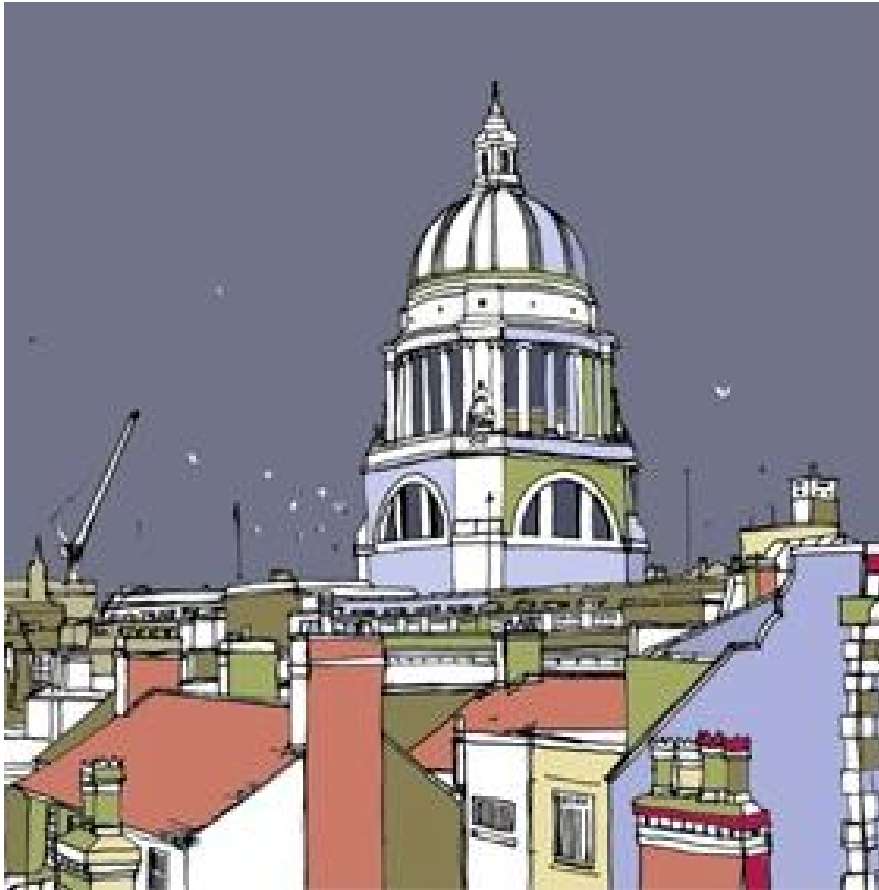
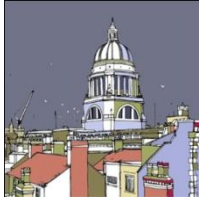


Jeanne Booth
VIEW FROM THE TOP



Over 50 cheap (or free) things you can do to increase sales and / or reduce costs

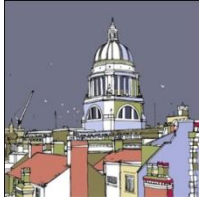
View from the Top by James Baker



A glimpse of view

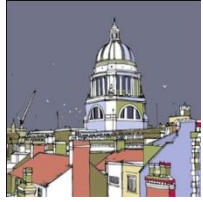


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The Headlines

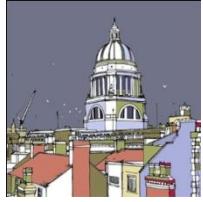
- 1. Know your costs – don't kid yourself**
- 2. Prices can vary – be aware of what stage you at**
- 3. Under- promise and over- deliver**
- 4. Haggle but make friends with suppliers**
- 5. Bundle – products, services, partners**
- 6. Mailing list – collect it religiously & use it**
- 7. Give and forget, receive and remember**



Talk is cheap

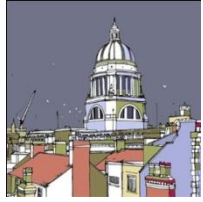
- 1. Smile like you are greeting an old friend**
- 2. Say anything – eg. weather, compliment**
- 3. Gauge and match their mood – show you care about them**
- 4. Wear something they can remark upon**
- 5. Shine the spotlight on them – ask them questions**
- 6. Start every appropriate sentence with ‘*you*’**
- 7. *Get their contact details & use their name***

Jeanne Booth



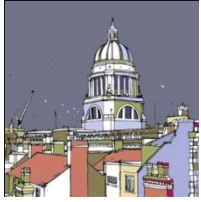
Sweet pricing

- 1. Pricing can vary**
- 2. Build in a margin for discount**
- 3. Have a starter – mid – higher range**
- 4. Offer to make something cheaper – a special commission**
- 5. Use a high priced item as a show- stopper**
- 6. Know your competitors prices**



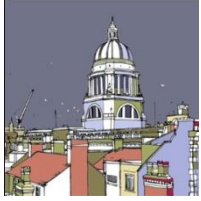
Bundle it

- 1. Think 'sets' or things that go together**
- 2. Add something that makes people feel valued or like they've got a bargain**
- 3. Combine with complementary goods or services provided by others**



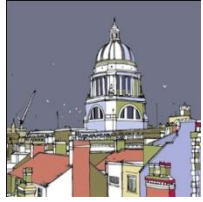
Show off

- 1. Display is critical – study it & adjust to suit**
- 2. Less is more**
- 3. Don't let your display make people feel uncomfortable**
- 4. Use a high price item as a crowd- puller**
- 5. Cheap doesn't have to look cheap**
- 6. Testimonials**
- 7. Samples**



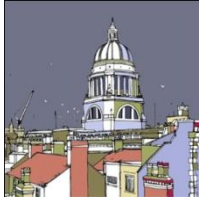
Getting free or cheap publicity

- 1. Press *lurve* surveys**
- 2. Link with something in the national news**
- 3. Make a local or historical connection**
- 4. Become a speaker**
- 5. Do something extraordinary**
- 6. Give an award**



Web on the cheap

- 1. Free listings**
- 2. Facebook**
- 3. Blogs**
- 4. Email marketing & newsletters**



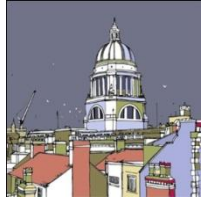
Getting a little extra help

- 1. Work experience/stuff for the CV or portfolio**
- 2. Use students**
- 3. Pay low wages but provide great benefits**
- 4. Use freelancers**
- 5. Skills swap**
- 6. Watch VAT**



Suppliers

- 1. Change - Or work with them**
- 2. Make them a feature – eg. ethical credentials**
- 3. Make them a source of referrals ‘*suppliers to*’**
- 4. Negotiate a deal if you refer to them**
- 5. Support each other’s promotional efforts and events**



Thank you

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