



There Are Only 3 Ways To Generate More Sales In A Managed Services Business:

| #1 Increase The Number Of Leads Generated (Fill The Funnel) | #2 Increase Your Lead To Sale Conversion Rate (New Customers) | #3. Increase The Revenue Generated Per Client (Maximize LTV) |
|---|--|---|
| <p>Strategies:</p> <ul style="list-style-type: none"> ▪ Educational direct response marketing ▪ Irresistible and compelling lead generation magnets ▪ Message to market match ▪ Niche your services ▪ Multi-media marketing ▪ Maximizing conversion and response percentages of various lead generation media <p>Tactics:</p> <ul style="list-style-type: none"> ▪ Join ventures ▪ SEO, Google AdWords ▪ Sequential mailings ▪ Teleseminars, webinars ▪ Public speaking ▪ Articles, blogging ▪ Authoring books ▪ Trade shows, networking ▪ Referral strategies | <p>Strategies:</p> <ul style="list-style-type: none"> ▪ Positioning rather than prospecting ▪ Qualification process ▪ Education marketing ▪ Clear USP / Value proposition ▪ Social proof ▪ Guarantee ▪ Take-away selling <p>Tactics:</p> <ul style="list-style-type: none"> ▪ Well-documented sales conversion process ▪ Shock-N-Awe package ▪ Master sales letter (web) ▪ Written, audio, and video testimonials & case studies ▪ Stacking ▪ Guarantee(s) ▪ Newsletters ▪ Drip marketing systems for follow up | <p>Strategies:</p> <ul style="list-style-type: none"> ▪ Subscription income ▪ Cross-sell ▪ Up-sell ▪ Delighting the customer ▪ Referral systems ▪ Premium pricing ▪ Toll position income <p>Tactics:</p> <ul style="list-style-type: none"> ▪ Managed services ▪ Seminars/teleseminars ▪ Referral rewards, contests ▪ Client appreciation events ▪ Newsletters, blogging ▪ Email and voice broadcasts ▪ “Shiny new penny” |

Increase In Each Area By 10% And Growth Is EXPONENTIAL

| # of Leads | Conversion % | # of Clients | Revenue Per Client | Total Revenue |
|---------------------|--------------|---------------------|---------------------------------|---------------|
| 48 (4 per month) | 25% | 12 (1 per month) | \$12,000 (\$1,000 per month) | \$144,000 |

10% Increase In Each Category:

| # of Leads | Conversion % | # of Clients | Revenue Per Client | Total Revenue |
|---------------------|--------------|---------------------|---------------------------------|------------------|
| 53 (4 per month) | 27.5% | 15 (1 per month) | \$13,200 (\$1,000 per month) | \$198,000 |

10% Increase In Each Area = 37.5% Total Increase In Revenue (NOT a 10%)



Exercise: Fill In What You Are Currently Generating In Each Category:

| # of Leads Per Year | Average Conversion % | # of Clients | Avg. Revenue Per Client Per Year | Total Revenue |
|---------------------|----------------------|--------------|----------------------------------|---------------|
| | | | | |

Next, Fill In What A 10% Increase In Each Area Will Give You:

| # of Leads Per Year | Average Conversion % | # of Clients | Avg. Revenue Per Client Per Year | Total Revenue |
|---------------------|----------------------|--------------|----------------------------------|---------------|
| | | | | |

A 10% Increase In Each Category Would Represent \$ _____ To You!

Now brainstorm at least 1-2 things you could do to secure that 10% increase:

| |
|--|
| |
| |
| |
| |
| |
| |
| |
| |