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Impair Healthy Healing In People Over The Age Of 30!

3 Simple Selling Tactics

By Bob Leduc

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The following 3 simple selling tactics produce sales by responding to the way customers normally think and behave. They work for any business – regardless of what you sell, how you sell or where you sell it.

1. Pay Attention to Getting Attention

Can you remember the last 3 advertising messages beamed at you? Can you remember even one of them? Most people can't ...including your prospective customers. That's because they automatically ignore the steady stream of advertising directed at them.

This illustrates a major obstacle you need to overcome before you can sell anything. You have to get your prospect's attention – and get it fast – or your sales message will be ignored.

Here are 3 proven ways you can capture a prospect's attention quickly:

* Make a dramatic statement:

Example: "Even My Doctor Uses These Health Products"

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* Surprise your prospects with something unexpected:

Example: "Try our service without charge for one month"

* Ask a provocative question:

Example: "If you're such a smart business owner why aren't you making six figures?"

Tip: Include attention getting headlines on all your web pages. Many visitors arrive at a web page then immediately click away – unless something instantly catches their attention.

2. Emphasize the Human Relationship

Prospective customers are more receptive to buying from a real person than from an impersonal company. Look for ways to create a personal relationship with your prospective customers. For example:

...If you sell face to face, spend some time early in the selling process getting to know a little about your prospects and letting them get to know you.

...If you sell online or in some other way where you don't talk with prospects, include some information about you in your presentation. What you say about yourself will have the greatest impact if it highlights why you are uniquely qualified to provide what your customer wants.

Tip: Sell yourself to make prospective customers comfortable with the selling process. But sell your company and its history of producing results to make prospective customers confident of your ability to deliver what you promise.

3. Trigger Your Customer's Imagination

Convert the benefits delivered by your product or service into vivid word pictures. Then put your prospect in the picture by dramatizing what it feels like to be enjoying those benefits.

Be specific. If you sell financial products, describe what it feels like to enjoy an affluent living without debt. If you sell boats, describe what it feels like cutting through

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the waves with your friends onboard. If you promote a business opportunity, describe what it feels like to be at home working without a boss.

Tip: Be sure your word pictures are dramatizing benefits and not describing features. People don't really care about the new high-tech insulation used in their beverage cooler (a feature). They just want to be able to enjoy ice cold beverages all day long on a hot day (the benefit).

These 3 selling tactics produce sales by responding to normal human behavior. Use them in your web pages, sales letters and personal presentations. The volume of business they produce will surprise you.

Bob Leduc spent 20 years helping businesses like yours find new customers and increase sales. He just released a New Edition of his manual, *How To Build Your Small Business Fast*

With Simple Postcards ...and launched *BizTips from Bob*, a newsletter to help small businesses grow and prosper. You'll find his low-cost marketing methods at: <http://BobLeduc.com> or call: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV

4 Highly Effective Selling Tactics

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Many businesses overlook these 4 simple but highly effective selling tactics. How many are you using?

1. Avoid "What To Buy" Choices

Promote only one product or service at a time. It limits your prospect's buying decision to a simple "yes" or "no".

Don't complicate your customer's decision making process by including a "which one" option. Some customers will have difficulty making a clear choice. They will avoid the risk

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of making a wrong choice by making NO choice – and you will lose a sale unnecessarily.

You can develop separate promotions for each product or service you sell. Or you can combine several products and services into one package for one price. But always make your prospective customer's buying decision a simple "yes" or "no". It produces the maximum number of sales.

2. Offer Many "How To Buy" Options

Offering choices of WHAT to buy reduces your sales. But offering choices of HOW to buy increases your sales.

Offer many different ways for customers to buy from you. The same method is not convenient for everybody. Prospective customers are more likely to act immediately when their favorite way of ordering is available.

For example, many online marketers only accept orders online. They could easily increase the number of sales they get by including options to order by phone, fax and postal mail.

3. Use A Simple Buying Procedure

You can get more sales by making it easier for customers to

buy from you. Look for ways to make your buying procedure easier and faster.

For example, many online marketers use a shopping cart to process their orders – even when they are selling only 1 or 2 items. Don't force your customers to endure the complicated process of a shopping cart just to order 1 item. Some of them will abandon the process ...causing you to lose sales unnecessarily.

Use a simple online order form instead of a shopping cart when you only offer 1 or 2 items.

4. Follow Up Every Sale With Another Offer

Customers are very receptive to more offers immediately after they buy from you. Offer them another product or

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service related to the one they just bought. Many will accept your offer, producing an easy sale for you.

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 printed book or e-book, a group of books or e-books, a training course, computer software, membership in a fee-based web site or any other type of instructional material related to their original purchase from you.

Tip: Look for an affiliate program selling the kind of 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.

How many of these 4 simple selling tactics have you overlooked? Start using them now. They will produce an immediate increase in your sales – with little or no increase in your expenses.

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