

7 STEPS TO QUICKLY INCREASING PROFITS

STEP 1 – REVISIT YOUR EXISTING OFFER

Sit down and take a look at the offer you present at the table to prospects. How is it presented to them? What value is denominated for them? What are you doing to lower the barrier of entry? Are you doing your best to eliminate any risk the prospect faces in the transaction? In what ways?

STEP 2 – ADJUST THE PRICES YOU CHARGE, OR THE VALUE YOU OFFER

The value association for what your offering should be incredible. It should be a no brainer for the prospect. How has the economy affected the prices of comparable products and services in your area? (Think other RV resorts, health clubs, or any other resort style business in your area) Have you adjusted accordingly? If you're set on making the same amount you always have, adjust your pricing structure so that you get less up front, but more over time. Most of the time you can increase your value association simply by doing a more thorough job of presenting value comparisons or alternatives. Try building a value comp sheet that actually shows the prices of the alternatives compared to your membership.

STEP 3 – ANALYZE PREVIOUSLY SUCCESSFUL PROGRAMS AND OFFERS

Revisit your most successful campaigns, pull out the critical elements that made them successful, and apply it to what you're doing today. What's the most successful sales/marketing campaign you've run? What was the most successful member referral offer you promoted?

STEP 4 – ADJUST YOUR EXISTING LEAD GEN METHODS ACCORDINGLY

Once you've determined your top 3 past successes, take action on reinstating those programs today. If you're still running them, breathe new life into them with a new twist on things. Promote them more avidly, or combine them with other programs you run.

STEP 5 – ANALYZE AND REFRESH EXISTING BUSINESS PARTNERSHIPS

Where are your leads coming from? Who, other than yourself and your team, is driving people to your resort? How actively are your existing partners pushing your offer? What kind of incentive do you have in place to induce reciprocity from them? How often do you follow up with them, and in what capacity? Do you just have an assistant call them, or do you drive by, say hello, and take them out to lunch? Are you pursuing as many dealer relationships, and as diligently as you have in the past? What about the locations where you have your "In-Store" booths?

STEP 6 – STRUCTURE ADDITIONAL OFFERS TO YOUR EXISTING MEMBERS

This should be especially easy now that you've already gone through and analyzed your previously successful offers. Draw on that information to influence the structuring of fresh, new offers. Can you put together a new referral program with a stronger incentive to offer your members? Can you put together and offer new tools to your members to help them with the referral program you already have in place? It doesn't have to just be referrals, what other offers can you put together for them?

STEP 7 – CAPITALIZE ON THE COMPETITION

This is the easiest, and most underutilized, step of all. You can even take a few different approaches with this one. One approach is to disempower them with their own offer. Don't wait for the objection to come up at the table that the place down the road is cheaper. Preempt it and tell them that the place down the road is cheaper. Let the tour know that they could go down the road and get a membership for less at the other place. Let them know how the other place has dropped their prices so low that *anybody* could get in. Anybody, and let them know all about the kind of *anybody's* they'd be camping next to if they got a membership there.

Another method is to offer same as cash credit for the value of their membership to 'that other place'. When the objection comes up that they already have a membership somewhere else, (and, let's be honest, if everyone's doing their job this should be evident at the very beginning) tell them that's great, move along, then at the price point in the presentation, instead of doing the 'today' drop, let them know they get full credit for the value of their existing membership. Tell them it's a 'Goodwill' program of sorts, it will make you look like the bigger man.

There are many other ways of capitalizing on the competition, but they're outside the scope of this article. If there is enough demand for it, in response to this, a comprehensive training can be done on the subject.