

## Freedom First: Build a Business Without Burnout Workshop

This workbook focuses on practical, actionable tactics to help strengthen your business performance by improving revenue and managing costs.

The goal is to help you think strategically about your current approach, identify opportunities for improvement, and implement small, effective changes that can make a meaningful impact on your results.

Use this as a working tool to capture ideas, reflect on your current practices, and prioritise actions that will drive sustainable growth.

### **Increase Customer Retention**

- Under Promise Over Deliver (UPOD) - It's much easier and cheaper to sell to an existing customer, so it's important to delight your customers to encourage them to come back.
- Know your customer - Get to know your customers. Building a relationship with your customers increases their loyalty.
- Implement a customer loyalty programme - Introduce a customer loyalty programme to reward customers for buying from you or recommending you to others.
- Offer guarantees on Products and Services- Ensure that when things go wrong, they're fixed as soon as possible, with minimal hassle to the customer.
- Ask customers what they want - Check in with your customers to see if there's any new products or services they'd like to see from you. An online survey is a great way to do this.
- Hold invitation-only events - Invite key customers to invitation-only events such as new product or service releases, demonstrations, or sale evenings.
- Engage customers on social media - Communicate with your customers via their preferred method. Engaging them via social media is becoming more and more important, and it's essential to tailor your message across your social channels to reflect your target audience.



## Increase Leads

- Build a strong online presence - Most people find new products or services on the internet, so make sure you're easy to find. Maximise your SEO ranking and ensure your website is modern, demonstrates your value and has clear contact information.
  - Implement a referral programme - Reward customers for referring new customers to you. This could be a cash reward, a discount off their next purchase, or a small gift. Ensure you promote your referral programme.
  - Attend networking events and form relationships with other business owners who offer complementary products or services.
  - Host seminars, webinars and educational events - Education marketing events are a great way to generate leads.
  - Utilise business cards and LinkedIn - Carry well-designed business cards and utilise LinkedIn to stay in touch with people you could network with. You never know when you might bump into someone who you could help. When you help others, they'll help you in return.
  - Sponsoring a local sports team can be great marketing. You could pay for their uniforms in return for your logo being on them.
  - Send entertaining newsletters to your database. These should be quick, interesting reads, with a call to action. Ensure you include an unsubscribe button and don't bombard your database with daily emails.
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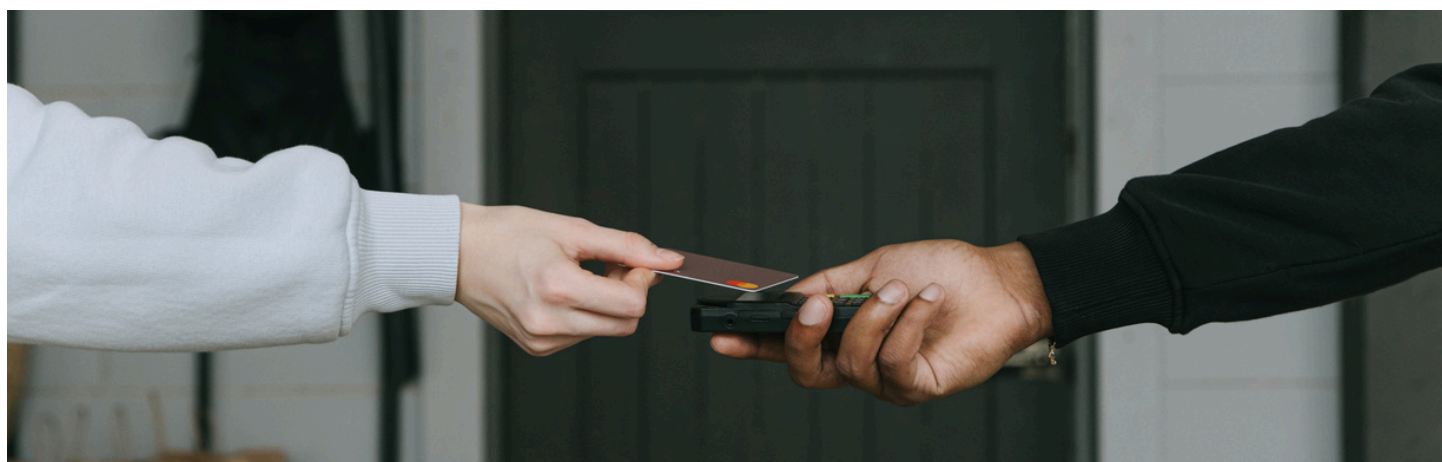


## Turn those leads into customers

- Train your sales team - A customer should receive the same awesome experience, no matter which salesperson they deal with. Ensure you have a sales process in place and train the team on how to follow it.
- Know your unique selling point - You should be able to clearly differentiate your product or service from your competitors. What is it about your product or service that's unique and makes it the better choice? Ensure your sales team is aware of your competitors' offerings and how they compare to your own.
- Offer alternative payment methods - You need to make it as easy as possible for people to buy from you, so consider the best payment methods and payment terms for your target customers.
- Utilise testimonials and case studies from other customers to reinforce the value of your product or service.
- Offer a free trial or money back guarantee.
- Offer online shopping with home delivery or free click and collect
- Allow customers to book appointments online - Don't forget to send a reminder text or email the day before.

## Make more money per transaction

- Increase prices - It's a reality that prices will increase due to increased costs and inflation. Try to limit how often you do this and consider how you articulate these changes to your customer base.
- Avoid discounting - Discounting can be a good way to get customers through the doors, but lead to a lower transaction value. Where possible, try to limit discounts and only discount end of line products or those becoming obsolete.
- Package products together - Bundling products or services together is a great way to increase transaction value.
- Offer better payment options - Once again, offering payment options can allow customers to spend more money. If they can buy now and pay it off over the next 6-8 weeks, they may be more likely to buy more.
- Upsell - Upselling encourages customers to add on an additional product or service. A classic example of this is "would you like fries with that?". So what classic upsells can your team offer?
- Sell features and benefits - Remember to sell the features and benefits of the product or service and relate it back to how it will solve a problem for the customer.



## Lower your cost of sales

- Early payment discounts - Ensure you're taking full advantage of any early payment discounts offered by your suppliers.
- Volume discount - If you buy in bulk from a supplier, ask about a volume discount.
- Loyalty discount - If you've been their customer for a long time, discuss a loyalty discount.
- Stock control - Try to buy only what you need to ensure your stock doesn't become obsolete
- Minimise freight by making bigger orders less frequently.
- Review suppliers - see if you can get a better price elsewhere.
- Reduce re-work / wastage - One of the easiest ways to lift your margin is to reduce re-work and wastage. This can be caused by your team needing more training or updated processes. Maybe your team just needs a gentle reminder about the cost of re-work and wastage and to focus on reducing it.

If you would like help, please contact us

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