

Mind Reading: Answer Your Prospect's Questions Before They Ask!

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Mind Reading: Answer Your Prospect's Questions Before They Ask!

By Larry Dotson

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How many times have you read an ad and you had a question that would determine whether you would buy or not? Did you take the extra time to e-mail the business your question? If so, did you have the extra patience to wait for the answer or did you go to the competition's web site to buy?

Do you see why it's really crucial to answer all your prospects questions before they ask? How do you accomplish this obstacle?

First of all, you want to place yourself inside your prospects shoes. Think like your prospect. Read your ad, what questions would you have if you were the prospect? Can I pay by check? Can I have the product delivered within 3 days? Do you guarantee the product?

To get a even better point of view, have your friends or family members go through your ad. Have them point out questions they might ask.

Go through your past customer questions. You may have answered them each individually, but did you answer those same questions for your future prospects? If not, add those answers to your ad copy. If you do not want to clutter up your ad you could set up a separate FAQ section that's linked to it.

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Now there will always be questions that arise you weren't prepared for. You should provide quick and easy ways for them to get in contact with you by phone, fax, e-mail, instant messaging, etc. Offer 24 hour customer service. If that's not possible, tell them you will answer all questions ASAP or within a reasonable or quick time frame.

In the future keep track of all questions that arise and update your ad copy or FAQ regularly. It can be the difference between your sale or your

competitions sale.

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How to Close More Online Sales – Through the Magic of Questions

By Vadim Rachkowan

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No one can deny that sales closing techniques are absolutely vital in face-to-face selling. But often, people ask me if they can apply my powerful closing techniques to online marketing. My answer is an unequivocal, "Yes!"

Of course, there are some closing techniques that are more applicable to the Web than others — but I'll show you magical closing secrets that can dramatically increase your web sales, and rapidly increase your online income. This works best on direct response websites – i.e., those that focus on getting an immediate response in the form of an order or lead.

Before we get started, I must emphasize that much of the sale is made in the presentation. The close is largely determined by how well you've presented the product to the prospect. Your objective, then, is to take the prospect smoothly past the point of closing, making it easy for him or her to come to a buying decision. You can accomplish this with the strategic use of questions.

The All-Important Opening Question

When you're selling online, you don't have the benefit of interacting with your prospect the way you would in face-to-face selling. Therefore, the first thing you say in your web copy has to be something that breaks preoccupation, grabs attention, and points to the result or benefit of the your product.

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At any given moment, your prospect's mind is preoccupied with dozens of things. Therefore, a well-crafted question will cause the prospect's thinking to be directed to what you have to say.

Your opening question must be aimed at something that is relevant and important, and at something that your prospect needs or wants. What do sales managers, for instance, sit around and think about all day long? Increasing sales! Therefore, if your target market consists of sales managers, here's an example of a question you can use as a headline or as the first part of your copy: "How would you like to see a method that would enable you to increase your sales by 20% to 30% over the next 12 months?"

When you ask such a question, the first thing that pops into the mind of the prospect should be, "What is it?" – whereupon you've captured his or her attention, and you can then begin to articulate how your product or service can solve the need posed by the question.

Plan your opening question carefully. If your opening question fails to break your prospect's preoccupation and grab his attention, he will click away before giving you the opportunity to present your product or service.

Questions That Keep Them Involved

Questions are equally vital during the presentation, i.e., in the body of your web copy, for clearly

explaining how your product or service solves your prospect's problem in an easy, fast, or cost-effective way.

Therefore, install questions within your sales copy that capture attention. Keep your prospect involved, and keep his mind from wandering off in a different direction by using intriguing questions that grab his lapels and jerk him toward you. For the length of time that it takes a prospect to answer a question in his mind, you have his total attention. The prospect is drawn more and more into the sales process as your questioning proceeds. If your questions are logical, orderly and sequential, you can lead the prospect forward toward the inevitable conclusion to purchase your product or service.

Tip: Never say something if you can ask it instead! Think of how you can phrase your key selling points as questions. The person who asks questions has control!

Closing Questions that Presume the Sale

Just as questions are important at the beginning and the body of your web copy, they are even more vital at the end in gaining a commitment to action.

The key to asking a closing question is confident expectation. You must skillfully craft your question to convey that you confidently expect the prospect to say, "Yes" or to agree to the sale.

For example, you can pose the following question in your web copy: "When would you like to start using to multiply your profits?" In other words, you don't ask if they want to buy your product, but when.

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This way, you're asking for the sale expectantly, and the more confidently you expect to sell, the more likely it is that you will sell.

Tip: In crafting your closing question, include the benefit that your prospect will get from your product.

When you ask a compelling closing question, you diffuse the tension that normally creeps up on your prospect at the "moment of truth." A prospect's tension leads to the hesitance that kills so many sales – both online and offline.

To be truly persuasive in the selling process, learn to use questions judiciously throughout your web copy. Instead of trying to overwhelm your prospects with reasons and rationales for doing what you want them to do, ask strategic questions instead. When you take the time to plan the wording of your questions, your prospect will become more interested in your product -- and consequently, you will make more sales.

Vadim Rachkowan President SellWide Corporation <http://www.sellwide.com>



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