

5 Ways to Grow Your Business Without Spending A Fortune

Baudina Slikker
SUCCESSWITHOUTBS.COM

Find customers fast.

No business has an endless flow of money to find (new) customers. For that reason why not try these 5 tactics which you can use to get more sales and find your customers inexpensively.

Try one or more of them out and see the difference they can make for your business.



Baudina Slikker

The background of the page features a blue towel folded in the upper left corner and a blue pen lying horizontally across the lower half. The rest of the background is a solid blue color.

Tactic 01

Create an online presence

Social Media can be used in so many way.

- Did you know that by using Facebook's "Check in" you can create free advertising? Have a customer check in with your business and Facebook will share it with their friends and family.
- You can target or even re-target customers with a few simple steps when using Facebook for advertising.
- You can collect reviews very easily.

Everything you do on social media is a simple way to keep in contact with customers.

[Click here to learn more about Internet Marketing](#)



Tactic 02

Change your website into a landing-page.

What is an landing-page? In short it is the first page where your customers land when they look up your website. This landing-page offers your future clients something for free. This is anything which provide them with information, like a newsletter or brochure.

This is the reason why this page is so critical. The offer is zero risk to a prospect. And to offer them something they truly want: a solution to their problem. They can receive it by simply providing their name and email address without having to speak to anyone or being subjective to any type of sales pitch. In return you are collecting their information.

[Click here to learn more about the use of your website](#)

Tactic 03

Up-sell or Cross-sell.

Up-sell is offering a more expensive product. Like MacDonald. Order a hamburger and they ask if you want a menu.

Cross-sell is an add-on to your product. Again like MacDonald is doing. Order an hamburger and they ask you if you want a drink with it.

Give your future customers a free brochure and ask if they are interested in your low cost product.

Why do you want to up-sell your low cost product or cross-sell? It can increase you profits enormously.

[Click here to learn more about UpSelling and CrossSelling](#)



Tactic 04

Down-sell

If your client declines your initial offer because it is too expensive, you can try to sell a cheaper product instead or add something to it, like an extended guarantee for free.

You do this for 2 reasons:

1. Of course selling a cheaper product is always better than selling nothing at all.
2. A customer who already bought from you is more keen to buy again from you.

Just keep in mind never to "force" them into buying your product.

[Click here to learn more about Down-Selling](#)

A man in a suit is seen from behind, looking out a large window. He is holding his hand to his chin in a thoughtful pose. The background outside the window is a bright, hazy sky. The entire image has a blue tint.

Tactic 05

Follow Up

Biggest mistake of a huge amount of businesses is not following up with their (future) customers.

If someone isn't interested in your product now, doesn't mean they may not be interested in the future. Maybe they lack finances for the moment, but will have money in the (near) future.

If someone doesn't call you back, doesn't mean they are not interested. They are maybe busy with other things and it slipped their mind. Maybe they are waiting for you to contact them.

A way to keep in touch with them is by using a drip campaign.

[Click here to learn more about Following Up](#)

**Want to know more
on how to increase
your sales and get
more customers?
Follow the link for
more information.**

SHOW ME WHAT YOU GOT...

Attract

Created with Growth Tools in Partnership with Leadpages