

7 QUESTIONS YOU MUST ANSWER BEFORE A CUSTOMER WILL BUY

This Free E-Book is brought to you by Natural-Aging.com.

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

7 QUESTIONS YOU MUST ANSWER BEFORE A CUSTOMER WILL BUY

By Bob Leduc

7 QUESTIONS YOU MUST ANSWER BEFORE A CUSTOMER WILL BUY by Bob Leduc

Customers buy from you because they expect to get something more valuable to them than the money they pay for it. You can assure them of getting that value by answering 7 important questions. Prospective buyers usually don't ask these questions. They may not even think of them. But they won't buy from you until all 7 questions are answered in their mind.

1. EXACTLY WHAT ARE YOU PROPOSING?

Prospects won't buy unless they know exactly what you're offering them. Make your proposition simple and easy to understand.

2. WHAT'S IN IT FOR ME?

Prospective customers don't really care about you or your company. They only care about how they can personally benefit by using your product or service. Tell them what they want to know. Describe in detail how their life will improve when they buy your product or service -- and why it's worth the price.

3. HOW FAST CAN I GET IT?

The faster you can deliver your product or service the more sales you'll get. Consider offering an option for overnight delivery if you sell something that cannot be delivered immediately after being purchased. One Internet marketer

7 QUESTIONS YOU MUST ANSWER BEFORE A CUSTOMER WILL BUY

told me her orders increased almost 30 percent when she added the option for overnight delivery — even though she charged the additional cost to the customer.

4. WHAT IF I DON'T LIKE IT?

People are reluctant to risk the chance of not getting what they expect after buying your product or service. Offer the most liberal guarantee you can afford. An unconditional, money back guarantee will produce the most sales because it completely eliminates all of the customer's risk. State your guarantee prominently and in detail. Clearly reveal any

conditions that apply.

5. WHY SHOULD I BELIEVE YOU?

A prospective customer will not buy from you until you remove all doubt in his or her mind that you can and will deliver exactly what you promise. Testimonials are a powerful tool you can use to accomplish this. They provide proof you've already delivered satisfaction to other customers.

TIP: Avoid using any claim that sounds exaggerated ...even if it's true. A bold claim creates doubt in your prospect's mind and jeopardizes the sale. Reduce any bold claims to a more believable level.

6. IS MY DECISION TO BUY A GOOD ONE?

Customers usually make an emotional decision to buy. Then they look for logical reasons to prove their decision was a wise one. That's the time for you to talk about how long you've been in business, how experienced you are or how much research went into developing your product or service. It provides the logical reasons your customer needs to justify their emotional decision.

7. HOW DO I GET IT?

Did you ever walk out of a store empty handed instead of waiting in a long line for somebody to take your money. I have. Many buyers abandon their orders at online shopping carts instead of trying to figure out the confusing

7 QUESTIONS YOU MUST ANSWER BEFORE A CUSTOMER WILL BUY

instructions.

It's a total waste to lose sales from ready buyers because the buying process is too complicated or lengthy. Don't let that happen to you. Make sure your buying process is simple, easy and fast.

A prospective customer won't buy from you until all 7 of these questions are answered in his or her mind. Take some time now to review your web site and other sales tools. Do they clearly answer all of these questions? If not, revise them so they do. You'll see an immediate increase in the number of sales you get.

Bob Leduc is a Sales Consultant with 30 years experience ingenerating low-cost leads. He recently wrote a manual forsmall business owners, "How to Build Your Small BusinessFast With Simple

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

Get Your Customers to Say "YES"

By Kevin Nunley

Get Your Customers to Say "YES" by Kevin Nunley

Many of us dread the part during the sales process where we have to ask for the order, especially if the customer says "no". What happened? It seemed like the customer was with you all along.

They were smiling and nodding their head. What could have gone wrong? Often, the problem is that the sales person never really answered all of the questions in the customer's mind. If the questions don't get answered, you won't make the sale.

Any objections the customer has should be sought out and resolved during the presentation. This way, the sales person can judge how well the sale is going and see if the customer is motivated to buy. This process gets your customer to say "yes!".

The process isn't really that difficult. It involves being a good listener and making sure you stop at certain points in

7 QUESTIONS YOU MUST ANSWER BEFORE A CUSTOMER WILL BUY

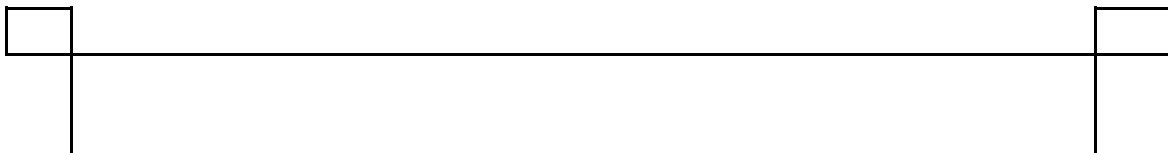
your presentation to let the customer talk. Obviously, you need to rehearse your presentation. Tell about your product or service.

But, you also must develop a series of questions that will usually get "yes" for an answer. For example, "Doesn't that give you peace of mind knowing your family will be safer?" will often bring a "yes" answer. If the customer answers no to a question, a safe approach is to ask "Really? Why?" This directs the conversation back to them. Listen to what is on their mind and see if you can help revolve the issue.

Get the customer into a habit of saying yes to your questions. By the end of your presentation, it should be easy for you to say "Do you feel this product is what you have been looking for?" When the customer answers yes, it's time to write up the order!



This Free E-Book has been brought to you by Natural-Aging.com.



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