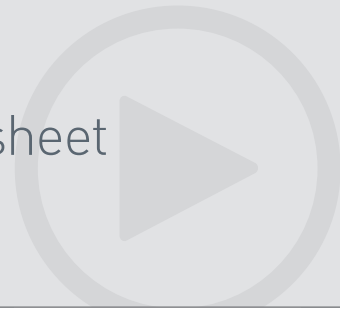


The Woman's Advantage

2018 Bizwomen Webcast Series | Worksheet

Tips to Help Spike Your Year-End Revenue



These tips from **The Woman's Advantage**[®] are designed to help you take action and generate business in the fourth quarter. For more on this topic, visit pnc.com/women.

TIPS FOR GENERATING FOURTH QUARTER SALES

Many businesses start closing up shop in December. Here are some considerations for making it a productive month.

- 1 Shift to a positive mindset and maintain a can-do attitude.
- 2 Offer packaging, quantity deals, or extra incentives and financing options.
- 3 Offer a bonus for customers who pay in full or place an order.

FOURTH QUARTER PLANNING CAN LEAD TO SUCCESS IN THE NEW YEAR

Here are some Q4 activities that can help to set you up for success.

- 1 Don't assume that what you did last year will again work this year. Analyze and prioritize.
- 2 Create a list of 5–10 prospects you've met or been referred to, and make those connections.
- 3 Where your focus goes, your money flows! Stay focused on tasks that generate revenue.

THE POWER OF YEAR-END NETWORKING

Networking is important, but it can take a lot of time. Here are some tips to maximize your time.

- 1 Go for quality not quantity.
- 2 Be intentional — think about what a meaningful connection would look like and who you want to meet.
- 3 Call or email each person you connect with within 24–36 hours.



THE WOMAN'S
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STRUCTURE YOUR SUCCESS.

