> |
|-------------------------|---------------------------|
| <i>IT Services</i> | \$500 Cybersecurity Audit |
| <i>Junk Removal</i> | \$20 Old TV Pick |
| <i>Guitar Company</i> | \$4 Guitar Picks |
| <i>Cleaning Company</i> | \$20 Pet stain removal |

5. Partner with services or products that complement yours.
 - a. Negotiate a discount with these partners and offer that discount to your clients as a free bonus.
 - b. Stack these bonuses to the point that the value of the free bonuses surpasses what the client is paying you.
6. Optimize your offer with we help x achieve y without z so that you can <blank>.
 - a. Add urgency and scarcity.
7. Email people, asking if they are still looking to x?
8. Increase the number of payment options that your business accepts.
9. Create a referral program.
10. Create a customer gift program.
 - a. Gift personalized knife sets.
 - b. Or research the client and send them a useful gift that will make them always remember you.

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11. Use lumpy mail for cold outreach like books.
12. Test increasing your prices.
13. Use cross-sells (other products and services).
 - a. Use affiliate links and white-labeled products.
 - b. Look at who you share customers with and offer them referrals for a bonus.
14. Collect emails and maintain your list.
15. Create a loyalty program.
16. Create unique usable swag like shirts, stickers, mousepads etc.
17. Focus your marketing on a specific niche and a triggering event that would make them want to buy from you.
18. Joint venture with other companies that have your clients but aren't competitors
 - a. <https://www.acquirescaleandexit.com/21-ways-on-how-to-find-jvs-joint-ventures-in-2021/>
 - b. <https://www.acquirescaleandexit.com/9-questions-for-identifying-a-great-jv-partner/>
19. Spend your weekly LinkedIn and Sales Navigator connection limit.
20. Create an exciting event in your sales and marketing that makes the customer realize that they must buy from you, like a Tesla test drive's launch.
21. Use a guarantee that takes all the risk out of the purchase.
22. Cash in on Viral Trends like Tik Tok and LinkedIn text-based content (4/2022).
 - a. Ride every trend that you can and not just social media platforms.
23. Google Profile SEO:
 - a. Use all the sub-categories that apply to your business.
 - b. Ask for reviews or create a review system/program.
 - c. Make sure that all the business info is accurate.
 - d. Only pay for SEO citations once on Fiverr.
 - e. Have pictures of your team, location, and company's personality.
24. Print Media like flyers, car wraps, and targeted magazine ads in niche publications.
25. Make sure that all your salespeople have at least 2 hours a day of dedicated new/cold outreach. If you're a one-person show, it falls on you.