

### 3 BUYING MOTIVATORS YOU CAN USE TO INCREASE YOUR SALES

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By Bob Leduc

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Below are 3 powerful buying motivators you can use to increase your sales without increasing your expenses. They work for any business and apply to every marketing method including the Internet.

#### 1. PROMOTE "SIMPLE, FAST AND EASY"

Your customers want your product or service to provide a simple solution to their problem. They also want to see fast results and they want those results to be easy to get.

Give them what they want. Promote the characteristics of your product or service that are simple and easy — and those that provide fast results. These are often more important to customers than price.

Also make your buying process simple, fast and easy for EACH customer so you don't lose potential sales. For example...

Many internet marketers offer only one way for customers to order — online at a secure server. That may be the easiest way for YOU to buy something but it's not the easiest way for all of your customers. That's why many online orders get abandoned before they're completed.

One online marketer told me her sales increased almost 20 percent when she added the options of ordering by phone, fax or postal mail.

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### 2. STOP SELLING AND LET THEM BUY

People love to buy things but they hate the feeling of being sold something.

I recently read about a survey conducted among new car buyers. Every participant rated the helpful attitude of the salesperson as one of the major reasons they bought their car. None felt like a persuasive salesperson sold them a car. Instead, they felt like they BOUGHT the car.

Most of those survey participants were probably ready to buy

a car when they walked into the dealership. The salesperson didn't have to persuade them to buy. He just needed to find a car with the features they wanted and a price they could afford.

How can you create the same atmosphere in your business? Target your advertising to prospects most likely to be interested in what you're selling. They won't require much persuasion to buy.

**IMPORTANT:** Prospects in a narrowly defined target market will immediately recognize how your product or service can benefit them. You don't have to persuade them of its value. But you do have to persuade them to take immediate action and buy NOW.

### 3. ELIMINATE THE RISK

Prospects often avoid buying from you because they don't want to risk the chance of getting unsatisfactory results from your product or service.

One way you can eliminate that risk is to guarantee their satisfaction. A money back guarantee with few or no conditions is a powerful risk eliminator if you sell a product.

But a money back guarantee may not be practical if you sell a service. You can't recover any of the time and labor you already invested. Instead of a money back guarantee, you can guarantee to perform additional services at no cost until your customer is satisfied with the results.

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Another way to reduce your customer's risk is to provide testimonials from satisfied customers. They prove you can deliver what you promise. (You do ask your customers for testimonials, don't you?)

The most effective testimonial describes a specific benefit your customer gained by using your product or service. For example, "I already lost 9 pounds in just 3 weeks."

TIP: Get permission to include your customer's name and address with each testimonial. Personal testimonials from real people are more believable than anonymous testimonials.

Spend some time today applying these 3 buying motivators to promote your business. You'll be amazed by how quickly they increase your sales without increasing your expenses.

Bob Leduc retired from a 30 year career of recruiting sales personnel and developing sales leads. Bob recently wrote a manual for small business owners titled "How to Build Your Small Business Fast With Simple Postcards" and several other publications to help small businesses grow and prosper. For more information...Phone: (702) 658-1707 (After 10 AM Pacific time)

### **Overcoming Objections to Price**

**By Charlie Cook**

How much more could you earn if your prospects didn't object to your prices? You'd close more sales and be more successful.

Like most service professionals and small business owners chances are you struggle with objections to pricing on a daily basis. You lose business because prospects get stuck on price. Your pricing will never satisfy everyone but the following ideas will help you eliminate pricing objections from the majority of your buyers.

**MARKET TO PROSPECTS EMOTIONS** One of the biggest marketing mistakes you can make is to start by marketing to a prospect's head instead of their heart. If your marketing materials and presentations lead with a presentation of the product or service features and/or your own credentials, this is the wrong information to present up front to prospects and can hinder the sale of your products and services.

The majority of purchases are ultimately based on emotion. Vehicle purchases are a great example. Sales of 4 wheel drive SUV's has soared despite the fact 90% of the buyers never go off road or need the 4 wheel drive functionality. Porsche sales have grown steadily, despite the fact that most often their owners use them around town and in traffic, rarely if ever driving at the over a hundred miles an hour

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they are easily capable of going.

Your prospects buy your products and services for their own reasons, not yours. Get their attention by focusing your marketing on their concerns. Use questions to bring their emotional reasons for making a purchase into the conversation. When you present the benefits of your products or services, do so in the context of your prospects' emotional interests.

– Are you marketing to your prospects hearts or their minds?

**UNDERSTAND THE EMOTIONAL REASONS PEOPLE BUY** Some people buy cars based on their perception of safety, others based on the potential for speed and others make their selection based on how little gas the vehicle consumes. If you want to be more successful in marketing you need to know the emotional reasons people buy your products and services.

Reasons prospects buy include fear, gain, comfort, security, pride and personal satisfaction. When it comes to making a decision these are the motivators that determine whether your prospects buy your products and services.

If you sell investment advice, fear of loss, desire for gain and security may all be motivators. If you sell wide screen TVs or audiophile stereo equipment, personal satisfaction and pride may be the motivators. If you sell graphic design, your client's desired image is a motivator.

Marketing is about helping prospects make decisions. If you understand the emotional reasons your

prospects use to justify a purchase than you can pitch to their emotions in your advertisements, on your web site, in your brochure and in your presentations and conversations.

– What are the emotional reasons your prospects buy?

**HELP PROSPECTS DEFINE VALUE** To help prospects understand the value of your services, don't tell them; ask them. Most people learn by putting new ideas into their own words. Use questions to get prospects to identify the ways they'll benefit from your products. Ask them what they want, what they are looking for, and how they expect to benefit. Get your prospects to define their aspirations and objectives for their purchase.

These questions actively engage your prospects. By describing the benefits they are looking for they begin to imagine how much better off they'd be with your products and services.

– What questions can you ask to get prospects to describe the value of your products and services?

**PUT PRICE INTO CONTEXT** There is a reason a car salesman has you look at a car in detail and take it for a test ride so you can experience all the features before they'll discuss price.

Hedge funds are investment vehicles that can provide unique benefits such as being able to achieve steady growth in both up and down markets or unusually high returns. Some investors believe these

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benefits are worth paying hedge fund managers ten times the normal management fees.

A price of ten dollars or ten thousand can scare your prospects away if you give it to them too soon. After prospects' have defined the value of the service or product they're interested in and can see themselves using it, then and you present your pricing, they are much more likely to buy.

– Are you presenting your pricing information too soon?

Increase your sales by pitching to your prospects' reasons for buying. Use your questions to help prospects define the benefits of your products and services in their own words. They will have far fewer objections to price and you'll make more money.

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The author, Charlie Cook, helps service professionals and small business owners attract more clients and be more successful. Sign up to receive the Free Marketing Guide, '7 Steps to Grow Your Business' and the 'More Business' newsletter, full of practical tips you can use at

Overcoming Objections to Price

How To Win The "Marketing War", Capture Your Prospect's Mind

Increase Your Sales With These 5 Buying Stimulators

Website Not Making Any Sales?

Secret Formulas for Writing Headlines That Sell

147 Killer Epublishing Strategies

Disaster Preparedness and Crime Protection Manual

30 Powerful Business eBooks

62 Ways To Beat The Gas Pump Monster

Making money at online auctions

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