

77. Salespeople	74. Set sales targets	70. Double check order	52. Pre-sell or take pre-payments	50. Regular/timely accounts
78. Telemarketing	75. Set profit targets	71. Set and average sale goal	53. Product of the week	51. Pay bonuses on 'bottom line'
79. Tender lists	76. Set add on targets	72. Focus on average £ sale	54. Sell other people's products	52. Take stock on consignment
80. Warm calling	77. Make an offer		55. Till further notice deals	53. Lower ££ tied up in inventory
81. Building signage	78. Pre-sent app cards		56. Labels and stickers	54. Only sell fast moving stock
82. Car signage	79. Packaging		57. New product launches	55. Buy in bulk, pay and receive over time
83. In-store/sidewalk signs	80. AV sales demos		58. Rent/sell your database	56. Re-finance
84. Passing trade	81. Provide timely response		59. Ask them to come back	57. 30 days terms to 7 days
85. Point of sale material	82. Increase range/variety		60. Catalogues	58. Systemise the routine, humanise the exceptions
86. Product packaging	83. 1 st buyer incentive		61. Contracts	59. Use a company cred card
87. Stickers and tags	84. Office/team appearance		62. Cooperative promotions	60. Sell more big margin goods
88. Window displays	85. On-hold messages		63. Educate on full values	61. Sack C's and D's
89. Staff sell incentives	86. Account applications		64. Follow up	62. Only allow your team to buy with APO
90. Staff buy incentives	87. Point of sales displays		65. Increase credit levels	63. NO discounting
91. Barter/trade exchange	88. Use payment plans		66. Keep a diary of expiry dates	64. Sell only quality
92. Trade shows	89. Reprint press articles		67. Offer free trials	65. Sell via party plan/multi level
	90. Ask for sale		68. Offer on next purchase	66. Commission only sales team
	91. Scarcity and limits		69. Post purchase reassurance	67. Repackaging smaller/own label
	92. Gift cheque towards purchase		70. Plan future purchase with clients	68. Promote idle time
	93. Offer exclusivity		71. Pre end of warranty checks	69. Charge for a finance facility
	94. Before/after photos		72. Provide shopping list	70. Know your actual accounts
	95. Show samples		73. Re-book next visit	71. Work costs as percentage of sales
	96. Write company's story		74. Run competitions	72. Stop running ads that don't work
	97. Display awards		75. Sell consumables	73. Measure everything
	98. Print vision/missions		76. Socialise with clients	74. Have regular accounts reviews
	99. Sales scripts		77. Suggest alternative uses	75. Compelling scoreboard
	100. Educate on value		78. Target likely repeaters	76. Sell your own label
	101. 0800 no. &reply address		79. Train your team	77. Sell an exclusive label
	102. Provide team incentives		80. Always have stock	
	103. Survey past customers		81. Build trust	
	104. Collect prospect details		82. Under promise and over deliver	
	105. Ask for feedback		Incentivise team	

