

22 Quick Cash Flow

The following is a list of Strategies that can be implemented to inject cash back into the business ASAP.

1. Test & Measuring System - for everything (Stop What's Not Working - ROI)
2. Improve Conversion, Use Phone Prompts/Scripts & Qualification Sheets
3. Put Prices Up – Generally and especially where margins are too low
4. Add on Sale – Cross sell & Up sell – Bundle Items
5. Public Relations Article – AIDA, Generate enquiries without paying for them
6. Direct Mail offer to all existing & lapsed Clients with telemarketing backup
7. Cold Phone Call – Use script, Offer, Compelling Event to take action
8. Extend Supplier Credit – or any other creditors
9. Pre paid sales – Pull Forward
10. Use Debt Collection Agency – Beyond Terms, recover money owed
11. Closed Door Sales For Key Customers – bring an associate/friend etc
12. Packaged offer – Quick moving line with slow moving line
13. Product Range add on sale – limited campaign (this week only)
14. Reverse Host Beneficiary (sell other peoples product for %)
15. Increase stock turns – stock rationalisation (slow stock out)
16. Events – novelty events to generate publicity
17. Sell excess assets (Rent Space etc)
18. Small ads – classified – spot ads - for lead generation
19. Sales (Whole) Team Incentives – (Bonus around performance/activity)
20. Split level Pricing
21. Get your suppliers to buy or refer your products or service
22. Referrals – Have a referral system in place