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NEUTRALIZE THE UNSPOKEN OBJECTIONS TO INCREASE YOUR SALES

By Bob Leduc

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You can increase your sales by neutralizing the unspoken objections your prospects may have to buying from you ..BEFORE you ask them to buy. Neutralizing unspoken objections will increase the sales you get from your web pages, sales letters and personal presentations.

Neutralizing objections is easier than it sounds. Most of your prospect's objections to buying fall into 1 of only 3 categories. Let's look at these 3 categories of objections ..and some proven tactics you can use to neutralize them.

1. THE MONEY OBJECTION

Most of your prospects have (or can get) the money to buy what you're selling. But they have a money objection. Some think your price is too high. Others believe they can get a better value from a competitor.

You don't have to reduce your price to neutralize these Money Objections. Here are 2 proven tactics that work for any business.

Enhance the perceived value of your product or service. For example, some businesses include with each sale a manual, CD or downloadable e-Book crammed with information related to using their product or service.

Another effective tactic is to promote yourself or your company as a "Specialist" catering to the special needs of

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a narrowly defined targeted market. Prospects feel comfortable when buying from somebody who thoroughly understands them and their unique needs. They want to do business with you — even if you don't offer the lowest price.

Here's a simple 3–step process you can follow to develop yourself into a specialist:

Step 1: Divide your primary market into several more narrowly defined specialty markets.

Step 2: Learn everything you can about prospects in each new specialty market ...and about how your product or service meets their special needs.

Step 3: Customize your sales message to appeal directly to the special interests and unique circumstances of prospects in each specialty market.

TIP: If you're attracting many prospects who really don't have (or can't get) the money to buy your product or service — you need to change your market. Target a market where prospects have an intense desire for the benefits produced by your product or service ...AND the money to buy it.

2. THE PRIORITIES OBJECTION

Some of your prospective customer didn't buy from you because they put a higher priority on spending their money for something else. You can get many of these sales by persuading them to make YOUR product or service their priority.

For example, develop some special offers your prospects can't resist. Create offers so enticing your prospects feel compelled to make your product or service their priority purchase.

TIP: Include a deadline for every offer. It forces procrastinating prospects to make a decision. Many will decide to buy immediately so they don't forfeit your "good deal".

3. THE SKEPTICISM OBJECTION

Your prospects bought things in the past that didn't produce the promised results. That makes them skeptical of your promises. Some of the ways you can overcome their skepticism include:

** Eliminate any risk of loss. Guarantee your customer's satisfaction. Offer to refund your customer's money if they don't get the results they expect.

** Prove your history of delivering what you promise. Provide testimonials from satisfied customers as evidence you've lived up to your promises in the past.

** Make yourself available — personally or by phone. This

is especially effective for Internet Marketers. Prospective customers feel more secure when they can talk with a real person.

Neutralize all 3 of these unspoken objections before you ask your prospects to buy. Do it in your web pages, your sales letters, your personal presentations — every message designed to generate sales. You'll see an immediate increase in your sales volume.

Bob Leduc is a Sales Consultant with 30 years experience ingenerating low-cost leads. He recently wrote a manual forsmall business owners, "How to Build Your Small BusinessFast With Simple Postcards", and several other publications to help small businesses grow and prosper. For more info:mailto:BobLeduc@aol.com?subject=PostcardsPhone: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV

How To Make Your Sales Letters Bullet Proof

By Mike Jezek

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I'm going to show you in the next few moments how to make your sales letters and direct mail several times more powerful. In fact, what I'm about to emphasize to you may enable you to eat more of your competitors market share.

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Every time before you sit down to write your sales letters or direct mail take out a sheet of paper and think of every possible objection your prospect could come up with to avoid buying your product or service. This may take a while and it may seem a pain at first but I assure you that this is incredibly important.

After you have come up with every possible reason why your prospects may say no to your offer, stop and consider any possible objections that may come up related to your specific industry or specific tastes of your target market. In other words, would your market be more inclined to buy only brand name products or services, would your market be more inclined to buy only a more attractive product over a less attractive one irregardless of quality?

Ok, now let's say you've done all of the above. Here's what you do next. Think very carefully about how you'd overcome those objections to persuade Mr. Prospect to buy or respond.

Most companies with a winning sales force have a team come in and create answers to every possible objection a prospect may raise. And they create what's called a Script Book. In fact, companies with top-notch sales teams keep their Script Books secret. Some even place their Script Books in safes. Why? The scripted answers to every objective Mr. Prospect may raise are worth their weight in gold if their answers to a prospect's objection works.

In direct sales, you must become a master of knowing every objection your prospects have and be able to articulately overcome every one of those objections.

And so it is the same with copywriting. Copywriting is nothing more than salesmanship in print. When you craft copy that overcomes objections, you're going to be light years ahead of your competition. Most people won't even take the time to do this!

Your homework is to know the objections your market has, like you know the back of your hand, and craft irresistible answers to overcome those objections. After all, if everyone of Mr. Prospect's objections are overcome, logic would tell him he should invest in your product or service. Get to work.

YOURS FREE! Get a free evaluation of your sales letters and direct mail. Find out where your copy is weak and what you need to immediately do to make it sell more. No obligation. Here's my website:

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