

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**5 Things More Important to Internet Buyers than WHAT You're Selling II**

**By Dr. Lynella Grant**

**5 Things More Important to Internet Buyers than WHAT You're Selling II by Dr. Lynella**

**Grant**

5 Things More Important to Internet Buyers Than WHAT You're Selling – II

Article II of a two-part series

For Article I <http://www.giantpotatoes.com/article201.htm>

Dr. Lynella Grant

Web commerce is all about courtship, not salesmanship. In life, a suitor can't go from first date to the engagement ring in one afternoon. Courtship is an intricate dance, where each party contributes to the relationship at a measured tempo. Trust grows through gradual exchanges and reassurances.

Yet, the typical sales-oriented Web site urges the visitor to jump to commitment right away. Pushing for them to "BUY NOW!" is not only premature, but a misapplication of the fact that visitors are in a hurry. Developing a relationship can't be rushed or skipped—not if you intend to lead them to the alter (sale). Buyers want and need to proceed at their own pace.

Each request you make of a visitor "call, read, subscribe or buy" requires a higher level of commitment. So back off the hard sell, and instead weave the steps into a sensuous dance that respects them and invites a lasting relationship. It's possible, if you follow these five points that buyers care about.

## 5 Things More Important to Internet Buyers than WHAT You're Selling II

### 1. How well they're treated

The mood of the site should be welcoming, geared to assist the customer finding what they're looking for. Trust grows as you minimize their sense of risk. And make no mistake, the buyer's risks are greater online. Recognize them and reduce them as much as possible. They've been conned, burned, or faced non-delivery of purchases—not to mention abuse of their credit cards or privacy information.

The Internet works because people feel anonymous. People are understandably leery about revealing personal information. So every aspect of the site needs to say, "you're safe here"

along with, "look at all the interesting things we have to show you." One fast move and that skittish deer will bolt.

Web commerce has several inherent disadvantages—shipping charges, delays until products arrive, lack of hands-on assessment, etc. When buyers encounter other disadvantages as well, whether it's unacceptable policies, or added costs, they treat them as a deal breaker—even if it's just a little bit more.

### 2. How efficiently the buying process went

Assuming your site sells a tangible product, the buyer has to be able to assess its looks, materials, uses, and value without being able to touch it. This can be accomplished much better with some products than others by use of photographs and descriptive copy. But a buyer still takes a chance as to color, size, quality, and suitability. Sales sites need to know their customers' concerns so well that they anticipate what they need to know.

Design the site for ease of scanning and logical organization that presents information so it will guide and inform.

### 3. How much aggravation they had to endure

Here's where poor navigation or slow download times cost you sales. (Navigation problems are a main reason why site visitors leave.) They won't stay at a site where they can't easily find the answers they want. And if they have to wait too long for pages to load, forget it. Internet users are extremely time sensitive. The high percentage of abandoned shopping carts (as much as a quarter) proves that the

payment process can defeat all efforts to motivate the buyer. These are "almost" sales, where sloppiness got in the way.

Getting through some payment procedures confounds even experienced surfers. How many payment options do you provide—anywhere from Paypal to fax your order? Credit cards are convenient, but not always the purchaser's preferred choice. How intrusive are the questions (yes, we know about fraud avoidance)? When the goal is building trust (in both directions), how many "we don't trust you" signals does your site send?

4. How many mind games were played on them  
The primary products sold on most web sites are hype and high pressure. Unfortunately, that's not what buyers are looking to buy, and why conversion rates online are so

abysmally low. The quality of typical sales copy is aggressive, designed more to trick than inform. It seems like the sales letters were drafted from the same manual.

Aggressive tactics are so widespread that effective, customer-friendly copy can actually stand out. So get rid of the "gotchas." Customers dread them, and then relax once they don't find them. Mind games don't end after the sale's complete. Be alert for delivery, security, and privacy lapses that could creep up after the sale.

5. How well the business has its act together overall  
Behind the computer screen are untold elements—efficient links, quick loading, glitch-free credit card processing, the respect for the visitor's time, etc., that reveal the company's priorities. Unless all the parts work with a consistent goal and degree of care the buyer experiences whiplash. Sour notes (small potatoes signals) are trivial in themselves, but break the momentum toward purchasing. They're easily eliminated—once you know to look for them. To learn how, read the helpful articles at my site, <http://www.giantpotatoes.com>

Give yourself extra points for post-sale follow up. Here's where Internet sellers can shine because of autoresponders and customer-oriented e-mail. Don't just use such tools for making the sale. Use them to build relationships and added

value after you get their money.

### Dance Your Way to Profits

Courtship is necessary to develop a lasting relationship. The pace of the dance should reflect the give-and-take necessary to build trust. Don't sell the buyer, court him with a well-paced dance.

This is Part II of a two-part series.

Part I can be read at:

<http://www.giantpotatoes.com/article201.htm>

(c) 2004, Lynella Grant

— Dr. Lynella Grant is an expert on the signals that make up the "body language" of a business. Author of *The Business Card Book* and *Stop Looking Like Small Potatoes* Visit <http://www.giantpotatoes.com> Off the Page Press (719) 395-9450 <mailto:grant@giantpotatoes.com>

## **When It Pays To Be A Smart Buyer**

**By David Riewe**

When buying things from E-bay, it's the responsibility of the shopper to protect his or her identity and well being. That's why it's a must for every online shopper to keep in mind some rules on how to buy safely from E-bay so as to avoid frauds, scams, and cheaters.

Here are 15 tips on how to buy safely from E-Bay:

1. The buyer should analyze the item list extensively. It's a must that the buyer understands every word written on the item list. Buyers should contemplate on the item and its description over and over again before hitting that bid button.
2. It's a must for every buyers to know the seller's demographic profile, selling history, and the feedbacks tendered by the other shoppers.
3. Buyers should choose payment schemes that provide utmost protection.
4. Buyers should know how much they will pay for the shipping.
5. It's a given fact: If it's too good to be true, chances are the transaction is not worth the buyer's trust...and money!
6. Even without the intention of selling, it's a must for every buyer to know the concept behind e-bay's listing procedures.
7. The "Ask seller a question" link is not there just for the heck of it. The buyer should use it in any way

## 5 Things More Important to Internet Buyers than WHAT You're Selling II

possible. It's only one way of analyzing if the seller is trustworthy enough.

8. When sending payment, buyers should first confirm the contact information of the seller.

9. Buyers should be extra careful when dealing with foreign sellers. They should take note of the payment scheme required by the seller. If it's not trustworthy, then it's best not to proceed with the transaction.

10. When dealing with valuable and expensive items, buyers should use a payment scheme accepted by Escrow.

11. Buyers should insure their items. This will provide protection in the event that the transaction slipped off.

12. By all means, buyers should avoid transaction involving wire money transfers. If a seller insists on this method, chances are, it's a scam.

13. Buyers should steer clear of sellers that only accept cash-based transactions. This means that the seller has not yet established a reputation in E-bay because he or she is not capable of establishing an account with Escrow.

14. Buyers should be hesitant when considering offers like off-the-E-bay transactions. This kind of transaction is not being protected by E-bay.

15. Buyers should take note of security signs when visiting secured domains. This applies to payment-related web sites.

David Riewe is a Publisher and Online Marketer. Visit his eBay Blog to Discover 101 Ebay Auction Tips in this FREE ebook



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**