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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!

16 Quick Retail Promotional Ideas To Increase Your Sales Without Discounting

By Kris Mills

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Mills

1. Send out a FREE sample of your product with a special "two for one" offer – this enables your customer to get a first hand experience of your product in action AND the "two for one" offer maximises your average transaction value.
2. FREE lessons on make-up, sewing, hair styling, skin care, gardening, building a pergola/deck/retaining wall .. the list is endless By seeing how to get the best use out of your products they're likely to buy a range of accessories and essential items to help them achieve the results they're looking for.
3. Open day ... this is ideal for gardening centres or hardware stores where they can offer workshops and demonstrations on tasks that are specific to the needs of their customers ... landscape design, installing a sprinkler, home handyman tasks, building etc. This is similar to the 'FREE lessons' idea above.
4. Hold joint promotions with other businesses. You can offer their products as FREE gifts when customers purchase at your shop and vice-versa.
5. Free gift with purchase – you could offer a FREE T-shirt valued at \$25 with every \$50 purchase. The value to the customer is \$25 but your hard cost is a

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fraction of that amount so it's perceived to be more beneficial than a discount is (in the eyes of your customer) and it's much healthier on your bottom line than offering a \$25 discount.

6. Buy one get one FREE. (same benefits as above).

7. FREE mystery gift up to the value of \$500 with every purchase over \$xx.

8. FREE gift for cash payments over \$xx ... instead of paying the Banks merchant fees you're rewarding your customers instead. It's costing you no more however it's

encouraging your customers to buy from you and therefore will increase your sales volume.

9. Buy now, pay in 12 months time ... encourages customers to spend more than they ordinarily would have if they were paying the whole amount now.

10. Package your products together. Cosmetics companies are famous for this. Package some of your poorer selling products together with your most popular lines and promote them as some sort of package. Packaged products make customers feel that they're getting a good deal for buying in bulk, it maximises your average transaction value, and it helps you move slow selling items.

11. Bounce backs – it's a fact that a customer is most warm to your products and services right at the time of purchase so make a special offer to them right when they buy – something that compliments the product they've just bought.

12. Package your knowledge – create introductory reports and newsletters and package them in with their product purchase.

13. Cross-selling checklist – this is a great way to maximise the average transaction value of each sale. Either run through a checklist with the customer (eg. The "building a pergola" checklist listing all the items they'll need) OR create it into a special "how to" guide that includes instructions and enables them to check off

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all the items they need. This does the customer a favour because it ensures that they don't forget an important item and it bumps up your sales figures too.

14. FREE after sales service – cleaning or maintenance of purchased product.

15. FREE hotline service – where they can call and ask specific advice relating to getting the best use of their product.

16. FREE design (valued at \$200) – this service quite often involves your time only so it has a high perceived value but a low hard cost.

Kris Mills of Words that Sell(<http://www.wordsthat sell.com.au>)is a top selling copywriter and respected author of numerous publications. For more copywriting and direct marketing tips, visit <http://www.synergie.com.au/explosion.htm>

How to Increase The Sales Of Promotional Products

By Josef Baumann

I have searched for a new way to increase the sales of my promotional products. A good way is to start an affiliate-program with a commission for every customer who buy an product and who came to your page from a webpage of one of your affiliate-partners.

I thought that this is not the only way to increase my sales and there is another problem. You need to have your own online-shop and a webpage.

So I started to look for a webpage that will give me some tips and advices on how to increase selling promotional products. I used a searchengine and tried the keywords "sell promotional products" and "B2B promotional products". I have got a lot of distributors of promotional products as search results but only a few B2B Marketplaces.

I have visited these B2B Marketplaces and found one webpage where you can sell promotional products without having an own webpage. The name is "B2B Marketplace for promotional products" at

How to start ?

First you have to register. There are no fees you have to pay to register. Then you are able to log in and add five of your promotional products without paying any money. If you want to publish more than five products than you have to pay 3\$ monthly and if you want to add more than 20 and up to 100 you have to pay 10\$ monthly.

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The best of all you don't need to pay any fees when a customer who has been sent to your webpage buys a promotional product. When you don't have a webpage you can publish your telephone number so that customers can contact you by phone.

Where can I find the information of my promotional products?

When you have added your promotional product you can find all the information you have made at the "Promotional Products Shop" page. There customers are able to compare the prices and the information of promotional products from different companies.

What's my opinion?

I think you should try this webpage and add five of your promotional products for free. You will see if more customers come to your webpage or not. And there is another advantage because you will increase your link-popularity at all the search engines.

Josef Baumann is a Marketing Expert and the owner of Bender Technology.

How to Increase The Sales Of Promotional Products

Quit Discounting and Start Packaging to Make More Money

Create a Website--Retail Style

The Added Effectiveness of Promotional Products in Your Marketing Plan

Where can I find discounts on promotional products

Starting a Successful Retail Business

147 Killer Epublishing Strategies

30 Powerful Business eBooks

The Art of Kissing

Clickbank Automation System



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