

# 10 Techniques to Increase Sales in a Small Business



## 1 Know Target Audience



Define your ideal customer; then target their heartstrings.

## 3 Build Online Presence



Become a digital magnet. Attract customers to your website, social media, and online shop.

## 5 Customer Retention



Turn your customers into regulars with loyalty programs and marketing personalization.

## 7 Test Price Strategies



Play price detective: find the sweet spot for profit and value prop.

## 9 Partner and Collaborate



Team up, amplify reach, and conquer new markets with community partners and promoters.



## 2 Optimize Product Mix

Refine your offering: polish the gems, ditch the duds.



## 4 Map Customer Experiences

Craft a journey! From the moment a customer discovers you online; until they checkout in store.



## 6 Use Retail Tech

Work smarter, not harder. Use CRM, POS, inventory automation to be more efficient.



## 8 Train Your Team

Equip your sales squad with killer communication skills and winning sales tactics.



## 10 Monitor and Analyze

Keep your finger on the pulse, adjust the dial, and watch sales soar.