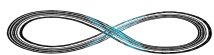




# Infinite Selling Bonus Tool

## 3Vs Cheat Sheet





# The 3Vs Cheat Sheet



The 3Vs are a simple way to remember the 3 levers of Revenue, which we have control of and stand for Value, Volume and Velocity. By adjusting one, some or all of these levers will massively impact your revenue performance

## Value



### Tactics to improve your Value:

- **Enhance Product Quality:** Think about how you can improve the quality of your Build Brand Reputation: Invest in building a strong brand image and reputation.
- **Differentiate Your Product:** Find unique Selling points or points of differentiation that set your product apart from competitors.
- **Provide a Superior Buyer Experience:** Offer exceptional service and support.
- **Bundle or Upsell:** Offer complementary products or services as part of a package deal or upsell Buyers to higher-priced variants or add-ons.
- **Target Premium Market Segments:** Identify and target niche or premium market segments that are willing to pay a premium for quality, exclusivity, or unique offerings.
- **Offer Financing or Payment Options:** Provide flexible financing or payment options such as instalment plans, leasing, or subscriptions.

### Tactics to improve your Volume:

- **Targeted Marketing:** Identify your target audience and tailor your marketing efforts to reach them directly.
- **Buyer Segmentation:** Divide your base into segments based on demographics, interests, buying behaviour, or other relevant factors.
- **Improve Experience:** Focus on providing exceptional customer service
- **Strategic Partnerships:** Collaborate with complementary businesses or influencers in your industry to leverage their customer base and expand your reach.
- **Enhance Product Visibility:** Optimise your product listings and descriptions to improve their visibility on search engines and e-commerce platforms.
- **Retention:** Implement strategies to retain existing Buyers, as it is often more cost-effective than acquiring new ones.

## Volume



## Velocity



### Tactics to improve your Velocity:

- **Streamline Your Selling Map:** Evaluate your Selling map and identify any bottlenecks or areas of inefficiency.
- **Improve Lead Qualification:** Focus on targeting and qualifying high-quality leads more likely to convert into Buyers.
- **Implement Sales Enablement Tools:** utilise Sales enablement tools such as your CRM, Sales analytics, and Sales acceleration platforms.
- **Embrace Sales Automation:** Identify areas of your Sales process that can be automated, such as email marketing campaigns, lead nurturing or proposal generation.
- **Nurture Relationships:** Invest in building and nurturing strong relationships.
- **Analyse and Iterate:** Continuously monitor and analyse your Sales performance metrics.

# Thank You

We hope you enjoyed using this tool and got some great value from it. These tools are just some of the amazing resources that Mentor Group have that help organisation across the globe transform their Revenue.

If you would like to learn more about what Mentor Group can do for your organisation and revenue, please do drop us a line at [hello@mentorgroup.co.uk](mailto:hello@mentorgroup.co.uk) or visit [www.mentorgroup.co.uk](http://www.mentorgroup.co.uk)

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With a team of highly skilled and experienced consultants and deliverers, we operate in 68 countries and in 30 languages.



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