

PROFIT MAKING Checklist



Lead Generation List

<input type="checkbox"/>	Referral system	<input type="checkbox"/>	Magazine advertising
<input type="checkbox"/>	Business cards	<input type="checkbox"/>	Newsletters
<input type="checkbox"/>	Pamphlet distribution	<input type="checkbox"/>	Business premises cold calling
<input type="checkbox"/>	Retargeting	<input type="checkbox"/>	Online Portals
<input type="checkbox"/>	Adwords	<input type="checkbox"/>	Direct Mail
<input type="checkbox"/>	Purchase database lists	<input type="checkbox"/>	Word of Mouth Marketing
<input type="checkbox"/>	Car sign writing	<input type="checkbox"/>	Brochures
<input type="checkbox"/>	Networking	<input type="checkbox"/>	Shopping centre casual mall leasing (CML)
<input type="checkbox"/>	Internet website(s) and links	<input type="checkbox"/>	Industry contact points
<input type="checkbox"/>	Public Relations	<input type="checkbox"/>	Media Releases
<input type="checkbox"/>	Telephone cold calling	<input type="checkbox"/>	Radio
<input type="checkbox"/>	Telephone warm calling	<input type="checkbox"/>	Sidewalk pedestrian handouts
<input type="checkbox"/>	Merchandising	<input type="checkbox"/>	Affiliates
<input type="checkbox"/>	Joint ventures	<input type="checkbox"/>	Trade journal advertising
<input type="checkbox"/>	Newspaper advertising	<input type="checkbox"/>	Database Marketing
<input type="checkbox"/>	Sponsorships	<input type="checkbox"/>	Piggy-back invoice mailings
<input type="checkbox"/>	Tender lists	<input type="checkbox"/>	Seminars

<input type="checkbox"/>	Billboards	<input type="checkbox"/>	Supermarket hot spots
<input type="checkbox"/>	Newspaper/magazine/newsletter inserts	<input type="checkbox"/>	SEO
<input type="checkbox"/>	Cinema advertising	<input type="checkbox"/>	Podacsting
<input type="checkbox"/>	Social Media	<input type="checkbox"/>	Product placements
<input type="checkbox"/>	Posters	<input type="checkbox"/>	Sponsorships
<input type="checkbox"/>	Postcard mailings	<input type="checkbox"/>	Building signage
<input type="checkbox"/>	Product packaging	<input type="checkbox"/>	Press releases
<input type="checkbox"/>	Giveaways	<input type="checkbox"/>	Case Studies
<input type="checkbox"/>	Fridge magnets	<input type="checkbox"/>	Special Events & Promotions
<input type="checkbox"/>	In-store and side-walk signage	<input type="checkbox"/>	Lead networks
<input type="checkbox"/>	Telemarketing	<input type="checkbox"/>	Surveys
<input type="checkbox"/>	Branded novelty items	<input type="checkbox"/>	Window displays and signage
<input type="checkbox"/>	Host beneficiaries	<input type="checkbox"/>	Fetes and shows
<input type="checkbox"/>	Fundraising	<input type="checkbox"/>	Trade shows
<input type="checkbox"/>	Competitions	<input type="checkbox"/>	Distributions
<input type="checkbox"/>	Multi-site/new locations	<input type="checkbox"/>	Government contacts
<input type="checkbox"/>	Viral Marketing	<input type="checkbox"/>	Media Kit/ Corporate Loterature
<input type="checkbox"/>	Free reports	<input type="checkbox"/>	Strategic alliances
<input type="checkbox"/>	Ebooks/White Papers	<input type="checkbox"/>	Open days

<input type="checkbox"/>	Licensees	<input type="checkbox"/>	Advertorials
<input type="checkbox"/>	Sign-on days	<input type="checkbox"/>	Seminars/workshops
<input type="checkbox"/>	Franchisees	<input type="checkbox"/>	New Markets

Conversion List

<input type="checkbox"/>	Accept credit card/EFTPOS/cheque/EFT	<input type="checkbox"/>	Professional premises/ vehicle/ office
<input type="checkbox"/>	NLP techniques	<input type="checkbox"/>	Clean back areas – store rooms/toilets etc
<input type="checkbox"/>	Hire and train additional salespeople	<input type="checkbox"/>	Monthly/Yearly sign up dates
<input type="checkbox"/>	Benefits, benefits, benefits	<input type="checkbox"/>	Promote scarcity
<input type="checkbox"/>	Testimonials	<input type="checkbox"/>	Free gift
<input type="checkbox"/>	Package deals	<input type="checkbox"/>	Use questionnaires
<input type="checkbox"/>	Sampling	<input type="checkbox"/>	Display the business's magic story
<input type="checkbox"/>	Get rid of quotes – use action plans	<input type="checkbox"/>	Display awards/ qualifications/certificates
<input type="checkbox"/>	Ask for offer	<input type="checkbox"/>	Phone scripts
<input type="checkbox"/>	Clearly laid out price lists	<input type="checkbox"/>	Customer accounts
<input type="checkbox"/>	Unique selling position (USP)	<input type="checkbox"/>	Use your full name

<input type="checkbox"/>	Packaging	<input type="checkbox"/>	Exclusive product range
<input type="checkbox"/>	Value adds	<input type="checkbox"/>	Offer financing
<input type="checkbox"/>	Overnight delivery	<input type="checkbox"/>	Start a trend
<input type="checkbox"/>	Large range to choose from	<input type="checkbox"/>	Promote value instead of price
<input type="checkbox"/>	Point of sale	<input type="checkbox"/>	Clearly laid out product lists
<input type="checkbox"/>	Information – CD audio/DVD/booklets	<input type="checkbox"/>	Phone on-hold messages
<input type="checkbox"/>	Flowchart sales processes	<input type="checkbox"/>	Use down-sell tools and techniques
<input type="checkbox"/>	High quality brochures	<input type="checkbox"/>	“Puppy dog” close
<input type="checkbox"/>	Display the business’s vision and mission statements	<input type="checkbox"/>	Merchandising
<input type="checkbox"/>	Build relationships – use the client’s name	<input type="checkbox"/>	Get customer into follow up loop
<input type="checkbox"/>	Distribute press articles	<input type="checkbox"/>	Professional team presentation – uniforms, name badge
<input type="checkbox"/>	Confirm the sale	<input type="checkbox"/>	Use reply paid envelopes
<input type="checkbox"/>	Team member profiles	<input type="checkbox"/>	Offer refreshments
<input type="checkbox"/>	Listen to the customer – discover their needs	<input type="checkbox"/>	Mail order
<input type="checkbox"/>	Payment plans	<input type="checkbox"/>	Use contracts

<input type="checkbox"/> Give professional advice	<input type="checkbox"/> Track and record conversion rates
<input type="checkbox"/> One-on-one scripts	<input type="checkbox"/> Use team incentives
<input type="checkbox"/> Team training on product knowledge	<input type="checkbox"/> First purchase special
<input type="checkbox"/> Pleasing personality – SMILE	<input type="checkbox"/> Accept trade-ins
<input type="checkbox"/> Team role plays	<input type="checkbox"/> Bulk buy specials
<input type="checkbox"/> Use up-sell tools and techniques	<input type="checkbox"/> “Call to action” – all advertising
<input type="checkbox"/> Appointment reminders – phone call/email/text message	<input type="checkbox"/> Provide atmosphere – positive sounds etc
<input type="checkbox"/> Educate “how to buy” – step by step process	<input type="checkbox"/> Maintain accurate information on database
<input type="checkbox"/> Deliver quickly – no fuss	<input type="checkbox"/> Keep in touch – birthdays
<input type="checkbox"/> Special courier	<input type="checkbox"/> Free give-aways
<input type="checkbox"/> Have the client verbalise their dream	<input type="checkbox"/> Distribute newsletters
<input type="checkbox"/> Ask for the sale	<input type="checkbox"/> Premise tours/open days
<input type="checkbox"/> Free delivery	<input type="checkbox"/> Review target markets
<input type="checkbox"/> Wine and dine	<input type="checkbox"/> Community event
<input type="checkbox"/> Use cross-selling tools and techniques	<input type="checkbox"/> Business cards

<input type="checkbox"/>	Competition entry	<input type="checkbox"/>	Mail-out grabbers
<input type="checkbox"/>	Review team training methods	<input type="checkbox"/>	Price rise
<input type="checkbox"/>	Use 1900 and/or 1300 phone numbers	<input type="checkbox"/>	Event marketing
<input type="checkbox"/>	Use key performance indicators (KPIs)	<input type="checkbox"/>	Gift cheque
<input type="checkbox"/>	Customer feedback and surveys	<input type="checkbox"/>	Lay-by

Average Dollar Sale List

<input type="checkbox"/>	Increase prices	<input type="checkbox"/>	Key performance indicators (KPIs)
<input type="checkbox"/>	Project image of quality	<input type="checkbox"/>	Add value
<input type="checkbox"/>	Red light specials	<input type="checkbox"/>	Give away maximum soft cost & minimum hard cost items
<input type="checkbox"/>	Inform clients of all products and services	<input type="checkbox"/>	Create special moments
<input type="checkbox"/>	Phone scripts	<input type="checkbox"/>	Promotions
<input type="checkbox"/>	Shopping lists	<input type="checkbox"/>	Recommend more purchases
<input type="checkbox"/>	Offer credit	<input type="checkbox"/>	Team incentives
<input type="checkbox"/>	Exclusivity	<input type="checkbox"/>	5 for the price of 4 offers

<input type="checkbox"/>	Store layout	<input type="checkbox"/>	In-store education video/DVD
<input type="checkbox"/>	Questionnaires	<input type="checkbox"/>	Measure average dollar sale
<input type="checkbox"/>	Point of sale	<input type="checkbox"/>	Project professional image
<input type="checkbox"/>	Product packaging	<input type="checkbox"/>	Suggest premium first
<input type="checkbox"/>	Cross sell	<input type="checkbox"/>	Lay-by
<input type="checkbox"/>	Home delivery	<input type="checkbox"/>	Allow trade-ins
<input type="checkbox"/>	Impulse buys	<input type="checkbox"/>	Focus on “A” class customers
<input type="checkbox"/>	No money down deals	<input type="checkbox"/>	Set average dollar sale goals
<input type="checkbox"/>	Add on packaging	<input type="checkbox"/>	BOGOF – Buy 1, get 1 free
<input type="checkbox"/>	Hot spots	<input type="checkbox"/>	Team culture
<input type="checkbox"/>	Free gift with minimum purchase	<input type="checkbox"/>	Extra warranty
<input type="checkbox"/>	Accept credit cards, cheques, EFT and EFTPOS	<input type="checkbox"/>	Bulk purchase deals
<input type="checkbox"/>	Merchandising	<input type="checkbox"/>	Finance
<input type="checkbox"/>	Bolt on consultation fees	<input type="checkbox"/>	Use either/or/which in scripts
<input type="checkbox"/>	Plus GST	<input type="checkbox"/>	POS scripts
<input type="checkbox"/>	Team role plays	<input type="checkbox"/>	Minimum spend

- | | |
|--|--|
| <input type="checkbox"/> Train customers | <input type="checkbox"/> Service contracts |
| <input type="checkbox"/> Stock premium products | <input type="checkbox"/> Down sell to increase total cheque |
| <input type="checkbox"/> Build rapport | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Bigger purchase incentives | <input type="checkbox"/> Team training |
| <input type="checkbox"/> No discounts | <input type="checkbox"/> Recommend dearer products/services first |

Number of Transactions List

- | | |
|--|---|
| <input type="checkbox"/> Awesome customer service | <input type="checkbox"/> Accept advance payments |
| <input type="checkbox"/> Under promise and over deliver | <input type="checkbox"/> Joint promotions with other businesses |
| <input type="checkbox"/> Reminder system – phone call/email/mail/text | <input type="checkbox"/> Reactivate past clients |
| <input type="checkbox"/> Increase credit allowance | <input type="checkbox"/> Temporary deals |
| <input type="checkbox"/> Accept trade-ins | <input type="checkbox"/> Sell other business's products and services |
| <input type="checkbox"/> Provide a shopping checklist | <input type="checkbox"/> Special offer with next purchase |
| <input type="checkbox"/> Direct mail special offers | <input type="checkbox"/> Plan future purchases with clients |
| <input type="checkbox"/> Contracts | <input type="checkbox"/> Incentives |

<input type="checkbox"/>	Membership card/key ring etc.	<input type="checkbox"/>	Target repeat purchase type customers
<input type="checkbox"/>	Team training	<input type="checkbox"/>	Anti “buyer’s remorse” – send follow up gift
<input type="checkbox"/>	Develop friendships	<input type="checkbox"/>	Book in next visit at time of purchase
<input type="checkbox"/>	Calendar reminder system	<input type="checkbox"/>	Educate clients on value
<input type="checkbox"/>	Company share incentives	<input type="checkbox"/>	Rebates
<input type="checkbox"/>	Introduce new products	<input type="checkbox"/>	Closed door sales
<input type="checkbox"/>	Maintain impeccable database information	<input type="checkbox"/>	Points collection program – frequency
<input type="checkbox"/>	Tell the company’s magic story	<input type="checkbox"/>	Personalised gifts
<input type="checkbox"/>	Fax offers	<input type="checkbox"/>	Remove products – provide scarcity
<input type="checkbox"/>	Information get togethers	<input type="checkbox"/>	Free upgrades
<input type="checkbox"/>	Telemarketing	<input type="checkbox"/>	VIP customer club
<input type="checkbox"/>	Multiple competition entry chance	<input type="checkbox"/>	Socialise with customers
<input type="checkbox"/>	After service flow chart	<input type="checkbox"/>	Labels and stickers on everything
<input type="checkbox"/>	Build trust with consistency	<input type="checkbox"/>	Temporary deals
<input type="checkbox"/>	Carefully monitor all contacts	<input type="checkbox"/>	Sell database(s)

<input type="checkbox"/>	Inform clients of entire product range	<input type="checkbox"/>	Free catalogues
<input type="checkbox"/>	Increase range	<input type="checkbox"/>	Inform customers of all services available
<input type="checkbox"/>	Offer bigger and better regularly	<input type="checkbox"/>	Pamphlet drops
<input type="checkbox"/>	Never run out of stock	<input type="checkbox"/>	Use the client's full name
<input type="checkbox"/>	Use service contracts SLA's	<input type="checkbox"/>	Free trials
<input type="checkbox"/>	Product of the day/ week/month	<input type="checkbox"/>	Guarantees
<input type="checkbox"/>	Business anniversary/birthday	<input type="checkbox"/>	Sell consumable items
<input type="checkbox"/>	Seasonal events	<input type="checkbox"/>	Invite client to return
<input type="checkbox"/>	Random customer check ups	<input type="checkbox"/>	Newsletters
<input type="checkbox"/>	Special club membership	<input type="checkbox"/>	Loyalty cards – multiple purchase
<input type="checkbox"/>	Accept credit card		

Increase Margin List

<input type="checkbox"/>	Increase prices	<input type="checkbox"/>	Cost reduction across the board
<input type="checkbox"/>	Focus on more profitable products & Services	<input type="checkbox"/>	Utilise consignment practices

<input type="checkbox"/>	Train team to “do it right the first time”	<input type="checkbox"/>	Repackage smaller
<input type="checkbox"/>	Recycle	<input type="checkbox"/>	Negotiate time payments
<input type="checkbox"/>	Measure wastage	<input type="checkbox"/>	Refinance to reduce interest and fees
<input type="checkbox"/>	Never discount prices	<input type="checkbox"/>	Rent un-utilised space
<input type="checkbox"/>	Reduce stock on hand	<input type="checkbox"/>	Owners/directors work some shifts
<input type="checkbox"/>	Focus on high quality	<input type="checkbox"/>	Traineeships and cadetships
<input type="checkbox"/>	Stick to the budget	<input type="checkbox"/>	Reduce team size
<input type="checkbox"/>	Produce your own product	<input type="checkbox"/>	Remove unnecessary management
<input type="checkbox"/>	Decrease range	<input type="checkbox"/>	Reduce work space size
<input type="checkbox"/>	Team incentives based on margin	<input type="checkbox"/>	Encourage team to work from home
<input type="checkbox"/>	Don't deal with unprofitable customers	<input type="checkbox"/>	Measure sales hourly/daily/weekly
<input type="checkbox"/>	Develop your own label	<input type="checkbox"/>	Mobile business
<input type="checkbox"/>	Quantify actual costs	<input type="checkbox"/>	Form a buying group/network
<input type="checkbox"/>	Flow chart all processes	<input type="checkbox"/>	Charge for finance facility
<input type="checkbox"/>	Maintain accurate database	<input type="checkbox"/>	Reduce terms to COD or 7 days

<input type="checkbox"/> Reduce director's salary	<input type="checkbox"/> Update technology
<input type="checkbox"/> Closely monitor team sick days	<input type="checkbox"/> Systemise routines
<input type="checkbox"/> Sell via party plan	<input type="checkbox"/> Look for automatable area
<input type="checkbox"/> Reduce team size	<input type="checkbox"/> Update obsolete machinery/equipment
<input type="checkbox"/> Analyse team rostering	<input type="checkbox"/> Analyse taxes paid
<input type="checkbox"/> Source alternative suppliers	<input type="checkbox"/> Do not carry old stock
<input type="checkbox"/> Review using workplace agreements	<input type="checkbox"/> Employ people in-house
<input type="checkbox"/> Measure and monitor productivity	<input type="checkbox"/> Outsource
<input type="checkbox"/> Measure team sales/costs ratios	<input type="checkbox"/> Hire professional book keeper
<input type="checkbox"/> Reduce duplication	<input type="checkbox"/> Move premises
<input type="checkbox"/> Sell via direct mail	<input type="checkbox"/> Increase team member responsibilities
<input type="checkbox"/> Employ lower cost team members	<input type="checkbox"/> Pay cash
<input type="checkbox"/> Monitor costs as percentages of sales	<input type="checkbox"/> Only buy what you must
<input type="checkbox"/> Have set system for all purchases	<input type="checkbox"/> Use interest-free period credit facilities

<input type="checkbox"/> Negotiate everything	<input type="checkbox"/> Lease equipment, machinery, vehicles
<input type="checkbox"/> Commission only sales team	<input type="checkbox"/> Hire a new accountant
<input type="checkbox"/> Team training	<input type="checkbox"/> Review professional fees and charges
<input type="checkbox"/> Focus on fast moving stock	<input type="checkbox"/> Measure and monitor all overheads
<input type="checkbox"/> Measure and monitor time management	<input type="checkbox"/> Stop unproductive marketing strategies
<input type="checkbox"/> Sell via website	<input type="checkbox"/> Pay accounts on time
<input type="checkbox"/> Buy in bulk	<input type="checkbox"/> Have phone bills analysed
<input type="checkbox"/> Buy direct	<input type="checkbox"/> No paid overtime culture