

# FIVE (5) METHODS TO INCREASE YOUR SALES



Sometimes businesses are started by single owners who must be the sole employee and entrepreneur for their company. Giving up the regularity of a paycheck and benefits when getting started, reduces their chances for success. This may cause them to cut corners to ensure the business can cover their cost of living. If money was borrowed, it would need to be repaid as well.

Many people feel they can correct the problem by living as though they were on welfare. But how long can you realistically do that? There is only one answer and that is to increase sales. Look at our five (5) suggestions below to see how you can increase your sales:

## 1. Narrow your focus

Trying to sell to everyone is not only expensive but typically results in few or no sales. Before you ever start any business, you should identify a niche. If you are already in business you must narrow your focus. However, many new business people feel focus on a small target group leaves them a small market. Studies have shown selecting a niche gets customers to notice you. Members of your niche will feel you are their personal company. Because your promotions will cater to them. It's better to sell to fewer people who buy something, than selling to everyone and selling nothing.

## 2. Be certain you understand business itself

Many people go into business because they think doing so will make them rich. While that may happen, if you don't understand business, you may not realize when an opportunity exists to do that. No matter if you are involved in manufacturing, merchandising or a service business, you must understand your industry and how your operation fits into that industry. Working a new business may leave little time for research. Therefore, return to the Saafenet website, review our offerings for free training.

## 3. Communicate value

If your customers do not perceive you are offering value for their money, they won't buy from you. To the extent possible, find and employ best practices for your business. Never sell junk but rather things a customer rushes back to get. Increase the use of successful ads, discontinue any that don't result in sales.

## 4. Be certain you try to get good customers back

A material weakness in most new businesses is their failure to get repeat business. The first lessons new business people should learn is the greatest source of new business is your current clients. Offline, get to know your clients and do things to build trust. Online, send special promotions to former customers, attempting to get them to buy more. If possible, give out free samples to encourage sales. And, remember if you don't take care of your customers your competitors will.

## 5. Reinvest as much of your profits as possible

In the beginning, sales are slow for most businesses and, there may be little to reinvest. But keep in mind, no one gets rich investing in savings accounts. You need to try to continuously put as much money as you can in the previous suggestions; especially those you determine are having a positive impact on sales. Strategies to increase sales won't matter if you have no money to execute them. Get our one-year support package and free training manual; Starting a Successful Business from Scratch to ensure growth in your operation, with the help of one of our business growth specialists. Or get your own copy of our training manual and try it on your own. Everyone needs help when they enter the marketplace, where the failure rate can be as high as 90%. And investing in Saafenet can help you have money to reinvest. Hurry back to our website at [www.saafenet.com](http://www.saafenet.com), so, you can learn to work on your business rather than in it.

