Increase the amount of money that they spend...

You own to your clients to give them more of the best

These are 3 suggestions to increase their purchase amount:

1.- Increase the price of your products.

I suggest that you change your prices and test the new prices until you reach the perfect price for your items. The perfect price is the one that gives you the maximum amount of profit while still maintaining sales levels. In Chapter 5 of my *Proven Marketing Strategies for Small Businesses* book I explain how to do this in detail in the section called **Test Your Marketing**.

Once you are comfortable with your prices, I recommend that you increase your prices annually (perhaps at the beginning of the year) to compensate for the rising cost of living and the erosion of your profit because of inflation.

However, please keep in mind that you need to solidify your client base first and make sure that your regular clients are not overly price-sensitive. The referrals method mentioned before is a great way to capture high-quality clients.

2.- Sell additional merchandise.

Other than the products that you have now, what else can you sell to your current clients? I'm sure that there are some additional items that you could also offer for sale to increase your profit. Some examples may include furniture cleaning products or special waxes to keep your furniture always shinny and looking like new, dusters, etc. Think what other products could complement or improve yours and offer them to your customers.

3.- Make a deal with another complementary business.

This one can complement number 2 (Selling additional merchandise). You can start by making a list of other businesses that are complementary or related to yours. For example, if you are making and selling big furniture, (cabinets, drawers, bed posts, etc.), why don't you approach a furniture delivery company and get a special price to deliver your items? Or perhaps you could make deals with interior decorators who can purchase your beautiful hand-made furniture at a discount and sell to their customers at full price, taking some profit in the process.
Other possibilities are furniture and decoration stores, arts & crafts shops, unfinished furniture stores, etc.

In the end please keep your clients' satisfaction and buying experience in mind at all times. Don't try to create so many up-selling systems that you alienate your clients and make them feel added sales pressure.

Start slowly. Implement one or two of these ideas at a time and always - always - ask for feedback from your clients. They will tell you what they like and what they don't.

Happy selling,
Jose L Riesco
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www.Twitter.com/jlriesco