

# Quick Cash Flow Strategies

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 rationalisation (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... Phone – ask for a referral after sale

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