

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**Overcome These 3 Buying Obstacles And Increase Your Sales**

**By Bob Leduc**

**Overcome These 3 Buying Obstacles And Increase Your Sales by Bob Leduc**

OVERCOME THESE 3 BUYING OBSTACLES  
AND INCREASE YOUR SALES

Copyright 2002 Bob Leduc

Do you know how many sales you lose from customers who almost buy from you? Losing "almost customers" is a major source of lost income for most businesses. But few are aware of the problem and even fewer employ a strategy to prevent this unnecessary loss of income.

Here are the 3 major buying obstacles that cause paying customers to become "almost customers" ...and how you can easily overcome each obstacle.

### 1. PROCRASTINATION

Many prospective customers procrastinate after they decide to buy from you. The benefit they gain from using your product or service fades in their memory as time passes. Other things distract them and they soon forget about you. Procrastination converts your paying customer into another "almost customer" ...causing you to lose the sale.

You can avoid losing these sales by rewarding customers for taking immediate action and penalizing them if they do not. For example, create the best irresistible offer you can afford. Include a specific expiration date. Give your prospects the option of accepting your offer now or forfeiting it. This will motivate many procrastinators to

buy now so they don't miss your special offer.

### 2. LOW PRIORITY

Some prospective customers don't buy from you because they place a higher priority on spending their money for something else. You can save many of these "almost customers" by motivating them to make your product or service their first priority.

One way to boost the priority level of your product or service in your prospective customer's mind is to dramatize

the good feeling they will enjoy when they use it. For example, a financial planner can describe what it feels like to enjoy an affluent lifestyle without debt. Or a network marketing recruiter can describe what it feels like to work at home without a boss.

The irresistible offer I described above for overcoming procrastination also helps overcome the "low priority" obstacle. It motivates many "almost customers" to move your product or service ahead of other purchases so they can take advantage of your special offer before it expires.

### 3. DISTRUST

Many prospects are "almost customers" because they are skeptical of your promises. They bought things in the past that did not produce the promised results. They don't want to risk repeating that experience. Some ways you can overcome the obstacle of distrust include:

\*\* Eliminate their risk of loss. Offer an unconditional money back guarantee if your customer does not get the results he or she expects.

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

\*\* Provide your customers with direct access to you in person or by phone if they have a problem. Prospective customers feel secure and are more likely to buy when they know they can talk with a real person.

TIP: Direct access to a real person is especially effective for overcoming distrust when marketing on the Internet where entire transactions can occur without any personal contact. Many online sales are lost to distrust because a web site does not provide the name of any real person or a phone number to reach a real person at the business.

You probably lose more income than you realize from customers who almost buy from you. The 3 major buying obstacles of procrastination, low priority and distrust cause you to lose these sales. Apply the tactics revealed in this article to overcome these 3 obstacles ...and convert your "almost customers" into profitable paying customers.

Bob Leduc is a Sales Consultant with 30 years experience in

building successful businesses. He just released a revised and completely updated New Edition of his manual, "How To Build Your Small Business Fast With Simple Postcards", and several other publications to help small businesses grow and prosper. Email: BobLeduc@aol.com Subject: "Postcards" Phone: 702-658-1707 after 10 AM Pacific Time/Las Vegas, NV

### **REMOVING OBSTACLES TO SALES**

**By Charlie Cook**

#### **REMOVING OBSTACLES TO SALES by Charlie Cook**

#### REMOVING OBSTACLES TO SALES

by Charlie Cook

During the summer Olympics I watched the men's and women's hurdles. I'm always impressed by these athletes' ability to run at full speed and leap the hurdles without breaking stride.

But each time I watch this track event, I have the same reaction. If they just went out on the track and removed those barriers, it would be a heck of lot easier to get around the track. The athletes could run faster, more smoothly and wouldn't risk falling (as the accomplished Flo Joyner did).

If you are struggling to attract clients, you may feel like

## Overcome These 3 Buying Obstacles And Increase Your Sales

you're running the hurdles. Obstacles like limited promotional budgets, ads that don't sell, web sites that don't generate leads, prospects that aren't ready to buy or who think your prices are too high, all get between prospects and the sale.

Do you find yourself struggling to overcome hurdles to getting the sale?

You can clear the track of the hurdles that are getting between you and potential clients once and for all and create a clear path for prospects to become clients. If your target market knew you and how you could help them, understood the value of your services and contacted you when they were ready to buy you'd be rolling in revenue.

Is this how your business works?

Are you getting a steady stream of calls and new clients?

What can you do to remove these obstacles and increase your sales?

If you haven't already identified your marketing obstacles, start by doing so. The first step is to list them. Once you know your biggest obstacles to increasing sales, you can look for ways to get rid of them. (If you have other staff involved in sales, get their input too.)

Below are two common obstacles to sales. For each I've included some simple strategies for removing these obstacles. Once you understand that marketing obstacles aren't permanent, you'll discover that you can remove more and more impediments and clear the way for increased sales.

### 1. Lack of Awareness

You're just starting your business. No one has heard of you, and given your lack of revenue, you have little to invest in advertising. What do you do?

Use lead generation strategies that are free or almost free. During a severe downturn in the economy, a local financial services firm offered a series of workshops for free to private investors. Within a year the firm grew their assets under management from \$5.5 million to \$15 million.

## Overcome These 3 Buying Obstacles And Increase Your Sales

Using an ezine I sent to librarians and online editors, I grew the value of a web site about search engines to almost a million dollars, without spending a dime on advertising.

This strategy works equally well for established companies. Les Schwab Tire Centers fixes flats for free, giving away over \$10 million in repairs each year. Building goodwill with giveaways like this and an unusual dedication to customer service, this chain of 300 tire outlets earned estimated revenue of \$1 billion in 2003.

### 2. Lack of Results from Advertising

You're not getting a positive return on your ads, should you buy more ad space? How much? Where?

In my experience, there are two obstacles to increasing sales with advertising. Its either the message or the audience. Both can be fixed to increase sales.

If you want people to respond to your advertising, get their attention and prompt them to contact you, write your marketing message, ads and marketing copy from your prospect's perspective. Identify and address their concerns.

No matter how good your marketing message is, it won't help you unless its seen by people who want your products and services. Even if you do your homework up front, there is no guarantee your ad will draw sales.

Track each ad campaign and each sale to determine which ads sell. No matter how good your copy is or how many people see your ad, if the ad audience doesn't include people who want your

services and are ready to buy, it's the wrong audience. Drop those ads that bring in meager results and identify additional advertising opportunities, ones that will be seen or heard by people who want to buy your products and services.

Stop wasting your time struggling to jump over marketing hurdles. Instead, you can identify the obstacles that get in the way and eliminate them one by one. Make this shift and you'll increase your sales and be more successful.

—

2004 © In Mind Communications, LLC. All rights reserved.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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