

# Quick Cash Flows

1. Test & Measuring System – *for everything*
2. Improve Conversion, Use Phone Scripts – *Incoming and Sales*
3. Put Prices Up
4. Add on Sale – *Cross sell & Up sell*
5. Public Relations Article
6. Direct Mail to existing Clients with telemarketing back-up
7. Cold Phone Call – *Use script*
8. Extend Supplier Credit – *or any other creditors*
9. Pre-paid Sales
10. Use Debt Collection Agency
11. Closed Door Sales – *bring a friend*
12. Packaged Offer – *Quick moving line with slow moving line*
13. Product Range Add-On Sale – *limited campaign (this week only)*
14. Reverse Host Beneficiary (*sell other peoples product for %*)
15. Increase Stock Turns – *stock rationalization (slow stock out)*
16. Events – *novelty events to generate publicity*
17. Sell Excess Assets
18. Small ads - classified- spot ads – *for lead generation*
19. Sales Team Incentives
20. Split Level Pricing
21. Referrals – *Have a referral or non-referral price*
22. Phone – *ask for a referral after sale*