



# 7 Key Ways to Increase Sales Revenue



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Building revenue is something that all business owners are interested in, no matter the size or age of the business. Doing so isn't just about focusing on the competition. Much of it is based on internal factors in the business.

Here are 7 key factors:

## **1. Up Your Price**

Going up on your price is meticulous. Yes, you can expect complaints or lose customers, but what it also does is enhance the value of your offering. Keep in mind, you may lose customers, but you can also easily get new ones. The beauty of new customers is they don't know your original price and will unlikely complain.

## **2. Step Into a Niche**

A niche separates you from the crowd. Sooo, many business owners are afraid of alienating themselves from customers that they prefer to be seen as a "do-it-all". However, a do-it-all is paid less. General contractors (or handymen) make far less than an electrician, plumber or roofer, per customer. A general contractor may have



more transactions, but they are forced to charge less too. Keep this phrase in mind, “A specialist makes more than a generalist”. You want to specialize. You get customers with more confidence and an emotional tie to what you do.



### **3. Change Your Target**

If you are able to, go after a more premium, higher transaction or less headache customer, do so. There are customers who pay more, shop more frequently and are easier to sell to. Going with those customers, can help increase your revenue. These customers are either richer, more emotional and friendlier. Find them. Do business with them.

### **4. Automate the Sales**

If you can, make your sale process automated. Technology is allowing business owners to setup online/email transaction links where customers can just pay for items. This allows you to get multiple transactions in one shot. You can get more in a day than you could, if someone had to manually do the transaction. Restaurants are a great example and how customers are able to place food orders online.



## 5. Make Your Fulfillment Process Scalable

Depending on what you do, you can scale your offering. Now, a barber may have a tough time scaling. He/she has a limited number of clients they can actually serve in a day. But if you have a service or product that can be outsourced, they no matter how many customers you have, you will be able to serve them. Once you are scalable, you are able to sell as many of that widget as you possibly can.



## 6. Expand Your Territory (Physically or Digitally)

Step into new territories. This can be as simple as you making your offering available online. The internet would be considered a new market for you, competitive, but it is a market where money can be made. You can also setup partnerships with other businesses, enter new neighborhoods, etc. This could require you expanding your team, however. If the benefits outweigh the costs, I say, go for it!



## **7. Make the Conversion Process Always Available (Digital)**

Not all businesses are open 24 hours a day. Some aren't. But that doesn't mean your sales conversion should stop. I am a big fan of funnels. Funnels work for you 24/7. With the right tools in the emails or texts, you can allow the technology to sell while you're asleep.

### **(BONUS)**

## **8. Turn Your Offering Into a Subscription**

This is a technique many business owners overlook. Here is the cheat code. You have very zealous customers. They are loyal, they love your offerings. They shop with you regularly. Give this a thought. Imagine if the gas station on your regular commute, charged your card for a full tank of gas every week (or at the interval you full up your tank) and you simply show up to redeem your gas. What would be happening is the gas station would be getting forecastable revenue, like say, a membership-based fitness center. What if you asked your customer to subscribe to that haircut, plate of food, shampoo, or loaf of bread and you then ship it as it is charged? Yeah! Wa-la! Regular sales. Your customers won't dare go anywhere else for that offering because they would've already paid you for it.

Need help with any of this? We have the actual "funnel" that could take your clients down your path to your increased sales. We will build your mousetrap for you with all the proper technological tools you need to make this work. All you have to do is sit back and wait until it is completed.

Then, 1-click will turn it on and off. Collect leads. Book appointments. Nurture. Close. All automated!





## **Connection the Dots Through Our Service**

In today's rapidly moving technology and consumer-base, businesses must be quick to adapt to how they do things in order to meet the consumers where they are. In doing so there are great challenges; understanding what technologies to use and how they work.

Most companies participate in the grueling and frustrating practice of "posting" on social media and even running social media ads. It takes a very long time for the algorithms to respond to your activity in a way that exposes you to your existing consumers, much less bring you consumers that otherwise never knew you existed.

It is very, very tough. But doing it that way is also very, very appealing. Why? Because it is convenient and free to just post. However, though tempting, it brings very frustrating results.

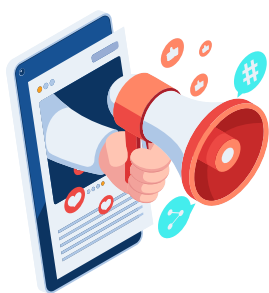
You must know what technology is effective AND how to use it. It takes years to figure much of this out on your own. By the time you do, the technology changes or the consumers leave to congregate somewhere else.



Our Bait, Hook, Trap, concept connects multiple platforms together in order to get you exposure, growth and sales. We connect online platforms to get you the results you seek in your business. Once they are created and connected, the 1-click function is ready to go, where you simply turn on your campaign and turn it off when you either exhaust that campaign's budget or get more leads/bookings than you can handle.

There is no monthly fee or subscription fee to us. You take full control and become your own marketing department.

Here is the concept of what we do, what works and what we will do for you.



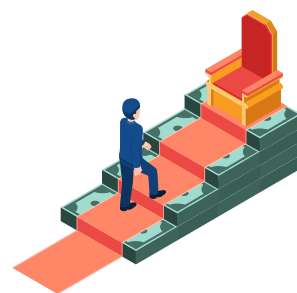
**Get Their Attention**



**Get Them Interested**



**Persuasive Informing**



**Get Revenue**

Trying to figure this out on your own can cause you lots of money in mistakes and errors. How?

1. You must learn the concept of Attraction Marketing
2. You must learn the features of each platform used
3. You must learn Content Marketing
4. You must learn the concept of various Sales (telesales, event sales, virtual sales, etc.) based on your type of business
5. You must learn what people or A.I. fits properly in each segment

We know most entrepreneurs are cost-sensitive or driven by the “I’ll-figure-it-out” model. No matter how much talent any champion has had (golfer, biker, basketball player, football, player, boxer) they all needed a coach to help them shape their talent.



Let us put you on the right track. From there you will learn how to do everything properly and be able to make it to the revenue championships.

Here are some of what you will result:

- **All Necessary Graphics Designed**
- **High Conversion Ad**
- **Cutting-Edge Landing Page**
- **Leads Management Platform**
- **3-Month Email, Text, Calls, Voice Message Funnel**
- **Digital Products/Services Built**
- **Online Merchant Services Created (if necessary)**
- **Produced 30-Second Ad for Your Freedom of Use**
- **CRM Connection for Customer Tracking**
- **Booking and Management System Created**
- **Guaranteed 5,000 YouTube Ad Views**
- **Guaranteed 2,000 - 5,000 Increased Social Media Followers**

Don't undervalue to benefit of a great experienced consultant. The mistakes you will avoid have been made on our dime. This service is \$2,500. If you would like to bundle with our Business Compliance Service, the investment is \$3,500 (\$1,500 Discount).

Here is the link to get started: [Click Here](#)





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