

How To Increase Sales in a Small Business (With Tips)

A company's success depends on how many sales it makes and the profits it gets from those sales. For a business to reach its full potential, it should have effective strategies in place to grow its number of customers and increase sales. If you are responsible for increasing your company's sales, it's important to understand the strategies you can use to make more money and build strong, lasting relationships with customers. In this article, we explain why increasing sales is important, how to improve sales and tips for increasing sales.

Why is increasing sales as a small business important?

Increasing the sales of a small business is important because as sales increase, so does the company's profitability. All major companies were once small businesses. To grow into large, successful companies, they learned to maximize their sales and build positive relationships with their customers.

The sales team isn't the only department responsible for increasing sales. Every department in a business should understand strategies and principles that can lead to more sales. Companies can encourage all departments to contribute to sales by creating a sales plan that lists the milestones they need to reach.

The plan should include a set of actions the sales team and other departments need to complete. Having a sales plan is like having an instructional guide because it gives direction and helps you work toward your goals.

Read more: [How To Write an Effective Sales Plan \(With Template and Example\)](#)

How to increase sales in a small business

Follow these eight steps to gain new customers and increase company sales:

1. Understand your customers

A business's most important asset is its customers. Learning their challenges, desires, fears and concerns can help you sell a product or service that meets their needs. When you engage with your customers and listen to their opinions and questions, you can better understand their concerns and take steps to improve your product or service. When you address your customers' concerns and needs, you build their loyalty and trust because you served them well.

One way to better understand potential and current customers is to send a survey that asks them to share their thoughts and opinions. You can then make necessary adjustments to products or processes based on the survey's results.

2. Develop a marketing plan

Small businesses need strong marketing plans to reach customers and break geographical limits. Create a marketing plan that uses social media, online reviews and email to engage with customers. Use marketing strategies such as:

- **Social media advertising:** One of the advantages of paying to advertise on social media is that these platforms have user data and algorithms that help you reach your target audience. A successful paid advertising campaign can grow leads that eventually become sales.
- **Online presence:** Regardless of whether you sell in person or online, a digital presence can help you reach your target audience and attract new customers. Create social media profiles on various platforms, and design a business website so that your company gets listed on business review sites.
- **Email marketing:** Create a customer email list that sends messages about new products or newsletters offering special discounts and deals. Email marketing allows you to personalize messages in ways other marketing campaigns cannot.

3. Create a Google My Business account

To reach new customers through Google, make sure your company appears in its search results. Google My Business is a free tool that you can use to set up a business profile and business website on Google. Your business profile then appears in the local section of Google Search, Google Maps and the Google Knowledge Panel. After you register for an account and connect it to your listing, you can optimize it to reach your target audience by:

- **Completing your profile:** A complete company profile helps your business rank higher in search results and is more likely to lead to sales. In addition to listing your business name, website and phone number, fill out every section of your Google My Business profile that requires detailed information.
- **Answering every question in the Q&A section:** Some people go to Google, rather than a company's website, to ask questions about the business or learn about its services and products. Google My Business has a Q&A feature that allows potential customers to ask questions about a company. Providing answers to these questions is good customer service and helps earn customers' trust in your company and the product or service you are selling.

4. Give a variety of payment options

Many customers have payment preferences. Some prefer credit cards, while others use digital methods such as PayPal or Stripe. If your small business offers credit cards as its only payment option, you limit your customer base to credit card holders. Place other payment options on your website to increase online sales and allow potential customers to make purchases with the payment form they prefer.

5. Offer discounts

To increase sales and grow your customer base, offer discounts such as:

- A referral discount for every friend or family member a customer refers, such as 10% off their next purchase
- Special deals, such as two for the price of one, buy one get one free or a free gift with a purchase
- Product bundles that add more value to a customer's purchase

6. Set the right price

How you price your products and services can affect your company's success. Take these steps before deciding whether to raise or lower your prices:

- **Research competitors:** Research pricing to determine what your competitors are charging for similar products. If your prices are higher than your competitors' prices, you might need to lower them to stay competitive in the market.
- **Understand your customers:** Many customers have a fixed price in their mind of what a product should cost and what they are willing to pay for it. Consider this factor when pricing your product, and raise your price to meet customer expectations if needed.
- **Know the market:** Product trends, seasons and economic stability can impact your product's price. Watch the market and look for changes that might indicate you should adjust your prices to meet customer demands and needs.

7. Offer minimal choices

Large, established businesses often increase sales by offering a wide variety of products. Small businesses, however, might benefit from fewer product choices. If you offer limited products, new customers can make decisions more quickly and easily. If you do sell a variety of products, customize the company's website using category pages to minimize the number of products customers can choose from on each page and prevent them from feeling overwhelmed.

8. Provide a money-back guarantee

Providing a money-back guarantee can gain a customer's trust and encourage them to buy your product. When you remove the risk from a customer's decision, they are more likely to try your product or service.

Tips for increasing sales

Here are some tips that you can use to help increase your small business sales:

- **Monitor trends:** Understand customer habits and industry trends so that your business can adapt to ongoing changes. You can gain market information from trade publications, websites and professional organizations.

- **Motivate employees:** Motivated staff members who are positive and productive can help generate more sales. Find ways to encourage the employees you lead to work more efficiently, such as with praise, a good work environment or financial incentives.
- **Make webinars:** Use webinars to teach potential customers about your product or service. Explain how the company started, how the product serves them or how to use it. When you host a webinar, you can also collect attendee email addresses to add to your mailing list. Advertise the webinar on popular social media platforms, such as Instagram or Facebook.
- **Monitor transactions:** Track sales to maintain an accurate estimate of monthly, weekly and daily figures. This information is particularly valuable if the business plans to scale up quickly so that it can prepare for increased demand.
- **Attend networking events:** Build your network to share your brand with potential customers and educate them about your product or service. These professional contacts can bring awareness to the business and refer new customers, leading to increased sales.