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HOW TO CONVERT MORE OF YOUR PROSPECTS INTO CUSTOMERS

By Bob Leduc

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An obvious way to increase sales is to attract more prospects to your business. But it's easier and less expensive to increase sales by converting more of the prospects you're already getting into customers.

Here are 2 proven tactics you can use to convert a higher percentage of your prospects into customers. Both are simple procedures any business can implement quickly for little or no cost.

1. DRAMATICALLY IMPROVE YOUR OFFER

Most prospects who take the time to consider your product or service would like to buy from you. But they decided other things they want are either more important or more urgent. One way to capture many of these sales is to dramatically improve your offer. Create a "good deal" that's so enticing it becomes their first choice.

You don't have to reduce your price to improve your offer. Instead, simply load your offer with bonuses. Whatever you offer as a bonus must have a high perceived value to your customers -- even if it costs you little or nothing. Loading your offer with bonuses is an effective motivator even when you increase the price of your offer to cover the additional cost.

IMPORTANT: Always include an expiration date for your special offer. Give prospects the choice to either accept

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your offer within a short time or forfeit it. This will motivate many prospects to delay some other purchase so they can buy your product or service now.

TIP: To create an absolutely irresistible offer — include a special discount price AND a set of valuable bonuses in your offer.

2. DEVELOP A FOLLOW UP SYSTEM

Most prospects won't buy the first time they hear about your product or service. You can increase your total sales by 50

percent or more if you periodically follow up with them.

Your follow up procedure can be as simple as contacting previous prospects every month or two with a new offer. Or it can be more elaborate such as publishing a weekly newsletter with information and articles related to your product or service.

PROBLEM FOR INTERNET MARKETERS: Many visitors to your web site want what you offer — but they're not ready to buy right now. You can't follow up with them if they click away from your site before you find out who they are and how to contact them.

THE SOLUTION: Post a free offer on your site for something valuable to prospects in your targeted market. Deliver it **ONLY** by email. This enables you to capture the email address of each visitor who requests it. For example, offer a free subscription to your email newsletter if you publish one. Otherwise, offer a special report, a source list or other valuable information they cannot get anywhere else.

TIP: Try to get each prospect's first name too. Use it to personalize your follow up messages. People can't resist reading something that's personally addressed to them.

You'll never be able to convert every prospect into a customer. But you can convert more of them than you do now by implementing these 2 procedures. And... these additional sales will be very profitable because you don't have to spend more money on advertising to get them.

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Bob Leduc retired from a 30 year career of recruiting sales personnel and developing sales leads. He is now a Sales Consultant. Bob recently wrote a manual for small business owners titled "How to Build Your Small Business Fast With Simple Postcards" and several other publications to help small businesses grow and prosper. For more information... <mailto:BobLeduc@aol.com?subject=Postcards>
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Testimonials Convert Prospects Into Buyers

By Bob Leduc

Big businesses get instant credibility with their well-known company name or brand name. But small companies have to create their own credibility. One of most powerful tools you can use for this is customer testimonials.

Here are 5 tips to help you get persuasive testimonials ...and use them to convert prospects into buyers.

1. Continuously Collect Testimonials

Start by setting up a file to store the positive comments you get from customers. Many good testimonials are hidden in the casual comments customers make during normal communications.

Don't overlook the positive comments you get by phone or in person. Write them down and add them to your file.

Next, look for some ways you can stimulate customers to give you testimonials. For example, send a postcard or email message to recent customers asking what they liked best about your product or service. You'll be surprised at some of the glowing comments you get.

You don't need a lot of testimonials before you can start using them. Three is normally enough unless your sales message is unusually long.

2. Try to Get Varied Testimonials

All of your prospects and customers are not exactly the same. Different aspects of your products and services are likely to appeal to different prospects.

Try to get testimonials that mention a variety of results achieved by your customers. The more benefits you can reveal with customer testimonials, the more business they will generate for you.

3. Some Testimonials Are Better Than Others

Avoid using testimonials that are not specific. For example, "I really liked your service a lot", is nice for you to know. But it won't stimulate many prospects to buy.

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Instead, look for testimonials that describe specific results. For example, "In just 2 weeks I lost 9 pounds, feel years younger and still continue to enjoy my favorite foods." That testimonial will motivate anybody who wants to lose weight to get your program fast.

4. Get Permission to Use Testimonials

Always get your customer's permission before using their testimonial. And tell them how they will be identified with the testimonial. For example, I usually include at least my customer's name, city and state (or country).

If you sell to businesses instead of to individuals you may want to include some other things about each customer with their testimonial. For example, your customer's title, the company name, the type of industry or anything else that would appeal to other customers like them.

5. Highlight Testimonials When You Use Them

You can group all testimonials together in your sales letter or web page ...especially if the message is short. Or you can scatter them strategically throughout your message ...especially if the message is long. But always highlight testimonials so they stand out from the rest of your message.

For example, display them in italic letters enclosed in quote marks. On web pages you can further highlight them in yellow or some other color that contrasts with the background color of the page.

The 5 tips in this article revealed how you can get persuasive testimonials – and use them with maximum impact. Start applying these tips now in your business and you will quickly start converting more prospects into buyers.

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Bob Leduc spent 20 years helping businesses like yours find new customers and increase sales. He just released a New Edition of his manual, *How To Build Your Small Business Fast With Simple Postcards* ...and launched *BizTips from Bob*, a newsletter to help small businesses grow and prosper. You'll find his low-cost marketing methods at:

or call: 702-658-1707 After

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10 Important Things To Tell Your Prospects!
7 EASY WAYS TO INCREASE SALES -- FAST
10 Persuasive Triggers To Plug Into Your Ad
How To Recover Your "Almost Customers"

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The Buy Impulse

About Niches

How To Get Reprint Rights Without Paying A Dime

EmailMasterPro

Fly In Ads Creator



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