



GUIDE:

How to Drive More Revenue for Your Organization



Driving more revenue requires a strategic approach that combines various marketing, operational, and customer service tactics to execute. This guide is designed to help your company boost its revenue and scale for greater success.



1. Offer Excellent Customer Service

Train your frontline and back-office employees to be courteous, professional, and knowledgeable when speaking with customers, prospects, and colleagues. Provide them with incentive-based rewards for reaching specific customer experience milestones, such as bonuses for positive feedback (via surveys) or positive reviews (on social media). Be sure to also foster a culture of quick and attentive response times to customer inquiries and complaints. This attention to detail makes customers feel that their issues are truly cared about and resolved, ensuring a positive experience throughout the entire customer journey.

2. Market to Customers and Prospects

Targeting new prospects and your existing customers is critical to driving more revenue. Here are some of the essentials to keep in mind when crafting an integrated outreach plan:

- Build an email list of past and potential customers and send them regular updates, promotions, and helpful tips regarding “care” between their service calls.
- Develop a professional website that showcases your services, customer reviews, and contact information. Optimize your website for local keywords to rank higher in local search results.
- Create and update your Google My Business profile, providing accurate business information and encouraging customers to leave reviews.
- Invest in pay-per-click and AdWords campaigns to appear at the top of search results for relevant keywords. Target specific geographic areas to reach your local audience effectively.
- Leverage social media platforms to engage with potential customers and share informative content related to your services and industry.
- Target specific new audience segments (e.g., lapsed customers, former customers, prospects, new-to-the-area businesses and/or residents, etc.) to reach all prospects with an effectively tailored message.



3. Identify Opportunities to Cross-Sell and Upsell Before/During/After Service Calls

Coach your dispatchers and technicians to identify (and offer) additional services during each stage of the job cycle, you can uncover more revenue-driving opportunities. By training your dispatchers to “cross-sell” and offer additional compatible service options (based on a prospect’s initial request), you can expand the scope of a project and its price. Helping technicians look for “upsell” situations (where they can present add-on services while on-site) will also help drive more revenue.

Surveying the competitive landscape and identifying new services to offer will also help you expand your portfolio of services. Researching adjacent categories can also help you identify new offerings which would solve other problems your customers might have and diversify your services.

4. Offer Service Packages and Maintenance Plans

Bundling services and creating maintenance plans sets your business up with strong, recurring revenue streams. Packaging several services into one offering also provides your customers with cost-effective and time-efficient comprehensive “care,” while also driving more revenue than an individual service would yield.

With maintenance plans (e.g., offering ongoing checkups and preventive care appointments), you’re able to help set up recurring service calls and also foster greater interaction/engagement with your client base. These types of plans help remind customers when they’re overdue for service and help your organization get an accurate idea of what future revenue will be secured.

5. Showcase Online Reviews and Testimonials

As previously mentioned, the power of word-of-mouth marketing is exponential for your service business. There are several critical ways you should leverage customer feedback publicly and provide new prospects with ultra-compelling content. Encourage satisfied customers to leave positive reviews on Google, Yelp, and other relevant platforms for your business. Showcasing these testimonials and ratings on your website also helps you build trust with new potential clients.

Messaging out written and/or video case studies via email and social media are other ways to evangelize your business’s services. Going beyond simple ratings or quick quotes, these dynamic pieces of content provide the backstory on a customer’s problems prior to your business ... and help prospects visualize similar successes they could experience due to your service. The stories are both memorable and motivating.

6. Launch Customer Referral Programs

Offer incentives for existing customers to refer your company to others they know who would benefit from your company’s services. Discounts, gift cards, etc. can excite your current customers to spread the word about your business to potential friends, family, or other business partners. Referral programs present a “win-win” situation for both your existing clientele and your company, with everyone involved benefiting financially.

7. Partner with Local Businesses and the Community

Forging strong, symbiotic partnerships with adjacent companies in your community also connects you with other new prospects. Collaborating with contractors, real estate agents, and property managers who can recommend your service-based company to their customers helps you access new market segments. Again, you may consider offering exclusive discounts to your partners and their referrals.

Participating in local events, sponsoring community activities, or supporting charitable causes are other key ways to promote your company and strengthen its brand reputation. Festivals, charity drives, and sporting events should be considered when looking for community outreach opportunities. By networking and strategically aligning with appropriate events/causes, your community will be more aware of your business's offering and keep you in mind the next time they need service.

8. Monitor and Analyze Results

Tracking the effectiveness of your revenue-driving initiatives is the final and most important thing to do when attempting to sustain a high profitability level. If certain initiatives are not yielding the results you'd like, sunset these and reroute the dollars spent on them to further fund the strategies that are working. Across marketing, operational, and customer service strategies, look for the highest performers – and their subsequent impact on revenue – to better understand what the strongest and most profitable paths forward are.

By studying the data, adjusting your approach accordingly, and continuing to pilot new initiatives, your service company will be better suited to consistently optimize revenue and growth. Allowing metrics to guide your company's decision-making helps you prevent potentially impulsive or detrimental choices from being made - while protecting your business's revenue.

By implementing various revenue-generating strategies, your company can attract new customers, retain existing ones, and build out its network of business partners. Remember, it's essential to stay adaptable and continue refining your approaches based on customer feedback, competitive advances, and market trends. With the power of data, a fortified business network, and smart service offerings, you can spark greater business success, along with deeper employee and customer satisfaction.



Use this information to enhance your company's versatility & execute revenue-generating ideas.

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