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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!

Sell More The First Time - Juice the Front End

By Robert Boduch

The concept is simple... Increase the amount of the initial customer purchase by offering discounts or other extra bonuses on quantity purchases.

What you want to do is encourage the buyer to spend more money by offering special inducements, extras, discounts and special deals. Some buyers are happy to buy consumable products by the case, rather than by single package, if they can save a little money by doing so. Just look at the success of stores like Costco. Much of their food items are bundled into quantities that are larger than those a typical family would buy. But often the price is just too hard to pass by. People end up spending more cash to "save" money.

Once you have a customer in your store, or browsing through your catalogue, your task is to maximize the value of that purchase. You want to make it easy for your customer to spend more than he or she originally planned to. And you want them to do so happily and without regret.

Your goal should always be to develop life–long customers. Therefore, whatever special deals you offer them should always be in their best interest.

Examples

Increasing the value of a purchase can be as simple as providing supporting materials or accessories that are natural and convenient additions to whatever the customer is buying.

An electrical supply store could offer booklets that guide homeowners to safely make minor repairs and installations. A store selling sportswear – sweatshirts, track pants and tee–shirts, could also offer socks or wind–breakers as extra accessories.

It could also mean scaling your prices according to the amount purchased. This works well with products that have large profit margins and where customers can easily justify getting more than one, such as with gift items.

There's a fellow who sells single bottle wine stands at local fairs and shopping mall shows. The product is simply a single piece of wood cut on a sharp angle with one hole drilled right through, cut on the

same angle. The weight of the bottle balances the board. It's a novel idea that captures people's attention. This marketer sells one wine stand for \$5 or two for \$6.50. He sells far more packages of two than single unit sales. Why? It's such a great deal, few can resist. An extra buck and a half is mere pocket change and there's always someone the buyer could give it to.

Think of supermarket pricing. Where I shop, the price of bundled green onions is 3 for 99 cents. There's no price listed for just one bunch. Guess what? Most people that buy, take 3 bunches for 99 cents. Why? It's a perceived special price on a quantity purchase. The actual value may even be irrelevant. People often assume that it's a better price for three than for buying just one. Here's how the thinking goes. "Maybe I'll be charged 50 cents for one. Buying 3 gives me each for just 33 cents. That's better value, so I'll buy 3".

You can often encourage customers to spend more by offering an attractive discount on a second or third similar product. This could work well for businesses whose customers would like to buy more than one. A good example would be a ladies shoe store. Such a business could significantly increase sales by offering a second pair of shoes at 15% off.

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Robert Boduch is an author of dozens of best-selling books, reports and articles on the art and science of selling. A free newsletter targeted at anyone interested in selling more of anything is available at

www.makeyoursalessoar.com

What Is Goji Juice And Why Should I Add It To My Diet?

By Elizabeth McDonnell

Living forever might not be your ideal, but many believe if you want to live longer, you'll be well served to consider adding goji juice to your diet.

The goji berry is found in the mountains of many Asian countries. Anti-aging experts believe that adding as little as 4 ounces of this juice to your diet can result in significant health benefits.

Some say that many of the world's oldest people have enjoyed drinking goji juice for years ... that its anti-aging benefits are so extreme as to prolong life as much as 20 years or more.

The goji berry contains a variety of compounds believed to provide the various health benefits claimed. These compounds include essential fatty acids, protein, vitamin C, 19 amino acids (which includes 8 essential to sustain life), vitamin E and B-complex vitamins. The juice from these berries - described by many as pleasantly sweet with a slight tartness - provides all these nutrients plus many more.

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This juice is expensive, though, which has led many to question the claims made about its ability to extend life, improve energy and reverse disease. Most people know about the various health benefits of red grape juice, or even pomegranate juice. So what distinguishes goji juice as something superior?

Dr. Earl Mindell, considered a nutrition expert and the author of many nutrition books, says the goji berry is one of the most significant discoveries in decades. He says, "I believe Himalayan goji juice has more powerful benefits on health, well-being, and anti-aging than any other product I have seen in the last 40 years".

Because some of the anti-aging and other health benefits of goji juice won't be seen by its users for perhaps decades, most testimonials relating to goji juice emphasize the fantastic energy people derive from the drink. With full schedules and late nights (coupled with early mornings) these goji juice drinkers report increased energy and vitality, even when they change nothing else about their diet.

Elizabeth writes articles on a wide variety of natural health subjects. Visit

<http://www.gojicapital.com>

for

more information on goji berry juice.



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