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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

NEW PRICING MODEL MAKES SELLING EASIER – PROFITS HIGHER

By Tony Woodcock

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Every once in a while an idea comes along that makes life easier and makes business more profitable. The personal computer and the Internet are examples. But sometimes the idea is so SIMPLE that we collectively say, why didn't I think of that?

There is a TREND developing that will change the way you buy and sell. In one way, it's as new and fresh as the Net itself. In another way, it's as old as the hills. Interested in getting more customers? Read on.

Quickly, how much is \$57 times 36? Did you need a calculator?

If you did, and most do, you have just witnessed the POWER of selling by subscription. It gets it's roots from selling over time (how many credit cards do you carry?) a concept we are familiar with. The TWIST on subscription selling is that the client can CANCEL AT ANYTIME and receives updates for free.

How much more likely would you be to buy a new car, boat or house if you had the FREEDOM to cancel and always had the newest model? Cellular companies caught on a year or so ago that people DON'T LIKE CONTRACTS. So they made the adjustment and sales went through the roof.

THE TREND (AND THE TWIST) HITS THE WEB

Selling by subscription is sweeping the web. Giant software companies (yep, you know who I mean) are starting to tout

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their "software as service" ideas. How will that work?

You will have a SUBSCRIPTION to a particular piece of software that you pay for monthly. Now you get the benefit of not paying hundreds out of pocket AND you get the latest updates included in your subscription. Sure, they may make a buck or two more but you will have access to the most recent features and you CAN CANCEL AT ANY TIME. Now, who has the power? YOU DO.

An excellent way to market and an excellent way to buy.

Many companies embrace this concept because it's easier

to sell, meets less resistance and is a much less costly way to market. They know that MORE PEOPLE WILL BUY THIS WAY.

Time now becomes their ally, not their enemy. The more subscribers they have the more money they make. By the way, the power of the subscription is how online companies end up buying huge media companies.

Will this new pricing model work for you? You will certainly benefit as a consumer but can you capture the idea as a seller?

Take a look at what you sell with a new eye. Could you offer your clients a subscription for what you do? Could you start to slowly move in that direction on your pricing? One thing is for sure, selling by subscription is hot and getting hotter.

And it's an idea that will be around for a very long time.

Tony Woodcock has discovered the power of selling by subscription. In fact he doesn't even need a website to do it! Contact Tony today and discover the power for yourself. For full info, <mailto:globaladbiz@yahoo.com>

Is Your Pricing Costing You Money?

By Jeff Mulligan

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Are you losing money with every sale you make?

You might be, if your product is not priced correctly.

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One of the things I've learned is that a lower price is not necessarily a better price. In fact, sometimes the higher price also gives you more customers. And far more profit.

For example, I have a product called CBmall. There are two versions of CBmall: Gold and Silver. The Gold CBmall sells for \$97. The Silver CBmall sells for \$47. You can see the differences here:

<http://www.CBmall.com/join.asp>

Frankly, the differences are minor.

Now if I just asked you to guess, I bet you would tell me that I would sell at least twice as many Silvers as Golds...

...and amazingly, you would be wrong.

In fact, almost 75% of CBmall sales are for the higher priced Gold version.

The key point here is that you do not know until you test. I certainly never thought I would sell so many more Golds than Silvers. But it is happening every day and the numbers don't lie.

Perhaps you could test some new pricing on your own products and find yourself a gold mine of new profits.

And if you don't have your own product yet, remember that pricing is one of the first things you need to test.



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