



Get Huge Financial Impact from Little Things

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In so many cases, it's the little things you do on a consistent basis that can have significantly positive financial implications for your organization. For example, you could gain an additional \$234,000 in revenue at the end of a year by implementing **Rick's Rule of 78**, followed by a simple question. And here's the best part: This is a sales tactic that your marketing people can do at absolutely *no* additional cost to you.

What is Rick's Rule of 78?

One additional move-in per month for a year over what you are currently getting monthly will provide 78 months of additional revenue at the end of a year. So, if you go from 4 move-ins per month to 5 move-ins per month, you'll have 78 months of added revenue. So if your average monthly fee is \$3,000 per month, you will gain \$234,000 in added revenue ($78 \times \$3,000 = \$234,000$).

Now, if your sales people begin asking everyone they talk to – whether in person or on the phone – one simple question at the conclusion of each conversation, they should be able to gain 10 to 20 new leads each month. And since these are *referred* leads, they should be able to convert them into at least one additional sale and move-in each month.

The Follow-Up Question:

“Oh, by the way – I would like to ask you one more question: Who do you know today that would like information about our community?” The keywords in this question are “today” and “information,” since they force the person to think about someone they know *now* who might appreciate more information.

Interested? We have small complementary **reminder cards** that your sales people can put on their computer, phone, or office wall to help them remember to ask that simple lead-generating question. Just let us know how many salespeople you have, and we'll send you these cards right away.

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