



73 POINT DOUBLE YOUR SALES CHECKLIST

Prepared For: _____

Company: _____

BHM Consultant: _____

1 GET MORE CUSTOMERS

- Report/Guide/Whitepaper
- Book/Ebook
- Samples/Trials
- Quizzes/Surveys
- Free Consult/Assessment
- Coupons
- Flash Sales
- Podcast
- Blog
- Offline Catalog
- Online Catalog (Ecommerce Site)
- Valpack/Moneymailer
- Physical Gift/Premium
- Loss Leader Offers
- Webinars/Teleseminars
- Live Events
- Traditional PR
- Meetup Groups
- Tradeshows
- Channel Selling
(Amazon, eBay, etc...)
- Facebook Advertising (Paid)
- Facebook Marketing (Organic)
(i.e. Pages/Groups/Events)
- Twitter Organic
- Twitter Paid
- LinkedIn Organic
(Posts/Groups)
- LinkedIn Paid
- YouTube Organic
- YouTube Paid
- Instagram
- Pinterest
- Search Engine Optimization
(Google/Yahoo/Bing)
- AdWords (Search Network)
- AdWords (Display Network)
- Bing PPC
- Yahoo PPC
- Affiliate/Joint Ventures/Referrals
- Groupon/Living Social
- Content Syndication
- Display Advertising Offline
(Trade Publications, Magazines, Etc...)
- Display Advertising Online
- Direct Mail
(For Acquisition)
- Email Advertising
(Solos, Newsletter Sponsorships, etc...)
- Radio Advertising
- TV Advertising
- Distributed Sales Force
- Wholesaling
- Review Sites
(Yelp, Angie's List, etc...)



2 GET THEM TO SPEND MORE

- Immediate Upsells
- Cross Sells
- Slack Adjusters
- Bundles/Kits/ Value Buckets
- Line Extensions
- Subscription/Continuity
- Membership/Association
- Consulting/Training
- Customer Appreciation Events
- Done For You Service
- Expedited Shipping Offers
- Warrantees/Insurance
- Downsells

3 INCREASE BUYING FREQUENCY

- Regular Email Newsletter (Daily/Weekly/Monthly)
- Automated Sequential Email Follow-Up
- Exit Offers
- Bounce Back Offers/Product Includes
- Retargeting
- SMS
- Loyalty Program
- Cart Abandonment Follow Up
- Direct Mail Marketing To Existing Customer Base
- Outbound Phone Follow-Up
- Coupon/Gift Cards
- Newsletter/Magazine (Physical)
- Customer Appreciation Sales/Offer

OPPORTUNITY SCORE: _____
(73 - TOTAL CHECKED = O.S.)

