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10 Tips to Increase Your Sales

By Jill Konrath

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Want to take your business to the next level? If so, take these actions. They're guaranteed to make a difference in your sales results.

1. Clarify your value proposition

Strong value propositions are essential for getting in to see the corporate buyer. Make sure you can clearly articulate the business outcomes customers get as a result of using your product or service.

Be precise – numbers, percentages and time frames make your value proposition even stronger.

2. Target a specific market segment

Don't chase every available opportunity. Focus. Focus. Focus. Increase your knowledge and expertise in a particular market segment.

Learn as much as you can about their business needs, terminology, issues and marketplace trends. This significantly increases your client desirability.

3. Prepare Ad Infinitum

Today's customers suffer no fools. Unprepared sellers are quickly escorted out the door. Before you meet with any new prospect, research their business.

Read their annual report, check out their website, interview their clients, review analyst's reports. Find out what's important to them, their challenges, goals, and strategic imperatives.

4. Create Seductive Ideas

Use your brain and think for your prospective and existing customers. They're so busy putting out fires, they lack time for problem-solving, strategic thinking, creative alternatives or even reflection.

A seller who consistently brings business ideas to the relationship becomes indispensable – winning contracts with minimal competition and at full dollar value.

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5. Slow Down, Lean Back

Don't try to rush sales – even if you're desperate. Customers feel your push and immediately erect a wall of resistance. On first sales calls do NOT lean forward.

To maintain a consultative approach you must LEAN BACK. The minute you lean forward, you're "selling" – trying to get your customer to buy. Lean back. Slow down. And you'll get the business sooner.

6. Pursue Quality, not Quantity

Make fewer sales calls – but much better ones. Focus all your efforts on preparing for the call. Determine the logical next step for each meeting. Then, working backwards, think about what you need

to do to make this outcome a reality.

Test every idea you come up with from your customer's perspective. Think: If I said or did this, how would my customer interpret it or react? Only their perception is important – not what you meant. Make your changes before the call to increase your success.

7. Minimize Opportunity Leakage

Unless customers can explicitly state the business value of your offering in concrete terms your opportunity can easily evaporate into thin air – even if they appear highly interested.

To increase your order rate, ask questions such as: Why would this help you? What value would you get from this service? What are the primary benefits you would realize from my product/service? This cements the value in their brain.

8. Make Follow-up Meetings Concrete

Don't ever leave a meeting without scheduling your next one – or you may never catch up with your customer again. They're running from meeting-to-meeting, busy handling way too many projects.

The longer it takes to reschedule, the more their desire for your offering fades. Get the meeting on both your calendars now – even if it's just to talk on the phone.

9. Always Debrief Your Sales Calls

This is the only way you can get better. Ask yourself: a) what went well? b) where did I run into problems? and c) what could I do next time to get even better results?

This is absolutely the only way you will improve. Sales is a grand experiment - customers change, markets change, your offerings change, and so does your knowledge base. Unless you're continually learning, you're losing ground.

10. Reframe Your Attitude

Stop blaming the economy or anything else for your problems. There are many things totally within your control. Approach all tough sales situations with a "what's possible" or "how can I?" mindset. If you're stuck, brainstorm with friends or colleagues.

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Accept 100% responsibility for your sales success and continually be on the lookout for creative approaches to take your business to the next level.

Jill Konrath helps salespeople get their foot in the door and win big contracts in the corporate market. Sign up for her free e-newsletter by sending an email to jill@sellingtobigcompanies.com. You get a free "Sales Call Planning Guide" (\$19.95 value) when you subscribe. Contact Jill Konrath at www.SellingtoBigCompanies.com or at (651) 429-1922 to find out how she can help take your sales to the next level.

10 Great Ezine Content Tips To Increase Your Sales And Readership

By Ken Hill

1. Write articles that provide your readers with a list of tips.

Depending on the topics your ezine covers, your tips could be on customer service, autoresponders, or you could provide your subscribers with a list of tips that help them to increase their sales or market their businesses more successfully.

You could also provide your readers with a list of your top tips on a specific subject such as "Top 7 Ways To Promote Your Website" or "Top Ten Ways To Promote Your Ezine."

2. Write "how to" articles.

This type of article shows your reader step by step how to reach an objective such as how to write effective ad copy, get repeat traffic, or how to write effective metatags.

3. Publish interviews.

Contact experts on the topic your ezine covers and request interviews. Most people will agree as it provides them with promotion of their businesses at no cost. Publish your interviews in article format or use the popular Q&A formula.

4. Write articles that focus on a current hot topic, trend or that are "seasonal" in nature such as how to increase sales during the holidays.

5. Provide polls for your subscribers to partake in.

Publishing polls will help you to increase the number of people that read your ezine because your subscribers will be interested in seeing the results.

Your polls can also be used to help you decide on changes in your content, publishing schedule, or to decide on new things to add to your ezine.

6. Provide your subscribers with resources related to your ezine's topic such as places to promote their

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businesses, ezines, etc.,

You could add these in a recommended resources section. You could also provide a list of your favorite resources such as your top 5 books/ebooks on ezine publishing, marketing or web design with a brief description of each of your resources.

7. Publish an editor's note at the beginning of each issue.

Use your editor's note to increase your profit by announcing any new sales or discounts you have on your products or services.

Also use your editor's note to increase your credibility by providing tips on the topic your ezine covers and by telling your subscribers how you've helped your clients or customers.

8. Provide endorsements within your ezine for your products from respected experts in your field or list testimonials from your satisfied customers.

9. Add an "Ask The Editor" section.

Write out thorough, detailed answers to your subscribers' questions within this section.

This will increase your status as an expert in your field, which will lead to more sales of your products.

You can also use questions you get from your subscribers to get ideas for articles that your subscribers will enjoy and that will keep them reading your ezine.

10. At the end of each issue, tell your readers what your next issue is going to be about such as the title and description of your feature article or anything new that you have planned.

This will help you to increase your readership by getting your subscribers to look forward to your next issue.

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10 Great Ezine Content Tips To Increase Your Sales And Readership

Three Big Ol' Tips for Better Sales Letters

5 SELLING TIPS — TO INCREASE YOUR SALES

10 Explosive Ways To Turbo-Boost Your Sales

How to Increase The Sales Of Promotional Products

147 Killer Epublishing Strategies

The Art of Kissing
30 Powerful Business eBooks
Profitable Crafts Vol 1
Profitable Crafts Vol 4



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