



## MAKE YOUR CASH REGISTERS RING IN ANY ECONOMY

**Revolution:** “a drastic and far-reaching change in ways of thinking and behaving”

“I am always on the lookout for complacency, particularly when things are going well. That’s when companies develop bad habits and complacency creeps in. When you’re making good money and good margins, you tend to get sloppy.” – David Neeleman

### NINE TIPS CONCEPTS THAT WILL MAKE YOUR CASH REGISTER RING IN ANY ECONOMY

1. Offer an experience that affects all five senses.
2. Create an image for your business that resonates and is consistent. This is a logo, color scheme, domain name and use of these concrete images in a way that is memorable and consistent.
3. Pursue the business trifecta: Retail or food service base + proprietary product + value added service/experience
4. It costs at least ten times more to get a new customer than to keep one you already have. Treat customers like they are valuable, really valuable. Use e-mail, text message marketing, Facebook, etc. to stay in touch and maintain contact with customers. Remember that retained customers also refer new business.
5. Nurture relationships – not just with existing customers but potential customers. Use social media like Facebook to develop and maintain real relationships with more people than ever before.
6. Host events that are focused on reinforcing your business experience and increasing foot traffic or web traffic to your store.
7. Offer samples or low-cost ways to sample your products, service or business experience.
8. Pursue and lead the effort to engage in cooperative marketing alliances with other businesses that target the same audience as your business.
9. Use e-commerce, web sites, e-mail marketing, social media, and more to maintain a 24 hour a day, 7 day a week presence to your customers.