

Follow up Increases Sales 80% with Only 20% Effort

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By Judy Cullins

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Did you know that 80% of all sales are made after the 5th contact?

Instead of chasing new business all the time, remember the faithful—your product buyers, your clients, your teleclass attendees, your ezine subscribers.

Your best customers are the ones you have already sold to. When you spend only a little time with "thank you's" and offers, you'll reap the 80% results. That translates to increased sales, more clients and more subscribers.

How do you do this?

1. Keep a separate list of all of your different groups in your address book. To each one, send a targeted offer just for them.

Recently, I sent to my customers a "thank you" message. My freebie offered them a chance to ask me any question about book or Web writing, publishing and promotion.

Every month or so, I send a special report or other freebie to the teleclass groups, the ezine subscribers, the potential clients, and to clients. Each group receives a targeted how-to free report or other offer.

2. At the end of the freebie, I added a list of 3-5 ways my customers could continue receiving my help, including a free subscription to my monthly ezine, a low-cost

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teleclass like "Book Coaching" or "Speakers Marathon," plus a product called "Create your Web Pages with Marketing Pizzazz Kit" of 9 eBooks.

Thank you's and free gifts keep your name in front of your buyers. Your added message reminds them of a new service or product that may benefit them.

3. Send a follow-up message every few months, if not more often. Busy people may not want to order multiple things until you have proven yourself. They are just too focused on another project at the time.

When those people who have already experienced and approved of you don't hear from you, they will forget you fast. They will move on to somebody who cared enough to send the very best follow up email.

It's so rewarding when you get a message back saying, "Thanks for the reminder. Here's what I want now." Remember, people appreciate your news. You are not bothering them!

4. Think of the numbers! Sending a follow-up offer to my ezine subscribers of over 2300 brought 23 responses. People appreciate the free articles or tips you give. Here's a chance to highlight one or so in each follow up.

5. Make your free offer enticing. Display the benefit prominently in your email subject line. To clients or teleclass participants, you could offer a free eReport or two. To a list of people interested in expanding their Online marketing, I sent a free report on "Promote your Business with Free Articles."

The advantage? It's free for you, and it takes little time because you offer it by autoresponder. To clients you could also offer a special introductory price on one of your coaching/consultant packages.

People love a bargain, even if it isn't free.

6. Make it easy for your readers to order or follow up. When you offer something for sale, be sure you include optional ways to purchase.

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While people do buy Online, they want security. If you don't have a site or your site is insecure, either start a PayPal at www.paypal.com, Practice Pay Solutions at www.Practice Pay Solutions.com, or a Click Bank account at www.ClickBank.com.

7. If you don't have a Web site, offer an order form your subscribers can either fax or mail to you with their name, title of products, prices and preferred way to order. Of course an 800 number works well too. They carry no service charge usually. You are charged just for the calls.

8. Practice following up once every week or two to a different group. Most will take you up on the freebie, even if they don't buy. Your name will become familiar to them. They may even pass your freebie on to their associates and friends. Include:
"You may forward this message to anyone, as long as you

include my signature box at the bottom.

Former buyers are your virtual sales force. Take advantage of this free way to market yourself and keep your name in front of your target audience.

9. Include your signature box at the bottom of each email you send. Highlight one offer each time with a link to your Web site or an autoresponder for your book, ezine or other products. Put his free, powerful, subtle, sales message to work for you!

Be sure to include a regular phone number for overseas buyers, an 800 number for orders, and both your email and Web address in a link. You may also want to provide a link to a "special offer" on your Web site. Change your signature to meet each eGroup's needs. Keep your lines in your signature box from 4–6 lines if possible.

10. Run your follow up offer by a friend or associate. Ask them what compels them to take out their credit card and buy? What do they like? Not like? Did any information offend them?

You have endless opportunities to expand your client base and product sales. Your fans are there to assist you. Give to them, and many will give back. Give often and give freely. People appreciate freebies, and will pass your name on to their friends and associates.

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Helps professionals manifest their book
dream
Book: [_Write Your eBook or Other Short Book](#)
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Make the Most out of Every Sales Opportunity!

By Kate Smalley

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Make the Most out of Every Sales Opportunity:

Don't take "NO" for an answer!

It's easy to get discouraged when you make your best effort for a great sale and you're met with a dead-set "no." But don't let it get you down. In actuality, 97% of all sales are not made within the first pitch. In fact, it takes an average of five to ten exposures – also known as follow-ups – to persuade your prospect to make the first sale.

While your potential customer may not actually say the word "no," specifically each time, but every time you follow-up and the customer doesn't buy, it should be interpreted as a "no" situation, and you should be aware of how to handle such circumstances in order to get the most out of them every time.

As a salesperson, it's up to you to have the necessary drive and skill in order to stick with it through the many follow-ups. You must be willing to use enough effort to get to the point of the last "no."

To make sure that you make it past the "no's" and maximize your selling potential, here are some tips for success in closing:

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Know the real reasons your customer would want your product.

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Know the real reasons your customer would not want your product.

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Know the point at which your customer will become willing to buy, and work with them in formulating your follow-up plan.

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Present new information relative to the sale each call or visit.

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Be creative in your style and presentation manner.

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Be sincere about your willingness to be helpful to your potential customer.

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Be direct in your communication, without becoming patronizing.

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Be friendly.

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Use humor, but don't be silly or goofy.

*

When in doubt, sell the prospect for her reasons, not yours.

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Don't be afraid to ask for the sale each time.

With these in mind, you're certain to get the most out of your potential customers. Just don't get frustrated and don't give up. Perfect your skill and you'll be on top of the world.

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