

Discover The MAJOR Force Driving Internet Sales Today

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By Joe Bingham

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Simply put, permission email marketing is THE true profit producer fueling the success of the Internet age.

If I didn't make that point strong enough, please re-read that statement until it really sinks in.

No other Internet marketing strategy produces as high of a return on investment as permission email marketing. NOR does any other strategy truly achieve it's peak effectiveness until it is tied in with permission email marketing.

Honestly, take a look around you. Every major Internet company and every major Internet marketer runs one or more opt-in lists. They may call them ezines, newsletters, product update notification emails, auto responder courses, or whatever.

By any name, though, opt-in lists deliver what no other marketing strategy online can:

- *the opportunity for REPEAT contact
- *a chance to develop a trusting relationship
- *the ability to establish buying routines
- *a way to be more helpful to your customers
- *the capability of improving the effectiveness of all other promotional methods.

PROFIT FROM REPEAT CONTACT

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Any educated marketer knows that repeat exposure leads to more sales. It allows you to build further interest, create more credibility, and vary your approach.

While you may advertise one benefit of your product in one email, in the next you can focus on another aspect, and so on. Over time, you will inevitably attract more prospects this way.

GET PERSONAL AND GET MORE RESPONSE

Repeat contact is not only critical to continually expose potential customers to your business or products, but more

importantly it is absolutely necessary in order to establish relationships.

People would rather buy from a source they trust or are at least used to seeing than from one they don't know. Personal recommendation from a trusted source carries far more weight than the best sales copy ever written.

ESTABLISH BUYING ROUTINES

Not only does building a relationship with your customers give you more credibility with them, but it establishes a routine for them as well. If you establish a good relationship, people will be more likely to look to you in the future when they have questions, product needs, or are just looking for new ideas.

HELPING OTHERS INCREASES YOUR RETURNS

Being able to stay in touch with your customers allows you to help them better as well. Helping others is extremely critical to developing a growing downline in network marketing, AND essential to assuring repeat business in product sales.

Without getting permission to stay in contact with people, none of this is possible.

GET MORE FROM YOUR PROMOTIONAL EFFORTS

As well, all other promotional methods become more effective when used in conjunction with permission email marketing.

Say for instance someone finds your site through a search

engine. What's to keep them coming back if you don't make a sale on their first visit? The only way they can find you again will be to repeat the exact search they did initially.

What if they use a different search term the next time around? What if your position with the search engine changes and they don't see your listing that next time?

However, if you offer people something further that requires them to leave their name and email address the FIRST time they search out your site, how much further ahead are you?

HOW WILL YOU USE PERMISSION EMAIL?

Essentially, as an Internet marketer you've got two choices. Either you develop your own opt-in lists, OR you pay for the privilege of advertising to others' lists. Naturally, you can

effectively use a combination of practices as well as other promotional methods, but you'll still have to choose one way or the other as your primary method.

In truth, both require an investment of time and money. Establishing your own opt-in list, however, produces the greater return on investment over time.

Keeping people on your list is something you have to earn, but still, whatever cost was involved in getting them there is only a one time expense as opposed to continually paying for the privilege.

Permission email marketing IS the major force driving sales on the Internet today. How you take advantage of it is up to you.

GET more information on how to effectively use permission email marketing to produce profits from the following free course: "How To Make \$60,000+ A Year With Permission Email Marketing Working 30 Minutes A Day" Send a blank email now to: <mailto:online99.article@aweber.com>

Written by Joe Bingham of the NetPlay Marketer
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Show and Tell

By John Boe

Show and Tell by John Boe

Do you look for ways to involve your customer during your presentation or do you just babble on hoping you might say something that will generate a sale? Regrettably, unsuccessful salespeople display poor listening skills and have a tendency to talk too much. They use a "show and tell" sales presentation style that can quickly turn a customer off and cause them to mentally shut down. On the other hand, by developing your listening skills and finding ways to keep your customer actively involved in your presentation, you will dramatically increase your sales effectiveness and close more sales!

Several years ago, I heard an interesting story about a safety glass salesman named Bill Johnson. Bill was the top producer in his company and consistently outsold the other salespeople by a significant margin. One day the owner of the company congratulated Bill for setting a new quarterly sales record. The owner was curious about Bill's outstanding accomplishment and asked him what he felt was the secret of his success. Bill replied he was selling the way he had been trained to sell, but that he had added something to his presentation. He stated that during his sales presentation he used a hammer to strike the safety glass several times to demonstrate its strength and durability. Excitedly, the owner asked Bill if he would be willing to teach his hammer technique to the other salespeople at the next company training meeting.

Thanks to Bill's training, the company shattered its previous monthly record for safety glass sales! The owner was extremely pleased, but noticed Bill's sales had also increased dramatically and that he continued to maintain his production lead over the rest of the sales force. Surprised that Bill's production was still significantly higher than the rest of the sales force; he asked Bill if he had discovered any new techniques. Bill replied that he had made a minor change to his presentation that really made a major difference in his sales effectiveness. "I still use the hammer technique," Bill said, "except now when I get to the part where I demonstrate the strength of the glass, I hand the hammer to my customer and let them hit the glass!"

By handing the hammer to his customer, Bill discovered the secret of successful selling. He took his sales career to the next level by finding a way to keep his customer actively involved during his presentation. Are you keeping your customers actively involved? If not, learn from Bill and discover a way to put the hammer in your customer's hand!

John Boe, based in Monterey, CA, is recognized as one of the nation's top sales trainers and motivational speakers. He helps companies recruit, train and motivate quality people. John is a leading authority on body language and temperament styles. To view his online Video Demo or to have John Boe speak at your next event, visit <http://www.johnboe.com> or call (831) 375-3668.

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