

Marketing Strategy 80: How To Leverage Employees

In this program we have talked a lot about selling extra services and how important it is to growing your business.

Today I want to reveal one more strategy that you can use when you have employees.

Here are the details...

If you've chosen the right employees for your business, the chances are that they want to learn as much as possible.

You can help them by putting on weekly training sessions about the different services and benefits you offer.

Not only does this help the employee by giving them new skills and knowledge they can use to make money with you or another business, it can also make you more money.

How?

Well, imagine you offer an add-on service like carpet protection. If your employees know nothing about it, they will not know when a client needs it.

This can lead to lost opportunities to make additional money from a job.

But if you train your employees on the importance of carpet protection, then they will naturally mention it to clients when they see it is necessary. This can lead to more work, more profits and more referrals from the happy clients.

It's a win-win situation for everyone.

TODAY'S TASK: Train Your Employees

1. Set up weekly training for your employees. Teach them valuable skills that they can use even if they leave your business.

The billionaire entrepreneur Richard Branson put it best when he said... "Train people well enough so they can leave, treat them well enough so they don't want to."