### **Generate Traffic**

Build Relationships Create Video Content Infographics Competitor Link Research Improve Page Speed Optimise Google My Business Listing Unique Quality Content with Internal links Target Long-Tail Keywords (e.g. Common Search Queries) Guest/Partner Blogging Update & Optimize Old Blog Posts Influencer Marketing Facebook Ads Campaign Google Ads Campaign SEO Campaign (Organic Google Rankings) Do Interviews and Podcasts Event Marketing Host Workshops/Training Freebies (e.g. educational ebooks, free audits) Repurpose Content (e.g. from blog post to video, video to podcast, podcast to quote graphics) . Run Webinars Organic Social Media Posting Collate Reviews and Testimonials Optimize Website Content for Voice Search Build a Community of Brand Advocates (e.g. Facebook Support Group) Invest or Build a Personal Brand Alongside Your Business' Brand Local Community Outreach Physical Signage Email Marketing Campaigns

### **Conversion Rate**

X

### Lead Generation

Scarcity Strategy Case Studies Testimonials Set Up Remarketing Build a Landing Page Use Conversion Tracking Activate Seller & Product Ratings Rich Snippets & Schema Markups Build Trust with Video Content (Humanise Your Brand) Clear & Compelling Calls to Action Personalise Calls to Action (e.g. "Let's Talk" rather than "Call Us") Define Clear USPs (Unique Selling Points) Add Heatmaps Add Subscriber Option Add a Live Chat Function Online Reputation Management (ORM) Refine & Update Design on Website Place Phone Number in a Clear Position at Top/Header of Website Create a Click-Call Phone Link on Every Phone Number on Website Branded Unique Content Across All Marketing Channels Identify User Experience Issues on Website Through CRO Increase Following and Visibility on Major Social Media Platforms Like Facebook, Twitter, LinkedIn, TikTok, Reddit Simple & Easy Contact Us Form on Website Offer Soft and Strong Conversion Options If Running Google Ads, Make Use of Ad Extensions Utilise Split Testing to Find Most Effective Landing Page / Webpage Design Create Multiple Touchpoints Through Multi-Touch Marketing (LinkedIn, Email, Remarketing Campaigns etc.)

# Business Strategy Map



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(?) www.dilate.com.au

## **Close Rate**

Accept All Payment Methods Utilise Interest-Free Payment Systems (e.g. AfterPay, ZipPay etc.) Act Like You Don't Need the Work Reverse the Risk - Offer a Guarantee Ask for the Business

Hire a Superstar Salesperson Give Different Options/Packages/Choices Avoid Using the Word "Quote" Include a FAQs Section on Website/Landing Page

Avoid Hard Selling Provide Value Before Selling (e.g. offering free audit or free introductory experience) Educate Existing/Prospect Clients About Your Services

Chat Support Free Shipping

X

Don't Force Customer Registration (e.g. Utilise Guest Checkouts) Address Common Uncertainty and Risks Involved with Purchase

Simplify the Checkout process Provide Low-Risk Solutions to Customers Walk Customers Through Your Products/Services in an Engaging and Creative Way Develop and Produce High-Quality Products and Services Circle Back - Always Touch Base with Old Enquiries

Sell Differently to Your Competitors Offer a Trial Period to Test the Service Be Transparent and Always Manage Expectations **Total Customers** 

**Existing Customers** 

+

**Acquired Customers** 

**Retention Rate** 

X

### Ask more questions

X

Relationship nurturing program Only have A Class customers Birthday cards - birthday strategy - each customer Exit interview - learn why customers leave Annual customer survey Use cloud tools to keep in contact - Social media, ecards Determine future needs & educate on future needs Educate customers on services Follow through on promises Go out and visit customers New products and service offerings to meet customers' needs Newsletter No pre-judging - ask customers what they want Proactive phone calls Set up schedule of contact system Set up the next appointment Superior customer service "I was thinking of you" notes Create a REMARKABLE experience Share customer success stories Email. phone. web support Customer Advisory Boards Office makeover Invent new products Leadership in community Networking functions/promote clients Performance standards Seminars/workshops Socialise with customers outside of work Special occasion cards, gifts Find out WHY customers do business Team incentives for retaining Say thank you Unexpected gifts Case studies around products and service offerings Create online community for customers Train your team in customer service Hold customer events Longevity incentive Sack D Class customers - more time for As Guarantees Loyalty program Find out support preferences (email, phone, Skype, web) Ask for feedback Eliminate product defects High standards for quality control Open up nearer to top customers - convenience Have fun with customers Trade longer/different hours Hire quality customer support people Encourage customers to call for support (rather than web FAQ) Document "best practice" retention strategy

### Lower Inventory Days

Minimise no. of open jobs Calculate current days in inventory Set targets to drive inventory days down Implement inventory management system Implement internal accountability around inventory days Training for team - using the system Clean out and organise warehouse Set minimum and maximum levels Get rid of obsolete inventory Reduce lead times Strengthen relationships with suppliers Improve order process Order little and often Forecast more accurately Improve supply chain management Improve production scheduling Increase sales without increasing inventory Fire sale Negotiate consignment terms Be a distributor without inventory (e.g. Amazon.com) Return surplus inventory Implement just in time inventory management Promotion - discount a slow moving item and pair with a fast moving item

Minimise waste

### Lower Debtor Days

Bill in advance - 50%, 25%, 25%

Scripts

purchase

Shorten payment terms Change wording - due on or before Communicate price at the start of the job Discount for full payment before start - 10% Explain terms upfront Get tough - you are not a charity or a bank Hire a ruthless credit controller Create and implement a debtor collection system Don't send statements with 30. 60, 90. 90+ days Follow up rigorously Visual management Calculate current debtor days Improve customer service Improve turnaround time Multiple payment options Allow Direct Debit, credit cards, Paypal

document

## **Average Transaction** Value

X

Articulate value with customers Defined sales meeting focus Increase prices (and value) Discount for upfront payment for larger transactions Have courage in pricing Add complementary products and services Train team - upsell and cross sell Measure average transaction value daily/weekly/monthly Measure average transaction value by salesperson Set targets to increase average transaction value Unbundle all services Educate customers on all products and services Language, Language, Language Offer options - choice of yeses

Price list (internal) - educate all team members Value pricing Eliminate discounts for those who don't ask

Focus on higher margin products and services Sales role plays

Provide value early Broaden objectives - ask questions

Communicate with client during the sales process Customer matrix - ensure all needs covered Train team in sales skills Ensure referrers know desired client profile Look successful - be an avatar of success Select customers on criteria Standards for quality Strengthen relationships Target more profitable customers Up sell additional services Fire less profitable customers Benchmark against other firms on pricing/margins Brainstorm value

Buddy system for pricing Leverage past success Clearly defined sales process

Understand the impact of price rises vs volume you could

Go 'upmarket' with your offering Use checklists (have your forgotten anything?) Display stands with special offers Customers who bought that also bought this' Bundle high margin items Increase the size of minimum

# No. Transactions Per **Customer Per Year**

Ask open ended questions to uncover more needs Book a meeting from a meeting Build strong relationships Expand product/service range Calendar of contact Nurture meetings Unbundle products/services Don't prejudge what they will buy Build long term relationships Consistently great Create WOW experience Educate team on finding opportunities Incentivise team to spot opportunities Lead customers ('you need this') Nurture loyalty Sales skills Use technology Accelerant curve Documented sales process Hire superstar salesperson and put in the field Network with customers Customer advisory boards - find out what they need Post sale check in calls Hire great customer support people Calculate current average number of transactions Set targets to increase average number of transactions Increase communication frequency Ensure all customers are aware of all products/services Build greater trust with customers Culture of innovation Invest in R&D

### Revenue

=

# **Cost Of Goods Sold**

### **Gross Profit**

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Expenses

Set targets to drive debtor days down Implement internal accountability around debtor days Improve product/service quality

Stop work on the job until paid

Ensure your accounts receivable system is accurate and up to date Have customers sign terms and conditions

Invoice in a timely manner

Profit

**Improved Cash Flow**