

# **How To Make More Sales and Keep More Profit in Your Business (Readers Digest Version)**

**By Scott Bradley**

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[www.MakeMoreSalesKeepMoreProfit.com](http://www.MakeMoreSalesKeepMoreProfit.com)

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## **How To Make More Sales**

### **1 – Ask Yourself Better Questions**

- a) Where is My Market?
- b) How Will I “Treat” The Targeted Traffic Being Exposed To My Ad to Generate the Best Response and Highest Conversion Rate Possible?
- c) How Can I Make More Money from Every Customer I Serve, and Deliver Even More Value?
- d) What are the Pains, Desires and Frustrations my Market is Experiencing Right Now?
- e) What am I Not Leveraging Right Now that is at My Disposal to Make More Sales?
- f) How Can I Increase My Customer Lifetime Value?
- g) What is it Going to Cost Me To Generate A Customer?
- h) How Can I Leverage My Current Customer List To Make More Sales?
- i) How Can I Communicate The Value I Provide My Target Market So That They Choose Me Over My Competitors?

### **2 – Create Better Marketing**

### **3 – Spend Time Studying What Makes People Tick**

### **4 – Focus on Lead Generation First Then Sales Second (Be Sure This Process is as Automated as Possible)**

### **5 – Focus on Generating Higher Conversion Rates**

### **6 – Test Better**

### **7 – Leverage Free PR**

### **8 – Partner Strategically**

### **9 – Find a Mentor**

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## How To Keep More Profit in Your Business

**1 – Find A Credit Card Processor Who Actually Cares About Your Profitability Per Transaction, and A Sales Rep Who Will Provide High Quality Service and Truly Take Care of You**

### *Recommended Reads*

This 15 Question Self-Test Reveals if You Are Paying Too Much

Go to: [www.ScottBradley.name/ccp15questions](http://www.ScottBradley.name/ccp15questions)

3 Reasons Why You Are Paying More Than You Should

Go to: [www.ScottBradley.name/ccpwhysohigh](http://www.ScottBradley.name/ccpwhysohigh)

**2 – Hire an Account Who Understands The Tax Law Inside and Out Who Will Help You Legally Pay Less Tax Every Year**

**3 – Have A Trusted Attorney on Hand To Consult When Necessary**

**4 – Hire Employees You Can Trust (To Protect Yourself From Embezzlement)**

**5 – Don't Be Shady**

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**“Before You Close This Document, I Have A Quick Question For You...”**

“If I could show you how I can help you save up to 30% or more on your merchant services bill every month, would that interest you?”

(I have a client that experienced this amount of savings every month)

**Yes:** “Go To [www.ScottBradley.name/OS30orMore](http://www.ScottBradley.name/OS30orMore) ”

(I will contact you within 1-2 business days after filling out the form)

**No:** “Thank you for your time. I hope you found this document as a valuable resource.”

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