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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!

3 EASY WAYS TO GET MORE SALES

By Bob Leduc

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Most successful businesses use these 3 marketing tactics to maximize their sales results. But many businesses struggle to get enough sales because they don't know about these tactics -- or don't use them. Are you one of them?

1. SUB-DIVIDE YOUR MARKET

Prospective customers are more likely to buy your product or service when they believe you understand their needs. Give them what they want and you'll get more sales.

Segment your targeted market into several more narrowly defined sub-markets. Then customize your sales message to appeal to the specific needs of prospects in each sub-market.

For example, a network marketer can focus on the advantages of working from home on your own schedule when promoting the business to young mothers. But she can focus on the advantages of independence and high-income potential when promoting the business to corporate employees.

2. HIGHLIGHT AN EXCLUSIVE BENEFIT

Another way to increase your sales is to capture more of the sales you're losing to competitors. Tell prospective customers why they should buy from you instead of from your competition.

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Highlight a benefit your customers get from you but cannot get from your competitors. Here are some exclusive benefits with examples of how you can dramatize them.

** Faster Service: "Free overnight delivery of every order"

** Better Guarantee: "Exactly what you want, when you want it, every time — or it's free"

** Personal Service: "Your own service representative with a real name and phone number you can call anytime"

If you don't have an exclusive benefit, create one. Add

something to your business you're not already doing. Promote it in all your advertising. Include it on your letterhead, on your web site and anywhere else your company name appears.

TIP: The most effective exclusive benefit is one your competitors cannot copy ...or one they're not willing to copy. One business owner I know includes his personal phone number on every order. His competitors don't. And they're not likely to make themselves that accessible to customers.

3. FOLLOW UP EVERY SALE WITH ANOTHER OFFER

You'll always need new customers. But don't overlook sales you can easily get from your existing customers. It's easier to get more business from them than to get any business from new prospects.

Your customers are especially receptive to more offers immediately after they buy from you. Offer them another product or service related to the one they just bought. Many will accept your offer ...even when the prior sale automatically generates repeat business for the original product or service.

If you don't already have additional products or services, find or create some. For example, offer instructional material related to your customer's original purchase. It can be a book, a series of books, a training course, computer software, membership in a fee-based web site or any other type of instructional material related to their

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original purchase.

TIP: Look for an affiliate program set up to sell instructional material you can use. All you have to do is sign up as an affiliate and announce the product or service to your customers. The affiliate program handles everything else and pays you a commission for each sale you generate.

Most successful marketers use these 3 marketing tactics to maximize their sales results. Don't overlook any of them? They're easy to use and highly effective. Start using them now to get more sales for YOUR business.

retired from a 30 year career of recruiting sales personnel and For more information...
mailto:BobLeduc@aol.com? Phone: (702) 658-1707 (After 10 AM Pacific time) Or write: Bob Leduc,

PO Box 33628, Las Vegas, NV 89133developing sales leads. He is now a Sales Consultant.

7 Quick and Easy Ways To Multiply Your Sales

By Mohamed Rabea

There are always some great, fast and easy ways to multiply your sales without paying more for extra advertisements.

There are a lot of simple and effective ways that you can implement instantly to multiply your sales.

Here are 7 quick and easy ways for you to multiply your sales immediately.

1- After you sell your product, send your customers a freebie and include an ad on it. It could be a T-shirt, Mug, bumper stickers with your ad printed on it. This will let other people see your ads and order from you.

2- When you ship out your product, include a coupon for other products you sell. This is a good way to attract them to buy more products from you.

3- You could cross promote your product with other businesses' products in a package deal. You can include an ad or flyer for other products you sell and have other businesses selling for you.

4- Sell the reprint/reproduction rights to your products. You could include an ad on or with the product for other products you sell. You could make sales for the reproduction rights and sales on the back end product.

5- When you sell your products allow your customers to join your affiliate program. So they will make

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commissions selling your own products. This way your sales will multiply.

6– Tell your customers if they refer few other customers to your website they will receive a full rebate of their purchase price. This way you will turn one sale to few more sales.

7– After you make your first sale, follow–up with your customers. It could be a "thank you" email and include your ad to other related products you sell. Also you can follow–up again every few weeks.

Once you implement those techniques you will notice a great jump in your sales. Also remember to use those ideas whenever you create or sell new products.

Mohamed Rabea is the owner of the Internet's most popular home based business and marketing websites, available from

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7 Quick and Easy Ways To Multiply Your Sales

7 Simple Ways To Boost Your E–Book Sales

10 Shocking Ways To Energize Your Sales

5 Tips To Creating More Profits From Your Affiliate Program

If Your Sales Need A Shot Of Adrenaline — Maybe Your Easy Street Needs a Bump

147 Killer Epublishing Strategies

Money Saving ideas

Success Secrets

101 tips to stay fit and live longer.

62 Ways To Beat The Gas Pump Monster



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