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Impair Healthy Healing In People Over The Age Of 30!

4 Highly Effective Selling Tactics

By Bob Leduc

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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 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.

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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 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

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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.

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 several other publications to help small businesses grow and prosper. For more information:
Email: BobLeduc@aol.com Subject: "Postcards"
or call: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV

Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities

By Wendy Hearn

Developing an online marketing strategy is essential before you do any marketing or promotion of your business. Without a strategy it's like stabbing around in the dark, not knowing what you want to achieve. You risk your marketing becoming unfocused and not producing the results you really want.

An online marketing strategy is the general and overall approach you'll take with your marketing and encompasses the big picture. It's the starting point for choosing the most effective marketing tactics to use and then the actions you need to take. A clear strategy helps you make the right day-to-day decisions, saves you time and keeps you focused.

Before doing any marketing of your business, you need to develop your strategy. This gives you a clear picture of what you're up against and what you need to overcome through your marketing. This enables you to choose the best marketing tactics. The tactics are the means of achieving your strategy.

With so many different marketing tactics to choose from

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it's too easy to do what many people do and that's just pick any tactic. Just picking any tactic prevents you from maximising your marketing and the results it produces. You may use a variety of marketing tactics to fulfil your strategy.

So, how do you develop an online marketing strategy?

First you need to do an appraisal and gather information about your company, competitors, customers and other industry players. You need a clear picture of what you're up against. This includes identifying your target market/clients and carrying out a SWOT analysis.

S – Strengths

What are the strengths of your business?

W – Weaknesses

What are the weaknesses in your business?

O – Opportunities

What opportunities are available to your business?

T – Threats

What threats is your business facing?

Next, define specifically what are the challenges and problems that you need to overcome. From this answer the question, "What will it take to overcome your main marketing challenges and problems?"

Once you've developed your objectives, then choose the strategies to support these objectives. Your strategies could include:

Improve communication

Educating potential clients

Sharing information

Increase awareness of your products/services or company.

Then select the most effective marketing tactics to bring your strategies to life. These tactics then need

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to be turned into an action plan.

Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities
ARE YOU USING ALL 7 OF THESE HIGHLY EFFECTIVE MARKETING TACTICS?
Choosing Tactics for Your Web Site Marketing Plan
Is Your Marketing Strategy Killing Your Profits?
3 HIGHLY STRATEGIC BUSINESS TACTICS!

Forbidden Psychological Tactics

The Buy Impulse

7 Ways to get Great Links to your Website

PPC Profits

Quick-Turn Marketing Exposed



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