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Increase Your Follow On Sales

By Tony L. Callahan

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You might ask, "What is a follow on sale?" A follow on sale is the sale of any product or service that comes as a direct result of a previous sale. An example of this type of sale would be selling an upgrade to an existing software product

As we have discussed in other articles, there are companies out there making much more money from follow on sales than from original sales. We have also discussed some specific strategies for increasing your follow on sales, strategies such as: mentioning your complimentary products on the thank you page that should follow your order page, giveaways, free training courses, e-zine subscriptions, and mailing lists.

All of the strategies mentioned above are excellent ways to increase your follow on sales but they are not the only techniques you should be employing. I have also found the following methods to be very successful.

1. If you ship a physical product, include sales and order information for your complimentary products. At minimum include a picture (preferably full color) of your product and a URL that the customer may visit to get information or order the product. A toll free number is a great item to include here. Also include a postcard for the customer who does not have ready access to the Internet.
2. If your product is electronic, like software or an e-book, include an ad for your additional products. This option should be used with caution, people do not like to be nagged by products they paid for. Have the ad come up only the first time the product is used or have a disable button on the pop up.
3. Establish a "private" area of your web site and grant

access, for free, to any customer purchasing your products. In the unique content of this "private" area you have the opportunity to do some follow on selling.

4. Consider gathering more information on your customers, such as mailing address, date of birth and telephone number. You will need to decide if providing this information is mandatory or optional. There is the potential that some customer will not want to provide such information. Making it required information may cost you some sales. Guard the information you collect carefully and use it only for the purposes defined in you privacy statement. Send a thank you letter for purchases, send your customers a birthday card and

follow up with them via telephone to be sure that they are satisfied with the product. These are all opportunities for follow on selling.

5. On your order form, ask customers if they want to be notified of new products, updates and upgrades. Maintain a separate mailing list for those customers who indicate their willingness to receive this information. You could also offer the option of allowing the customer to be notified via postal mail.

As mentioned before, the follow on sale is not easy to master. It is a delicate balance between salesmanship and becoming a nuisance. As with most powerful tools, these techniques hold the promise of great success or spectacular failure. Take the time to test and refine your methods before attempting widespread application with real customers. With practice and careful application, these techniques will contribute greatly to your profits. And as always, that is the real bottom line.

Tony L. Callahan is president of his own Internet marketing company, Link-Promote . He also publishes Web-Links Monthly, a newsletter full of tips, tricks, tools and techniques for successful web site promotions. To subscribe, send e-mail to: .

You cannot make money online without unrelenting follow-up

By Dr. Jeffrey Lant

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If there's one thing I've learned in over 25 years in business, it's the importance of prospect follow-up. Without a program of systematic follow-up, you're

significantly reducing your profit and may very well be threatening the overall success of your business. Follow-up is absolutely essential for business success.

But are you prepared to follow-up each and every prospect lead to ensure maximum success? I'll bet you aren't!

For years, I've been doing an informal study of business people's follow-up; what I've discovered confirms my opinion that the vast majority of online business people are not following up, thereby leaving money on the table every single day. It's easy to see why follow up "slips through the cracks."

Say you get a prospect today. Hopefully you email him the information he's requested. But without a systematic follow-up program in place, will you follow-up tomorrow when 1) you've got new prospects to contact and 2) you've got fires to put out all day long? Most likely essential follow up is abandoned. You're never going to be on top of your follow up either, because new prospects are constantly arriving. While all prospects need your attention, you're naturally going to focus on the newest people. Unfortunately for you, one major reason why people buy is because of follow up... and follow up is precisely what you're unable to do!

Does this all sound sadly familiar? It should! It's the way all too many business people do "business", online and off.

Thankfully, with a Worldprofit Sales Manager you can finally give your prospects and customers the kind of follow up they expect and which is crucial to your business success.

With your own Sales Manager you can create UNLIMITED lists, entering up to 25 follow up letters per list.

Now you can have a list for each product and service you

sell and up to 25 follow-up messages for each list.

You can send these messages out back to back over 25 days or space them so that they go out over a 90 day period. It's your choice.

Increase Your Follow On Sales

The system personalizes each letter with your prospect's name.

You can either enter your prospect onto the appropriate Sales Manager list yourself or have the prospect subscribe. Either way, your prospect will get an IMMEDIATE response... and then up to 24 additional messages in up to 90 days.

When the prospect is ready to respond, all she has to do is HIT REPLY. You'll automatically be notified, and you can immediately follow up.

If the prospect wants to remove herself from any given list, she can do so automatically, without ever involving you.

Now, instead of losing business because you just don't have the time to follow up each prospect systematically -- although you know you should -- you'll use your Worldprofit Sales Manager to stay in touch with each and every prospect for whatever you're selling. Your follow up will be a marvel, and your sales WILL increase!

Dr. Jeffrey Lant is Co-Founder of Worldprofit at <http://www.worldprofit.com> For a FREE subscription to Worldprofit's online business development newsletters, go to <http://www.worldprofit.com/ezines> For web design assistance, go to <http://www.worldprofit.com>



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