



FAST CASH

No-Cost Offline Business Strategies

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Entrepreneur, deal maker and business trainer David Abingdon was the millionaire philanthropist featured in the UK's Channel 4 'How The Other Half Live'.

He has taken 4 of his own businesses from zero to multi-millions in their first 12 months and has helped hundreds of other businesses around the world, directly and indirectly, succeed using his business methods and practices. With one company he made them over £35 million in just two and half years and was paid £1.27 million in fees.

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Introduction

Many businesses hit a dead spell now and then. Suddenly, the cash flow slows down like blood flowing through an artery blocked with cholesterol. Lots of things can cause this. A downturn in the economy, some marketing that didn't work, new competition stealing your business and more recently, pandemics.

Stalled cash flow is no reason for panic, but it can certainly be a motivator to get busy and do something about it. Indeed, a serious slow down may be just the wake-up call needed to breathe new life into your business.

The quick, simple and yet extremely powerful fast cash generating strategies detailed in this guide can be used to give a rapid profit boost to your business, thereby bringing some quick relief.

The great news is that your business, as with 99% of other businesses, is perfect for these strategies providing you have one vital thing: hidden assets that are under-utilised. These assets include past customer lists, a current customer database, advertising opportunities, salespeople or customer-facing assistants, website, telemarketing, etc.

What I especially like about all these fast cash strategies is that they can be great for bringing in a torrent of money almost immediately... Plus, they work all year round. They are all proven strategies that should become part of your overall business building strategy.

Enough said, let's get started...

Fast Cash Strategy 1: The 'Twisted' Gift Certificate

You may be already selling gift certificates, but perhaps in the same boring old way. You might have an advertisement or a sign posted in your business that says: "Gift Certificates available". This is nothing more than a statement of fact. It's not proactive and does nothing to motivate large numbers of people to buy a gift certificate right away. So here's how to inject some real life and excitement into the idea.

Put together a special emailing (or postal) piece that is sent to your customers. In it, explain that you realise and understand that gift-giving is a chore and a painful obligation to some people, and you have the perfect way to get all your pre-Christmas/post-Christmas shopping or birthday shopping or anniversary shopping taken care of right away, and without effort. Let them know that you offer gift certificates year-round, or say you have decided to begin offering gift certificates now because you have never done it before.

Here's a sample text you can send out...

Dear Preferred Customer,

Have you ever scrambled at the last minute to get your gift shopping done before it's too late? Have you fought your way through busy shopping centres or malls, battled other shoppers in the store, or felt overwhelmed by your need to get your gift shopping out of the way?

Or maybe you have no idea what to get your wife, husband, or friend for their birthday, anniversary or special occasion this year?

Well, we understand how you feel. That's why we offer gift certificates as a convenience to our best customers.

Better yet, we have chosen this non-holiday time to write to you about gift certificates because we have a deal for you! Normally our gift certificates sell for face value, but now for a short time, we are offering a 15% discount on gift certificates as a special offer to you!

Also, for every £50 gift certificate you buy, we'll give you a £5 gift certificate you can treat yourself with right now! So why not get rid of the gift-shopping trauma right now and get free £5 certificates to spend on yourself (or someone else).

Hurry! The offer ends in 7 days! We look forward to seeing you soon!

Sincerely,

Mike Smith

Making the gift certificate offer sweeter with a 'bribe' is an incredibly powerful strategy. If you're selling good products or services then it's impossible for an offer like that to NOT get a great response! Best of all, you get cash coming in fast.

Here's another super gift certificate twist. Approach a business with a large number of employees and offer to sell them a stack of gift certificates they can hand out to their employees for New Year or Annual or Christmas at bonus time. Many companies offer year-end or holiday bonuses anyway. You can cash in now by letting the company get this task behind them by purchasing gift certificates from you at a discount. This can be an amazingly easy way to make a few hundred, or a few thousand sales in a single day, and get an injection of cash flow that may solve all your capital needs instantly.

Selling 'paper' in the form of gift certificates is a fast way to generate cash flow. But be careful. Don't forget to keep your future fulfilment costs in mind. When the certificates start coming in to redeem purchases, you must have the stock on hand to complete the deal.

Fast Cash Strategy 2: The Preferred Customer Strategy

Creating a 'Preferred Customers' Club' is an excellent paper sales strategy that gets cash flowing fast.

Here's how you do it:

Choose your best customers from your customer lists and send them a letter telling them that they have been selected to be members of your exclusive Preferred Customers' Club, and they will enjoy special 'membership only' benefits that will include:

- First notification of introductory items, which they can buy at a discount.
- Advance notification of all special deals.
- The opportunity to buy closeouts and short stock items at a huge savings not offered to 'ordinary' customers.
- Credit deals not available to others.
- A personalised discount card.
- Free subscription to your customer newsletter, which will contain discount coupons, etc.
- Only they will receive notification of unadvertised sales.
- Any other benefits you can think of.

Now, here comes the fast money part. To join the preferred customers' club, they pay a membership fee. Make sure you let them know the fee will be more than made up for in discounts and buying advantages. If you make the fee £20, for example, and you sell 500 preferred customer memberships, that £10,000 fast!

This is one of the ultimate paper selling strategies because you not only get money upfront, but you don't actually have to tie it to a specific product, as you do with paper money or gift certificates.

Rather, membership privileges are general and ongoing. They get discounts and benefits, but not specific products, in return for the paper (membership) they buy. The beauty of this is the ease of fulfilment. Future fulfilment costs will be minimal - a few extra mailings, some discounts, and such. But if you're a savvy



marketer, you'll have your eye on the back-end and up-selling as your preferred customers come in for their special deals. That way you can more than make up for what you give away in bolstered sales.

Fast Cash Strategy 3: Re-activate Past Customers

This is a very powerful, quick and simple strategy that works by seemingly raising the dead.

Many businesses see their past customers as a lost cause, so much so that they completely set them aside, forget about or totally ignore the opportunity that they present.

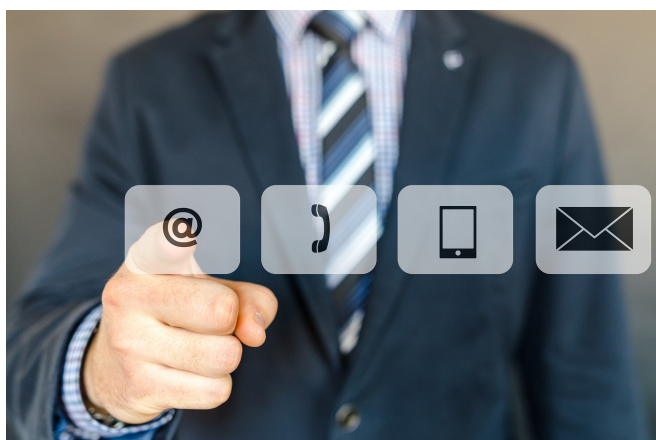
And yet, past customers are a high profit hidden asset lying within a business, just waiting to be picked up and utilised and can produce massive sources of easy cash and here's why: it is eight times easier to sell to existing clients than it is to new clients. This is because you are appealing to people that you know need your product or service and have used your product or service before.

The beauty of this strategy is that you can easily contact them and get them back, instead of running say an expensive ad campaign to attract new customers that may reach a lot of people but who may not be interested in your offer. And here lies the opening: by writing out to your past customers with a special offer you have the perfect opportunity to re-activate them.

Depending upon the type of business, product or service you offer, the revenues generated by this technique can literally flood your business with profits at low acquisition cost within a very short period of time.

Re-establishing contact with your past customers is an easy yet effective strategy. Customers cease to be customers for a variety of reasons:

- Usually, it is because they have become disgruntled with a member of staff, price, service, delivery, etc.
- Perhaps they found a cheaper source, or their needs changed.
- Maybe they moved away.



There is any number of reasons but what remains consistent is human responsiveness to a simple appeal.

Here's all you do: write an email (or letter), similar to that below, and post it out to your past customers and literally wait for the stampede.

Remember to follow up the email/letter with a phone call.

This can, and does, massively multiply the success of any direct campaign by many hundreds of percent!

If 'Bribes' Are Illegal, Mr. Smith... ...We're Willing To 'Break The Law' To Get You Back!

That's how much you mean to us - and that's why I've enclosed a special Discount Voucher with this letter.

When we haven't seen our good customers for a while, it concerns us, and raises a few questions. Did something happen to you? Are you okay? Are you still in business? Did we do something wrong, or something to upset or offend you?

Because you're a valued customer and it's been a while since you've been in to see us, we're offering you a special 'bribe' to get you back.

I'm sure you remember us, a friendly and locally owned family company where you are always sure of a warm welcome and a nice cup of tea. But we're really much more than that.

In addition to having a wide array and stock of plant for hire (and for sale) we have everything from **Excavators to Compressors, Breakers to Rollers, Dumpers to Fork Lifts, plus a lot more.** We can also REPAIR and MAINTAIN **your** large and small plant, garden machinery and even hand tools in our fully equipped workshop facilities or on-site.

And when you include the promise of fast delivery and pickup, our guarantee of reliability on all our plant and machinery (if there's a problem - we're there for you) and honest to goodness value for money - all coupled with the best prices around - I'm sure you'll admit that we offer quite an impressive package for your plant hire needs.

Now throw in the enclosed Discount Voucher (we call it an 'ethical bribe'), that entitles you to a **BIG 10% off** for 2 Days hire, a **MASSIVE 15% off** for 3 Days' hire, or even a **WHOPPING GREAT 20% off** for hire of 4 days or more, and you'd almost have to be a fool to pass it up!

If you'll book and pay for 2 days or more of plant hire before September 30th, you'll get the special prices, and the savings go straight into your bank account!

So, please give us another try. Just give us a call on 01234 567890, or drop by. I know you'll be pleasantly surprised!

Kind regards,

Mike Jones
CEO

P.S. This is a **genuine discount**, no pre-loaded or artificial prices and way below our those of our competitors.

The kettle's on and we'd love to welcome you back soon.



Fast Cash Strategy 4: Bring Dead Inventory To Life

If you've got dead inventory, you've got several problems in one. First, you have money tied up in that inventory, money you could be putting to good use. Second, you may be paying to store it. Third, the longer it sits, the more its value may fade, especially if it's a perishable or degradable product. And more.

So it makes sense to move this stuff out. That may mean slashing prices till it hurts, but if that gets the stuff moving and brings in cash, you're better off in the long run. Sometimes it's better to lose some profit in exchange for good old liquid cash, which you can use to bolster advertising, direct mail and other marketing efforts.

Another idea for dead inventory: start giving it away free! Why? Because you can tie that freebie to sales of other products. Use your dead inventory as a sales stimulus to get your entire operation going.

Now here are more creative dead inventory ideas:

1. Instead of trying to sell the stuff one item at a time, offer the whole shooting match to someone for one, low price. You eliminate inventory immediately, and get some badly needed cash. This has the added advantage of not having to advertise or spend money on direct marketing. Just make some calls, make a great deal, and unload the inventory. Who will buy it? Another business might. If the price is really low, how about a charity or non-profit organisation? When you sell to a charity, you get some cash, and also build your image as a business with a heart. Offer your entire load to a charity or non-profit organization at one rock-bottom price.
2. How about an overseas market? With a couple of phone calls, you might be able to move the stuff to another country. What doesn't sell fast here may blaze off the shelves as an export product.
3. Look for another company that is looking for a 'free gift' idea for one of their own promotions. Give them a great deal on your dead inventory, and you'll both win. Look for a company that would be a good 'fit' for what you want to unload.
4. Barter it. Trade your dead inventory for some other kind of inventory you feel you can sell more easily.
5. Try a tandem mailing with a compatible company. Do a co-operative mailing while sharing the postal and shipping expense. The benefits of this method are many. Each company will gain the advantage of accessing the other's mailing list. If things go well, the right combination of products will stimulate sales for both of you. Both you and the other company should do better than you

would with individual mailings. Advertising costs can also be shared.

6. Small Lots. If your dead inventory consists of small lots of several different items, maybe your best bet would be to make connections with a person who sells at open public markets, 'crazy day' sales, car boot sales, or even flea markets. Large-scale flea-marketer developers are always scavenging for items to market cheap. They'll jump at the chance to pick up your generously discounted items.
7. If you have larger stocks of discontinued items, look for a wholesaler who supplies flea-marketers, or dirt-cheap bulk and warehouse dealers who open their doors to the general public. Don't forget large retail 'buying club' type operations. These outlets offer basement floor prices to the public, especially if they buy in large quantities. Call them up and make a deal, and get the dead weight out of your cargo hold!
8. Here's another idea using charities or other organisations looking to raise funds. Print up door drop leaflets announcing fantastic discounts on a number of short stock items. Then arrange for a local charity or public organisation to get volunteers to spread out and distribute your door drop leaflets. Offer the volunteer organisation a percentage of the sales. Make sure your leaflets tell people this is a fundraiser and that you're being a good corporate citizen by helping out. You move dead inventory and strike a blow for your image at the same time. The leaflet could also serve as an order blank to complete the whole process at once.
9. You could also get your charity organisation partners to come in and staff a bank of phones set up to take orders, and also make sales calls offering terrific deals 'for charity'. The volunteers could also handle distribution and delivery.
10. Sell the stuff to employees of other companies. Find a business with a large numbers of employees. Then make arrangement with management to offer your inventory 'exclusively' to their employees. If you have to, cut the host company in on some profits. You may be able to move a few hundred or thousands widgets this way in just a day, or two. If you tell the employees who are targeted that some of the money will go to a favourite charity, you'll boost sales even more.
11. Offer a local retailer a no-risk consignment deal. They promote the item in their ads and in their stores and you get paid only for what they actually sell. This means they don't have the risk of purchasing in advance and their advertising costs will be minimal because they can incorporate the products into their regular ads. It's an attractive deal for them, and whatever they sell will be gravy for you since you have virtually no distribution and advertising costs!
12. Auction it! Why not hold a public auction? A professional auctioneer will take care of all the details for a cut of the sales.

With an auction, you may not, of course, be able to dictate a price, but you may get even more than you originally hoped for sometimes! A skilled, professional auctioneer can often get more for items than you'd sell them for at discount. The auction agent will also take care of all the advertising for the big event. (Be sure to give them a list of people or businesses that you think should be notified.)

13. EBay it! A very simple and practical approach and now used by some of the biggest marketers in the world.
14. Another advantage of an auction or EBay is that you can use the opportunity to sell things other than your dead inventory. You can sell other stuff along with it and have a very big day for cash flow! Don't forget to put a marketing message - brochure, coupon, sales piece - in the hand of every person who attends the auction!



Fast Cash Strategy 5: Contact Your Loyal Customers

If you want to jump start cash flow, get out your customer lists and offer a special promotion to your best customers.

Present this new promotion as an invitation only 'appreciation sale' for your 'exclusive supporters'. Offer a generously discounted price, but make sure you offer it only to your best, repeat customers.

But as you give them a good discount, there's no reason why you can't up-sell them at the same time, or make a back-end sale! If they're your best customers, you'll have a big chance of making good sales.

When you do your appreciation sale and offer a great deal, make sure you:

- Show them in black and white what they're saving over original cost.
- Show how you're beating a competitor's price.
- Make sure they know they're the **ONLY ONES** getting the deal.

You can also give it a party atmosphere by adding cocktails, balloons, etc.

By giving extra special attention to select customers, you build their loyalty and keep them coming back. They also spend more money than other customers.



You can afford to put more time and resources into such customers because each may have the value of 10 or 20 'ordinary' customers. It's a truth of business that 80% of your business comes from 20% of your customers.

With this in mind, it only makes sense to treat that highly valuable 20% like they are special to you - because they are!

Using the power of telemarketing as either the primary method of approach or as a follow-up can put a rocket under the response to this strategy.

Fast Cash Strategy 6: A Fast Endorsement Method

Here's a twist on the above. Make an arrangement with a non-competitive business serving the same sort of customers as your business.

Offer to run an 'invitation only' sale at your premises for their customers – this is a variation on the 'endorsement' strategy. You pay for all the costs - printing, postage, etc - but the invite needs to be signed by them, preferably on their stationery. You also offer your new Joint Venture partner a share in the profits.

Next, reverse the entire strategy by inviting your customers to your partner's premises. This time your partner pays you.

This little used endorsement technique can be an absolute goldmine for many businesses.



Fast Cash Strategy 7: A Deal For Your Other Customers

After your special promotion to your cream-of-the-crop customers (outlined above), get out the rest of the mailing lists and send everyone some kind of lesser deal. Explain to them exactly why you are doing this. Reason may include:

- The truth! We doing this to bolster fast cash flow!
- Business is slow, so you, the customer, benefits!
- You just got a great one-time only buy on a bunch of stuff and you want to pass on the savings!
- You have to raise cash or lay off employees soon! Please help us keep our people employed! With your help, we can do it!
- This is the slow season and so we're offering a deal to generate cash.
- Make sure you tell them the deal will be GONE when business picks up again!

Even if the reason seems a bit negative, such as your business is in cash flow trouble, just telling it like it is can give you an honest, matter-of-fact image that customers can understand and appreciate.

It's like your levelling with a friend. You're making a frank statement and hoping for the best.

Note: Some may dissent on this. There may be a lot of business people who wouldn't admit they were in trouble if they were down to their last penny!

The thought is that the public will see the company as a failure waiting to happen, and no-one likes a loser. Yet, on the other hand, this can give many people the idea that there are great deals to be had because this company is desperate!

But whatever you do, don't whine or threaten. "You must buy, or we're



finished!" Remember, positive oriented marketing almost always trumps negative oriented advertising. So even if your reasons are negative, strive to couch them in a positive light.

Fast Cash Strategy 8: Upsell

Up-selling can be one of the easiest, quickest and simplest cash fixes available. Here's a few ideas:

1. The first thing that you can do is to introduce a handy phrase that can be used by your sales staff as a prompt to garner a larger or add-on sale from customers.
2. McDonald's are masters of this strategy. Who isn't familiar with the old "Would you like fries with that?" or "Would you like to go large?"
3. What can you do in your business? You could start by looking at offering a complementary product with every sale.
4. For instance, dry cleaners could offer a suit cover at a special discount with every purchase. A printer could offer an express delivery or service for a little extra.
5. A hotel could offer a luxury pack of champagne, flowers and chocolates, a movie or an upgrade in room. Another thought is to encourage customers to buy more by offering a special bonus item with every purchase above a certain amount.
6. A familiar up-sell tactic is 'buy one and get one free'. The airline companies have used this very successfully to tempt back travellers into their fledging business and first class seats.
7. Video stores can offer a second movie free or at a lower price. It need not necessarily be the same product. You could also offer a discount on a second or third purchase of the same item to literally multiply your turnover.
8. A variation on this is to offer a discount on the next purchase, thereby securing future custom.
9. You can also bundle or package products (or services) together. Looking again at McDonald's they offer 'meals', which is usually a burger, fries and a drink.
10. Cosmetics retailers could offer perfume and creams together at a discounted price – or with a free cosmetics bag or lipstick. What can you package together in your business to skyrocket your sales?

Up-selling is one of the best methods for turning around falling sales or increasing cash flow - fast. It can have a truly dramatic effect on your profits, as in most cases there are no new customer acquisition costs

– you're selling more to existing customers and it costs at least seven times more to find a new customer than sell to an existing one.



Fast Cash Strategy 9: Questionnaires And Promoters

Each and every call that comes into your business has value. You must realise this and make it part of your company philosophy. Every call is not only an opportunity to make a sale, but it can also tell you a great deal about what's going on with your marketing effort.

Using a telephone questionnaire for every incoming call is an amazingly powerful way to convert enquiries to sales - exponentially – just by following the script.

One customer that used the techniques that you are about to discover reported that their conversion went from 2 sales out of 10 enquiries to a massive 8 sales out of 10! With something like this you can even charge more than your competitors and up-sell at the same time. This really is one of the ultimate Fast Cash Strategies!

This strategy is also particularly useful for businesses that operate in a highly competitive market. With these techniques you can literally capture the price-oriented enquirer and turn them into a sales closing call or sell them right there and then on the phone.

Just adapt the questions to your business, put it into action and watch your sales climb.

However, before you use this, here's something else to consider - a secret to selling more. Use this when you are providing quotes or final prices:

Never, ever, reveal the price or details of your product or service without telling them precisely what your product or service will do for them and why you are the only solution.

That's why the techniques on the Questionnaires are so potent. You'll see their responses to your questions and you can then record these very same responses – the things about your product or

CHECKLIST



service that you have learnt are particularly important to them – and put them in your quote or proposal to them.

For instance, if you're in the home improvements business and you have a question on your form that asks if they want a 20-year guarantee or special security glass, then you would put into the quote or proposal something like:

"Your new XYZ Co. windows are manufactured with special unbreakable glass that provides you with security and peace of mind. Furthermore, your XYZ Co. windows come with an unprecedented 20 year guarantee that means..."

This is a very effective strategy – use it! See the sample of the Qualifying Questionnaire on the next page.

Qualifying Questionnaire Sample

Qualifying Questionnaire & Phone Script for In-Coming Calls For Private Coach Hire

Good morning/afternoon, XYZ Coaches & Tours, This is.....How may I help you?

May I take your name please? _____

And your phone numbers? (Office) _____ (Mobile) _____

May I ask how you heard about us? _____

Where do you wish to travel to? _____

How many people will be travelling in your party? _____

When were you thinking of going? _____ At What time? _____

How long are you staying? _____ What time will you need picking up? _____

Are there any pick up en-route? _____

Right that sounds fine, we could take care of you and your party on that day/weekend. I must mention that whilst we are not the most expensive company, we are not the cheapest either. That's because our coaches are immaculately clean and are fitted with climate control, sung seating and full toilet and washroom amenities so that you're comfortable and relaxed for the whole journey. Furthermore, we service complimentary hot and soft drinks to keep you refreshed along the way. A home pick up service can also be made available for a little extra to save you the effort of getting to the coach station. Does that sound like the kind of service that you and your party would enjoy?

I thought so. Now, our Standard Coach service would cost just £ _____ per person return.

Or you could upgrade to our business class Executive Coaches which would only be an extra £ _____ per person return. For that little extra you could get lots more legroom, video entertainment, as well as a delicious snack. Which sounds best to you?

Great. May I take your booking now to avoid disappointment?

(IF AVAILABLE ON THE DAY OR IF NO FIRM BOOKING GIVEN):

Just a bit of news for you.. We recently acquired the luxurious England Football Team Coach, this is true first class travel and was used by them for touring right up until 6 months ago. To promote our proud ownership, we are offering a special discount of 20% off the normal rate but as you'll appreciate it's booking very fast. Just glancing at the calendar, I have that date available just at the moment and after the discount it would cost just £ _____ per person return. Would be interested in booking it now to avoid disappointment?

Your address: _____

Thank you, Mr/Mrs/Ms _____ We will send out a confirmation email to you with the next few days.

Fast Cash Strategies - After Word...

Remember -- slow business and cash crunches happen! You wouldn't be doing business right if they didn't.

The key is to find strategies to bolster cash flow when you really need to. There's nothing worse than inaction. When you think creatively, you can move out dead inventory, revitalise cash flow, and turn things around faster than you ever thought possible.

Losers see problems as problems. Winners see problems as opportunities. Stalled cash flow may be just the very thing you need to electrify your business!



