The most overlooked source of added revenue for your company---

Your Existing Clients!

At thius time of year, most of us are in the midst odf setting goals and establishing budgets foir the upcoming year. Almost every owner I talk with is in a growth mode and looking for way to increase revenue (and iseally, profits), even after a crazy 2020! Many of you have soent, or are planning on soending thousands of dollrs in marketing and advertising to increase your sales. This may include updating your website, advertising in glossy magazines, sending mailers, or upgrading your social media campaign. I will let you in on a simple way to increase revenue and profits without having to spend thousands in marketing and advertising---sell more to your existing clients!!

When I was in charge of marketing and sales for a couple different companies, I would get fixated on how to find more new clients to meet our aggressive sales goals. I would forget about our loyal existing clients who already kn