



## Top Ten Tips for Growing Your Business

Welcome to Business Jigsaw's *Ten Ways to Grow Your Business*

There are really only three main ways to grow your business so we'll split the 10 into those three areas:

<b>A) Sell More To Your Existing Customers</b>	<b>B) Get More Customers</b>	<b>C) Sell Different Products or Services</b>
1. Keep In Touch	4. Ask For Referrals	8. Hook up with affiliate organisations
2. Stop Discounting Out Of Habit	5. Use Testimonials	9. Ask Your Best Customers: "What Other Problems Do You Have?"
3. Turn your product or service into a regular event	6. Offer Free Trials 7. Piggyback on Someone Else's Customer Relationships	10. Ask Your Suppliers What Your Competitors Are Branching Into

And in a bit more detail.....

### 1. Keep In Touch

It is a case of out of sight out of mind. If your customers regularly see your face or your logo or your email address, you are more likely to be their first port of call when they need something you have. Depending on your business, this could be corporate hospitality, an e-zine, a magazine, sponsorship or a branded calendar.

### 2. Stop Discounting Out Of Habit

Review your pricing policy. If you started out price cutting to get the customers in the first place, when are you going to be ready to get those prices in line again? Does the customer really need a volume or loyalty discount to stay with you? You could significantly increase profitability by getting out of the discounting habit.

### 3. Turn your product or service into a regular event

When should your customers be coming back for more? Do you recommend when they should be getting their next instalment? Hairdressers who book their next client's appointment before they leave, get more business. Could you?

### 4. Ask For Referrals

Assuming your customers are delighted with you, (they are, aren't they?) then why not ask them who else they know who might be delighted too. It may be appropriate to offer an incentive to do this, (like the health club's free t-shirt offer) it may not.

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### 5. Use Testimonials

At the end of your satisfaction survey is a great time to ask for a testimonial. Or when they've just finished thanking you for the great work you've done. These are powerful tools to overcome the risk any potential new customers will face in choosing a new supplier – use them!

### 6. Offer Free Trials

Cold prospects are the hardest to convert to let them get to know you risk free by offering a free no strings trial. It give you the chance to get to know their needs and what is going to get them to buy. It also gives them a chance to spread the word about the service or product you offer.

### 7. Piggyback on Someone Else's Customer Relationships

If breaking in to new customers is proving too difficult, why not use the relationships they already have? By finding out which suppliers your target customer already deals with, you could offer your wares through them. The margins will be lower but so will the selling and marketing costs.

### 8. Hook up with affiliate organisations

Rather than expanding your product range, you could partner with complimentary organisations. The other side of the No 7) coin above, you can offer a wider range to your customer and still take a margin on everything sold.

### 9. Ask Your Best Customers: "What Other Problems Do You Have?"

To avoid the "look at my great new widget" trap, get your new product ideas from your customers. What's the next need they need to be filled? What are their frustrations, that they are prepared to spend money solving?

### 10. Ask Your Suppliers What Your Competitors Are Branching Into

The people who supply you, probably supply other people like you. They can be a great source of information about market trends and where money is being spent. As well as being a source of new product ideas, they can save you time in avoiding blind alleys.

You may already be using some of these techniques. Find one that suits the business you are in and give it a try. Remember to measure the impact of your efforts so that you can find the most cost-effective ways to grow your business.

Good Luck!

Clare Moore,  
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