

# How to Increase Profits by 800%

Here's a magic formula:

- Get every one of your clients or customers to introduce another client or customer and reward them for doing so. (If you do that, you'll double the number of clients or customers you've got and that will double your business.)
- Double the dollar amount of the sale you make to each one of those clients, customers or patients by up selling, add-on selling and cross selling. (This doubles your bottom-line profitability.)
- Get your clients or customers to come back and see you twice as often. If they visit you once every three months, try to get them back every six weeks. Use your database to write to them and make them an offer they'll be interested in. (If you double the number of times they come and see you, you'll double your results.)

Now here's the interesting thing: If you have twice the number of clients, customers or patients spending twice as much, twice as often, you will get eight times the result. That's an increase of a whopping 800%.

Even if you don't think you can double it in every one of those areas, aim for say a 25 percent gain in each area. It will still give you a huge jump in income. That means you aim for double the results with one in four customers, clients or patients in each of those areas – enough to make any year a great year for you!

*This article has been written by Winston Marsh who is recognised as one of the leading business speakers at conferences and seminars where the objective is to motivate and train delegates in how to increase their sales results.*

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