

Sales Tips

1. Make it easy for customers to pay you

Do not make it difficult for customers to afford your membership. You must make your memberships convenient. This means offering flexible payment frequencies as well as all payment options, eg credit card, direct debit, cash or cheque.

2. Eliminate obstacles to making a purchase

An obstacle, no matter how large or small is reason enough for someone NOT to make a purchase with you. This obstacle could simply be the inability to contact you on the phone to make an appointment, or it could be the fact that they have not been asked. Look for obstacles and remove them. Ask your customers what your obstacles are.

3. If necessary go to them

Do not wait for a person to come to you, if necessary contact them and get them down to your centre. It is amazing what a little encouragement can do.

4. Contact customers you may have lost

One of the best sources of new customers / members are customers that you have lost in the past. Your database of members is very valuable, use it!

5. Package so as to be remembered

This includes may include starter kits, giveaways, signage etc. Ensure that everything is packaged memorably.

6. Run an outrageous promotion

I do NOT mean run an outrageous discount!! Run a promotion that is outside of the norm. Perhaps everyone who joins goes into the draw for use of a BMW for a week ...you're your imagination and get the public interested. People talk ... so give them something to talk about.

7. Go shopping at the competition

A great way to get ideas for increasing your own sales! Do not steal their ideas, look at their ideas and come up with your own better ones!