

5 WINNING Ways to Increase Sales at Your Site Right NOW!

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By Derek Podlubny

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You have a great product to sell, and a beautiful website with which to sell it. However, having an Internet presence alone is not enough, you have to consider every step of the process a potential customer will go through before they make that purchase on your site. Then, you have to increase their chance of making a purchase by doing a few simple things.

1. Traffic.

Increasing the traffic that your site gets is a great start. The more people you can get visiting your site means more sales for you. An even better way to increase sales is to make sure that your visitors are "qualified" buyers for your product. This means that they fit into a certain group that would be most likely to benefit from your product. You can get your message out to qualified buyers in a number of ways; A well-designed banner can get an important message across quickly, an ad placed in an e-zine involving a related topic is sure to interest qualified buyers, a good description placed in meta tag of the main page is also a good way to get qualified visitors.

2. Navigation.

Your site navigation is an important factor in your sales. Not only should it be simple and consistent throughout your site, but it should have a purpose. What I mean is that you have to use your navigation as a tool to lead your customers where YOU want them to go. They have no idea where they have to go if nothing stands out on the page. So tell them. If you are selling one product or service, be sure that the link to your product is somewhere at the top of the page and be sure that it stands out. You want to make sure that everyone that visits your page will click on that link and at least have the chance to buy.

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### 3. E-mail capture.

It is a good idea to set up an e-mail capture form. Something like a Free Newsletter or Information request that enables you to get a potential customer's e-mail address so that you can inform them of special sales or offers. This is beneficial because the customer has obviously already been to your site and has an idea of what your product is, now you just have to sell him on that idea. The key to sales is in the follow up!

### 4. Customer Testimonials.

It's a good idea to ask for feedback from past customers not only to see if there's anything that you can improve upon, but also for a customer

testimonials section. These are valuable because it is not you talking about your product, it is someone else. Customers often take what other people say into consideration more than what the company itself says about the product, simply because they know that that person was a customer just like them.

### 5. Updated Info.

If there are sections on your site that are updateable, then do so as often as possible. Updating your site not only increases the rank in some search engines, but it also brings interested potential customers back to your site. Maybe they didn't buy this time, and they didn't sign up for the free newsletter, but next week's article on Bee Pollen may bring them back. Not only that, but they might e-mail your URL to a friend whom they think would find the article interesting.

So you see, it's not enough to be online anymore. You have to be online effectively! Do what you can to improve every aspect of your site, and you'll have them coming back for more!

Derek Podlubny is a member of the Worldprofit Design Team. Let our expert design marketers work for you! Contact <mailto:customerservice@worldprofit.com> Want to get more expert design tips free? Take our free online course at: <http://www.worldprofit.com/autoresponse>

**Winning and winning consistently!**

**By Anthony Harrison**

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Firstly, let me dispell one of the great urban myths about selling. Winning matters but it is not everything. Well I

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have got news for you because winning is everything and if you are involved in sales, winning is the only thing that matters. What we all have to do is remember that the "rules" of selling remain the same for everyone regardless of their particular industry.

The facts are:

1. Business is more difficult than ever to win and keep.
2. Clients expect you and your team to do more and more for less margin in order to win their business.
3. Time is at an ever increasing premium and you appear to be running harder just to stand still.

Yet why is it that some people are winning and winning consistently!

Well let me tell you how. The theory behind this is very simple and can be broken into 5 specific areas. Once you are familiar with these areas then you will understand what is required to overcome any obstacles. They are:

1. Motivate the buyer to give information (the buyer can also be the customer)
2. Ask questions to identify the buyers needs.
3. Tailor the presentation/sales pitch to meet the buyers needs.
4. Close and gain commitment from the buyer.
5. Handle objections.

I was told a long time ago by a former CEO of mine that the following always worked.

Good

salesperson + bad organiser = bad sales results.

Bad

salesperson + good organiser = good sales results. Why you may ask? Well it's simple really because the key to every good salesperson is planning, planning, planning. The more you organise means the more clients you will see.

Well that is fine you are probably saying but how does that help you to keep winning the business?

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Think of it like this. You are fully conversant with the 5 areas of business theory noted above and you will use these 5 areas as a "template" for every single sales call you do. However what you will also do is now devote more time to the planning aspect of your working day.

Who will I see?

When will I see them?

Why should I see them?

Where will I meet them?

How often will we meet?

This method is very simple and I guarantee that after a few appointments/sales calls, the 5 areas of theory template will become second nature, which means that you will have more time to plan your diary effectively.

Remember, more

planning = more sales calls = more money. Try it and see what difference it makes to your business, after all, it worked for me!

Anthony Harrison is a salesman. He is currently the Head of Sales for the UK division of a US investment bank. He also lectures on sales development and management theory. Visit <http://www.managing2success.com> for further details.



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