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Invite Questions to Boost Your Sales

By Bob Leduc

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Invite Questions to Boost Your Sales
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Do you invite your prospective customers to ask questions
...or do you try to avoid getting questions from them?
You're walking away from many easy sales if you don't
encourage prospects to ask questions.

1. Prospects Who Ask Questions Are Usually Ready To Buy

Prospective customers who take the time to ask questions
usually have a high level of interest in your product or
service. By asking questions they identify themselves as
likely buyers.

A prompt and complete answer to their question along with a
gentle reminder of the benefits they will get is usually
all it takes to close the sale.

Tip: Make it easy for prospects to ask questions when they
are at your web site or in other selling situations where
there is no personal contact. For example, list your phone
number or an email address they can use for questions.

2. Set up A Procedure for Managing Questions

Answering questions from prospects does not have to take a
lot of your time. Many of the same questions will be

repeated over and over again. But you only have to answer each question once ...if you save the answer to each question to a permanent file.

Every time you get the same question again, just copy the answer from your saved file into your reply – and customize it appropriately. You will be able to answer questions quickly. And you will impress prospects with your promptness and personal attention.

3. Always Reply Promptly

Answer questions promptly. Your prospect's level of interest and your chances of getting the sale will decline as time passes without a reply. Prospects are also likely to judge your commitment to serving customers by how long they waited to get the answer to their question.

Tip: If you find yourself personally answering a lot of questions, add a Questions and Answers page to your web site – or to your printed sales material. Include the answers to your most frequently asked questions. This reduces the number of questions you have to answer individually.

4. Take Advantage of the Selling Opportunity

People tend to pay close attention to what you say when you answer a specific question they asked. Take advantage of this. Don't just answer their question. Include a reason for them to buy as part of your answer.

For example, a typical question may be whether or not your product or service applies to the questioner's situation. If it does, expand your answer to remind them of the specific benefits they will get. Then tell them exactly how to order it so they can get those benefits immediately.

Remember, prospective customers who ask questions are usually close to buying. A gentle nudge from you will often get them to take action. Provide that nudge when you answer their question.

Many businesses try to avoid questions from their prospects and customers. They are making an expensive mistake.

Answering questions from prospects and customers is a highly effective and very low-cost way to boost sales.

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: <http://BobLeduc.com> or call: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV

4 Easy Ways to Boost Your Sales

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Here are 4 easy ways you can boost your sales for little or no new expense ...and without making major changes in your selling process.

1. Focus on What Your Customers Really Want

Your customers really don't want your products or services. They don't even want what those products or services do for them. What they really want is to gain the specific feeling they get after buying and using your products or services.

Keep this in mind when you create web pages, sales letters and other selling presentations. Emphasize the feelings produced by using your product instead of talking about what your product is – or how it works.

Tip: Convert the benefits delivered by your product or service into vivid word pictures. Then put your prospect in the picture by dramatizing what it feels like to be enjoying those benefits.

Example, if you sell financial products, describe what it feels like to enjoy an affluent life style without debt.

2. Keep Communicating With Your Previous Non-Buyers

You've heard it before – but I'll say it here again. Most prospective customers will not buy the first time they see or hear about your product or service. You're losing a lot of sales if you do not persistently follow up with those prospects.

Your follow up procedure can be as simple as periodically contacting them with a new offer. Or it can be more complex like distributing a newsletter or providing updated product information.

Tip: You cannot follow up with prospects if you don't know how to reach them. Set up a system for collecting the names and contact information of all prospects who do not buy from you.

Invite Questions to Boost Your Sales

Example, offer a special report, a list of sources or some other valuable information your prospects cannot get anywhere else. Deliver it only by email or postal mail so you can get their contact address.

3. Encourage Questions

Questions from prospects may be a nuisance. But answering them can be very profitable.

Prospective customers only take time to ask questions when they have a high level of interest in your product or service. Providing a satisfactory answer to a prospect's question often leads directly to a

sale.

Invite prospects to ask questions when in live selling situations. And make it easy for them to ask questions when they are not ...such as at your web site. For example, list a phone number or email address where you or someone else can answer their questions.

Tip: Include a Questions and Answers page on your web site with answers to frequently asked questions. It will reduce the number of questions you have to answer individually.

4. Make Buying Easier

Every non-essential action in the buying process is an opportunity for the customer to reverse their decision ...causing you to lose the sale.

Look for ways you can make your buying procedure easier and faster. For example, many marketers use a multi-step shopping cart to get online orders when a simple online order form would do the job with just 1 or 2 quick clicks.

Tip: Don't ask for unnecessary information during the ordering process. Instead, send a personalized "thank you" message after the sale and include a brief request for the information.

These 4 selling tactics may not be new to you. But are you using all (or any) of them? If not, they can easily boost your sales ...for little or no new expense – and without making major changes in your sales process.

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4 Easy Ways to Boost Your Sales

Use an 'Affiliate Network' to Boost Your Commissions

Seven Simple Questions to Build Your Site's Sales

Using Event to Effectively Market Your Business

Boost Sales With An Email Bonus!

Blogs and RSS Revealed

Smoothies for Athletes

Squeeze Machine

Instant Cover Graphics!

Traffic Boost News Ticker



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