



ORANGE *leaf* CONSULTING

## 6 WAYS TO GROW YOUR BUSINESS

**Use these six proven sales strategies to WOW your customers and grow your business. Identify which “R” is best for your company/team at this time, implement it, and stick with it for at least 60 days. Measure your success and then add another “R.” Continue until it is all common practice for your team!**

### 1. RETAIN

Retaining your good clients costs a lot less than finding new ones—keep them happy! Take frequent opportunities to thank them for their loyalty. Stay on top of their trends, and anticipate their needs for next year. But above all, communicate! Check in with them regularly, to see “how things are going.”

### 2. RENEW

Ask for more business from your “cheaters,” and a greater commitment this year. Most clients split, so assume yours will, too. Share YOUR goals for the year, and ask for their support. Turn your “customer relationship” into a partnership....everybody wins!

### 3. REFER

Always ask for referrals! Convey your appreciation for your best clients’ professionalism, and tell them you’d like to see more like them. Create your wish list of prospective clients, and see if they can help you make connections. And do this regularly—build a schedule and do this three or four times a year.

### 4. REVIVE

Bring back the ones that got away! When clients leave, it doesn’t have to be forever...pay a visit to “lost” clients, and rebuild the relationship. What do they need from you to come back? Build a strategy...and don’t be afraid to ask what you can do better.

### 5. RECRUIT

Go after the “other side” agents. They don’t expect as much, so a little bit goes a long way. Find out what their expectations are, and exceed them. Consider a “services expectations” interview. Let them know your goal is to do such a good job, they’ll want to send their next deal your way!

### 6. REMEMBER THE REAL CUSTOMER

In any transaction, don’t lose sight of who the “real customer” is. B2B is important, but without the consumer, none of this happens. Keep them involved, especially younger buyers—they expect more involvement. Be ready to communicate—quickly and effectively!

Call us to **grow** Big!

Follow Dr. Cindy and OLC



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