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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

10 Ways To Lose A Sale!

By Larry Dotson

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1. You don't make people feel safe when they order. Remind people that they are ordering through a secure server. Tell them you won't sell their e-mail address and all their information will be kept confidential.

2. You don't make your ad copy attractive. Your ad lists features instead of benefits. The headline does not attract at your target audience. You don't list any testimonials or guarantees included in your ad.

3. You don't remind people to come back and visit. People usually don't purchase the first time they visit. The more times they visit your site, the greater the chance they will buy. The most effective way is to give them a free subscription to your e-zine.

4. You don't let people know anything about your business. They will feel more comfortable if they know who they are buying from. Publish a section called "About Us" on your web site. Include your business history, profile of employees, contact information etc.

5. You don't give people as many ordering options as possible. Accept credit cards, checks, money orders, and other forms of electronic payments. Take orders by phone, e-mail, web site, fax, mail, etc.

6. You don't make your web site look professional. You want to have your own domain name. Your web

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site should be easy to navigate through. The graphics should be related to the theme of your web site.

7. You don't let people read your ad before they get your freebie. When you use free stuff to lure people to your web site include it below your ad copy or on another web page. If you list the freebie above your ad they may never look to see what you're selling.

8. You don't attract the target audience that would buy your product or service. A simple way to do this is to survey your existing customers to see what

attracted them to buy. This information will help you improve your target marketing and advertising.

9. You don't test and improve your ad copy. There are many people who write an ad copy and never change it. You have to continually test and improve your ad copy to get the highest possible response rate.

10. You don't give people any urgency to buy now. Many people are interested in your product but they put off buying it till later and eventually forget about it. Entice them to buy now with a freebie or discount and include a deadline date when the offer ends.

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Three Ways To Close A Sale

By Kevin Nunley

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One of the hardest parts of selling anything is closing the sale. You know when you're having a problem with closing. You spend lots of time with customers, but don't get many sales.

Here are three simple ways to close the sale:

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1. Show you really empathize with the customer. If they hurt, you feel their pain. If they want, you understand their desire with all your being.

2. Ask questions. Ask questions. And ask MORE questions. You lead the direction of the conversation. If you get the right answers, you get the sale.

3. Be ready to answer the objection it costs too much. Reduce the price down to what it would cost the customer by the day or per hour.

You can also point out most everything these days costs too much. Ask the customer how much they think they should pay for the product or service. Once they answer you, their expectations will become more reasonable.

Finally, practice closing too soon. What feels like "too soon" is often just right.

Offer Kevin's popular FREE email courses from your site. Your visitors and customers will love it! See <http://7LessonCourses.com> Reach Kevin at <mailto:kevin@drnunley.com> or 801-328-9006.



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