

GET MORE SALES BY REDUCING SKEPTICISM AND INCREASING DESIRE

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By Bob Leduc

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Prospects buy from you because they want to enjoy the benefits produced by your product or service. Their desire for those benefits makes them want to believe everything you tell them. But skepticism makes them reluctant to buy. When their skepticism is greater than their desire -- you lose the sale.

You can get more sales from prospects by reducing their feeling of skepticism -- AND by increasing their desire for your benefits. Here's how...

#### HOW TO REDUCE YOUR PROSPECT'S SKEPTICISM

Your prospects bought things in the past that didn't produce the promised results. It's natural for them to be skeptical of your offers and promises. Here are 2 techniques you can use to overcome their skepticism.

##### 1. Eliminate Risk

The main cause of your prospect's skepticism is their fear of loss. They don't want to risk losing money if your product or service doesn't produce the results they expect. You can eliminate that fear by guaranteeing their satisfaction. Offer to refund the buyer's money if they don't get the results you promise.

A money back guarantee is a powerful sales tool. But it may not be practical for you if you sell a service. You can't

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recover all the time and labor you already invested in a job. Instead of a money back guarantee, provide a guarantee to continue performing services until your customer is satisfied with the results. This eliminates your customer's fear of loss without creating a big risk for you.

### 2. Provide Proof -- Include Testimonials

Another powerful tool you can use to overcome your prospect's skepticism is testimonials from satisfied customers. They provide evidence that you lived up to your promises in the past. Testimonials promote your prospect's

confidence in you and in the claims you make about your product or service.

Develop the habit of asking you customers and clients for testimonials. Then use them in all your marketing efforts.

**TIP:** Get permission from your customer to include their real name and address with their testimonial. Testimonials from real people are more believable than anonymous testimonials.

**INTERNET MARKETERS:** Testimonials are highly effective for building your credibility online. Don't limit their use to web pages promoting the product or service mentioned in the testimonial. Include a few on your home page too.

### HOW TO INCREASE YOUR PROSPECT'S DESIRE

Convert the benefits provided by your product or service into vivid word pictures. Put your prospect in the picture by dramatizing what it feels like to be enjoying those benefits.

Be specific. If you sell financial products, describe what it feels like to enjoy an affluent lifestyle without debt. If you sell boats, describe what it feels like cutting through the waves with your friends onboard. If you offer an MLM or other home-based business opportunity, describe what it feels like to work at home without a boss.

**IMPORTANT:** Be sure your word pictures are dramatizing benefits and not describing features. Customers are not interested in the new high tech insulation used in your

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picnic cooler (a feature). They're only interested in being able to enjoy ice cold beverages all day long when they're outside on a hot day (the benefit).

Use the techniques in this article to help your prospects reduce their feeling of skepticism and increase their desire for your benefits. Once their desire is greater than their skepticism — you'll gain a new customer.

Bob Leduc retired from a 30 year career of recruiting sales personnel and developing sales leads. He is now a Sales Consultant. For more information... <mailto:BobLeduc@aol.com> Phone: (702) 658-1707 (After 10 AM Pacific time) Or write: Bob Leduc, PO Box 33628, Las Vegas, NV 89133

### **How To Build Trust and Sell More Products!**

**By Stephen Pierce**

If the headline is what gets them there, then it's the \*proof\* that keeps them there. Follow closely... A powerful headline is 10% what you say and 90% what you prove. Headlines can simultaneously create curiosity and skepticism. Until proven otherwise, your headline is an empty promise.

It's important that you fully understand that the tidal wave of lies and deceit online have created a gap between you and your target market.

Bridge that gap with TRUST! Build trust by quickly and immediately proving your headline. Proof creates trust. Trust eliminates skepticism. Trust transforms the curious visitor into a customer for life.

The ultimate headline that can make you rich is the compelling headline supported by jury convicting undeniable proof that YOU yourself did what the headlines promises.

This proof can eliminate all reasonable doubt.

Draw your visitors in with your headline, blow their socks off with the proof.

Prove the headline to be actual, factual and true and watch your cash flow explode into a magnificent mushroom cloud of profits.

Slick words do not build trust, they fuel skepticism. Proof makes your website read differently. Same words, but a different frame of mind.

Instead of a fast talking slick internet pitchman, PROOF transforms your website and words into a copywriting masterpiece where the visitor feels that you know what you are talking about.

That feeling can more quickly and easily move customers to your order page resulting in higher sales for you and a satisfying purchase for your visitors.

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Stephen Pierce has been online marketing investment services since 1998. Join his FREE "One–Minute!" Marketing Letter

to get your hands on

some real world "insider" marketing tips.

Swing Trading" and his newest release "The Truth About Internet Marketing". Making over +\$30,000.00 a month in consistent net profits, ClickBank regards Pierce as one of their top product movers.

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How To Build Trust and Sell More Products!

NEUTRALIZE THE UNSPOKEN OBJECTIONS TO INCREASE YOUR SALES

7 Bullets To Making An Easy Sale

Why do you need to have burning desire?

How to Build Trust and Overcome Skepticism With Prospective Customers!

GUERRILLA MARKETING Volume 1

GUERRILLA MARKETING Volume 2

GUERRILLA MARKETING Volume 3

AX Gold's Website Guardian

Battle At Sea

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