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**Menopause, Andropause And Other Hormone Imbalances**  
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**7 HIGH-POWERED SELLING TACTICS TO INCREASE YOUR SALES**

**By Bob Leduc**

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Here are 7 high-powered selling tactics many businesses overlook or ignore. How many do you use?

**1. CREATE HIGHER PRICED OFFERS**

Increase your average size sale by combining 2 or more related products or services into a Special Combination Package. Price this combination package lower than the total cost of buying each item separately — and promote it as a Special Offer.

TIP: Don't complicate your package offer by including an option to buy any items separately. Limiting customers to a simple "yes" or "no" decision generates more sales than confusing them with a "yes", "no" or "which one" decision.

**2. TONE DOWN YOUR CLAIMS**

Avoid making any claim about your product or service that sounds exaggerated ...even if it is true. When your claim sounds too good to be true, your prospective customers will assume it's not true — and they won't buy. Reduce any bold claims to a more believable level.

TIP: Express numerical claims as odd numbers with fractions or decimals. For example, "Our clients save 17.7 percent" sounds more believable than "Our clients save 20 percent" ..even if 20 percent is the accurate number.

### 3. TRIVIALIZE YOUR PRICE

Demonstrate a low cost for your product or service by breaking down the price to its lowest time increment. For example, "\$349 per year" frightens many customers away. But presenting it as "Enjoy all of this for less than 96 cents a day" attracts them to the low cost.

### 4. REVEAL WHO YOU ARE

Prospective customers are more likely to buy a product or service from a business when they can reach the person

responsible for operating the business.

Make it easy for prospects and customers to reach you. Publicize your real name and personal contact information. Include your name, address and phone number on everything you use to promote business ...including your web pages and email messages. Few prospects will actually contact you. But more will buy because they know they CAN contact you if they have a problem.

### 5. PROVIDE FAST ANSWERS

Answer inquiries and questions from prospective customers quickly ...while their level of interest is high.

If you find yourself personally answering a lot of questions, post the answers to your most frequently asked questions on a Questions and Answers page at your web site.

A Q&A page enables your customers to get fast answers to their questions while reducing the number of questions you have to answer individually. But it deprives you of an opportunity to impress your prospects with the personal attention that usually leads to an immediate sale.

### 6. WELCOME COMPLAINTS FROM UNHAPPY CUSTOMERS

Don't avoid complaining customers. Give them priority attention. Unhappy customers or clients who complain help you grow your business.

Complaining customers are giving you an opportunity to

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resolve their problem and keep them as a customer. They're also alerting you to a problem you need to correct before it causes you to lose business from other prospects and customers.

### 7. MAKE TESTING A HABIT

Continually measure and compare the results of your advertising and promotional efforts. Continual testing enables you to make adjustments to improve your total performance. It pays off in higher profits and reduced financial risk.

Many successful businesses use an 80/20 formula for testing. They invest 80 percent of their advertising budget in proven promotions and 20 percent in testing new variations. This formula generates a constant stream of

profitable business from proven promotions while it forces the business to continually test and find ways to produce better results.

These 7 simple selling tactics are easy to use and highly effective. They will quickly increase your sales volume and profit — without increasing your expenses.

Bob Leduc is a Sales Consultant with 30 years experience in generating low-cost leads. He recently wrote a manual for small business owners, "How to Build Your Small Business Fast With Simple Postcards", and several other publications to help small businesses grow and prosper. For more info: <mailto:BobLeduc@aol.com?subject=Postcards> Phone: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV

### **Used Golf Carts – Gas Powered or Electric?**

**By Chris Miller**

Used golf carts essentially are available in two options, gas powered or electric powered. Each power option has its strength and weaknesses on the golf course or out in the field. Feel free to use the information below to help steer you in the right direction when buying a used golf cart.

Gas powered golf carts simply run on gas. Diesel gas or standard unleaded gas powered golf carts are available. One negative aspect against the gas powered golf carts is that you might need to carry around a can of gas with you in case your engine runs out. If this were to happen, you would simply refill the golf cart with gas and then be on your way. However, if you did not have an extra can of gas

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with you, you might find yourself stranded where you ran out. Used golf carts that run on gas can be to your advantage. Sure running out of gas is not something you want to happen. However, it is much easier to refill and get going again if you have a spare gas can with you.

Contrary to the gas powered golf cart, the used electric golf cart has a major setback if you run out juice. If you are driving up the fairway and find the electric golf cart no longer able to drive, you also find yourself in a major dilemma. Where in the world can you plug into to get a recharge? I'm not aware of too many golf courses that have convenience outlets placed throughout the course.

Used electric golf carts are much more environment friendly than used gas powered golf carts. Electric does not emit any pollution that you may find coming from a gas powered golf cart. An electric powered cart also runs much quieter than a gas powered cart.

These are just a few pros and cons of buying used golf carts, either electric or gas powered. Much more information regarding used golf carts and golf carts in general can be found at

As an author at

, Chris Miller contributes to the growing content found within

the site and shares his knowledge about



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