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

Back-End Offers - Make Real Profits

By Robert Boduch

Often the real profits lie in back-end sales.

Once you have a customer, you simply offer additional products, add-ons, upgrades, a super-deluxe version of the original product purchase with all the bells and whistles. The customer is already "sold" on the product or service, based on your sales material or presentation.

The back-end offer should supply the answer to "what's next?" It should be related in some way to the original product, and the most successful back-end products are higher-priced accessories that makes it easier or better for the buyer than simply having the original.

A back end product should further enhance the product that the buyer intended to purchase. Whatever the original product does, a good back-end product will make it faster, better, more detailed, more complete or easier to use and benefit from - in essence it is far more helpful to the prospect in satisfying his wants, than is the original, more basic product.

Keys to Success

The success of back-end products can be attributed to having a captive, highly targeted audience who is definitely interested in achieving a specific result or solving a specific problem. The add-on product makes it easier to solve the prospect's problem, quickly.

Another factor is to further sell the customer while he is still in the buying mode and while he is feeling good about solving a problem or moving closer towards a goal.

Examples

To come with examples of back-end products simply ask "What product or service could I also offer that would be a natural match for what my customer is buying now? A self-publisher could offer a booklet on a specific topic. As a back-end, he could offer the same topic covered in greater detail and presented in a multi-media format complete with audio cassettes, videos, manual and CD.

Opportunities for back-end or additional add-on products are easy to find. A shoe store can offer shoe buying customers, laces, polish, protectants or, other accessories, based on the type of shoe sold. Ever visit a theatre to watch a movie and not order popcorn, chips, soft drink, or some other refreshment? Those items are all back-end products. First you bought your tickets, then you went to the snack bar.

My local video store now offers "tape protection" as an extra option. It's basically insurance against returning a damaged video. Since most videos rented out these days are new releases, tapes being returned in damaged condition are a rarity. Yet, many people gladly pay the extra twenty-five cents to "feel" secure. A clever new profit center for the video-rental industry.

How?

Always be mindful of products, services or ideas that your customers will willingly pay for. Anything that can make it easier or hassle-free for the customer, could be a good candidate as an add-on product. Convenience is a wonderful thing and many will willingly pay you for it.

More Resources at

www.makeyoursalessoar.com

Robert Boduch is an author of dozens of best-selling books, reports and articles on the art and science of selling. A free newsletter targeted at anyone interested in selling more of anything is available at

www.makeyoursalessoar.com

How To Build An Explosive, Infinitely Deep Downline

By John Colanzi

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It's a sad fact that 95% of the marketers on the internet fail! While others are making "fistfuls of cash."

Why is there such a discrepancy?

The new marketer is geared towards making a one time sale. The "heavy hitters" have learned that the real profits are in the back end sales.

By diversifying your business you'll maximize your growth and explode your sales.

Generating fresh leads can be a costly, time consuming venture, why would you settle for a one time sale?

Mail Order dealers have learned over the years that someone who has ordered once is twice as likely to order than someone who's never ordered before. Someone who's ordered twice is more apt to buy than someone who's only ordered once.

It's just common sense.

Who would you order from? Someone you don't know.. or someone you've done business with in the past and learned you can trust?

In the report " 50 Ways To Make More Money In Network Marketing" the first key is to promote products or services you use yourself. A "satisfied customer" makes the best salesman, especially if you're the "satisfied customer"!

If you haven't read this must read report, you can read it at <http://www.johncolanzi.com/50.html>

Once you've begun making profits from your first offer, be on the look out for offers that can be plugged into your present system.

Some possible plug ins are:

Programs that can help you generate more leads

Time Savers

Ways to Save money or Make more money

Programs to automate your efforts

You get the idea.

You should also continue studying and learning. One good idea can earn you many times the price of the book or training program.

Guess what?

Programs that can help you to "Learn to Earn" are also excellent plug ins.

There's nothing magical about back end sales. If a product or service helps you, why not share?

Wishing You Success



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