

Put a prospect questionnaire on your website and increase sales!

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By Dr. Jeffrey Lant

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Before reading this article, visit <http://www.dreamcruises4u.com>

You'll notice several things about this site:

- 1) It's incredibly attractive and well laid out.
- 2) It's got an eye-popping flash header at the top collecting e-mail addresses for the owner's newsletter list, and
- 3) it's distinguished by a prospect questionnaire right smack dab in the middle of the site. That's what I want to direct your attention to today.

Let's start from the beginning: If you're a businessperson online, the goal of your website is MAKING SALES. Either you're trying to sell direct... or you're trying to get prospects to contact you so that you can make a sale. Any other "goal" is beside the point. For anyone doing business online, making the fastest possible sale is the ONLY objective.

That's where the client-centered questionnaire comes in.

Again, look at the questionnaire at <http://www.dreamcruises4u.com>

The owner of this site sells discount cruises. Now, no one is going to buy such a cruise without discussing it with a real person. Selling a cruise directly off the 'net without human contact is highly unlikely. Thus, this smart webpreneur's objective is to find out what his prospect wants, so he can get back to this person with a range of options that

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conform to the information provided by the prospect.

In order to enable the site owner to do his job thoroughly and fast, he needs to know things like

prospect name, address, phone.

He also needs to know things like

* where you want to travel * when you want to travel * how many people are traveling with you and * your budget.

This information is vital for the site owner to do his job and to provide just what his prospects want.

As soon as he receives this information, the site owner can immediately respond saying something like this: "I have received your request for information. I shall be back in touch with you later today with the details you want. We can then arrange to speak on the phone so I may assist you further."

This way the prospect knows that her request for information has been received and gets a clear sense that she's dealing with an organized person; (how many times have you requested information, never to have a response much less an acknowledgement? It happens all the time!)

If the site owner is smart and well organized he can keep control of all contacts with the prospect by following up promptly, doing what he says he's going to do, and providing what the prospect wants in timely detail. The customer questionnaire allows all this to happen, because with it the site owner has plenty of information to work with and a clear sense of what the prospect wants. What's more, if he needs still more information, he has what he needs to contact the prospect to ask for it. In short, he's completely on top of this situation, rushing full speed ahead to his next sale!

Are you using website customer questionnaires now? Probably not. Personally speaking, I can assure you that that's a terrible mistake. At Worldprofit at <http://www.worldprofit.com> we don't just use one questionnaire, but MANY, all designed to get our prospects to TALK to us, so that we can learn what they want and then follow up promptly to give it to them. It's an incredible system, one any smart business person must consider to prosper online, give more prospects what they want, and make more sales faster.

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How Do You Qualify A Sales Prospect?

By Barrett Niehus

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<http://www.freetrainer.com>

Arguably, the most difficult part of the sales process is locating and qualifying a sales lead. This difficulty is compounded by gatekeepers, personal assistants, and all of those individuals that stand between you and the potential decision maker. However, through a few creative techniques, and by involving the prospect early in the sales process, leads can be qualified, prepared, and closed with little difficulty.

In order to qualify a prospect, you must have communication. In many instances, your ability to establish communication is hindered by the inability to directly contact your prospect. Communication and information gathering is a key step in the sales process, and is a necessity to effectively selling your product. Thus the question, how do you effectively communicate with a prospect that you cannot get hold of? The answer is simple, make them come to you.

There are many marketing techniques that encourage your prospects to make initial contact. Direct mail is extremely useful, and can be used as highly effective information gathering tool. A valuable method to leverage direct mail as a qualifying tool is to create a feedback questionnaire. This can either be presented as a general questionnaire, or as a marketing survey. In order to get your prospect to respond, offer an incentive for their completion and return of the survey.

An effective example of this technique is to include a one dollar bill, golf balls, or some other bit of marketing paraphernalia with the survey. Anything that would make the prospect feel guilty if they do not complete the form. The other technique is to offer a free membership. Product, or tool when the survey is returned.

Finally, the format of the questionnaire should be not appear to be too invasive on the prospect's privacy. It should have questions that can easily be answered, and create more interest in your product. Remember, the intent of the survey is to qualify the prospect, not uncover their deepest driving need. Some of the most effective formats used present the questionnaire as a marketing survey. Marketing surveys give the prospect the impression that they are helping your company, without giving information that could be used against them.

The direct mail questionnaire is an effective tool to make initial contact with your prospect and gather essential data in the qualification process. From that point, personal contact can be used to establish rapport, further introduce your product, and finally, close the sale.

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