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4 Easy Ways to Boost Your Sales

By Bob Leduc

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Here are 4 easy ways you can boost your sales for little or no new expense ...and without making major changes in your selling process.

1. Focus on What Your Customers Really Want

Your customers really don't want your products or services. They don't even want what those products or services do for them. What they really want is to gain the specific feeling they get after buying and using your products or services.

Keep this in mind when you create web pages, sales letters and other selling presentations. Emphasize the feelings produced by using your product instead of talking about what your product is – or how it works.

Tip: 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.

Example, if you sell financial products, describe what it feels like to enjoy an affluent life style without debt.

2. Keep Communicating With Your Previous Non-Buyers

You've heard it before – but I'll say it here again. Most prospective customers will not buy the first time they see or hear about your product or service. You're losing a lot of sales if you do not persistently follow up with those prospects.

Your follow up procedure can be as simple as periodically contacting them with a new offer. Or it can be more complex like distributing a newsletter or providing updated product information.

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Tip: You cannot follow up with prospects if you don't know how to reach them. Set up a system for collecting the names and contact information of all prospects who do not buy from you.

Example, offer a special report, a list of sources or some other valuable information your prospects cannot get anywhere else. Deliver it only by email or postal mail so you can get their contact address.

3. Encourage Questions

Questions from prospects may be a nuisance. But answering them can be very profitable.

Prospective customers only take time to ask questions when they have a high level of interest in your product or service. Providing a satisfactory answer to a prospect's question often leads directly to a

sale.

Invite prospects to ask questions when in live selling situations. And make it easy for them to ask questions when they are not ...such as at your web site. For example, list a phone number or email address where you or someone else can answer their questions.

Tip: Include a Questions and Answers page on your web site with answers to frequently asked questions. It will reduce the number of questions you have to answer individually.

4. Make Buying Easier

Every non-essential action in the buying process is an opportunity for the customer to reverse their decision ...causing you to lose the sale.

Look for ways you can make your buying procedure easier and faster. For example, many marketers use a multi-step shopping cart to get online orders when a simple online order form would do the job with just 1 or 2 quick clicks.

Tip: Don't ask for unnecessary information during the ordering process. Instead, send a personalized "thank you" message after the sale and include a brief request for the information.

These 4 selling tactics may not be new to you. But are you using all (or any) of them? If not, they can easily boost your sales ...for little or no new expense – and without making major changes in your sales process.

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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:

or call: 702-658-1707 After

10 AM Pacific Time/Las Vegas, NV

Use an 'Affiliate Network' to Boost Your Commissions

By David McKenzie

Use an 'Affiliate Network' to Boost Your Commissions by David McKenzie

Most affiliates concentrate exclusively on direct sales. For affiliates this means joining an affiliate program and marketing the product or service through their web site or via email. The affiliate earns a commission for every sale made.

Very few affiliates appear to focus on the 2nd tier.

Most good affiliate programs are 2 tier which means that as well as direct sales you can also build what I call an affiliate network'.

An affiliate network is the ability to get affiliates signed up under you and earn commissions on the sales that those affiliates make.

A common commission structure might be 25% for direct sales and 10% for indirect sales.

As an affiliate you can earn 25% on any sales you make.

Building an affiliate network means you can earn 10% on each sale that each affiliate makes. If you have 100 affiliates in your affiliate network then you can see that a few 10% commissions can quickly surpass the 25% direct commission.

If you have an affiliate network of 100 then you will probably only have 5 to 10 of those affiliates making money for you. The others will make nothing.

However those 5 to 10 affiliates can earn you much higher commissions than you alone can make with direct sales.

It is just like having your own sales force!

Only difference is it's not your product or service.

Becoming successful with affiliate programs need not be all that difficult. One way to make it easier is to build an affiliate network for each of your affiliate programs. It will certainly boost your affiliate commissions.

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David McKenzie is offering a Free Email Course "5 Tips to Being Successful with Affiliate Programs"==> <http://www.1sthomebasedbusiness.com> Click now for your FREE course!

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