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Six Simple Strategies Guaranteed To Skyrocket Your Sales

By Sam Webb

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1. The More You Tell The More You Sell

Contrary to what many believe, through the teachings of traditional marketing, you should explain what you sell in detail. People want and need to know everything they can about a product before they purchase. Just think about when you are buying a product. Do you just purchase without asking questions? You should tell as much about your product in all your marketing endeavours. When you do, your product is perceived as being better value.

Also, the more interesting information you give your customer, the more he or she can judge its suitability, can become emotionally attached to it and can justify buying it. A prospect who is well informed is more ready to buy. Informative face to face sales presentations close more sales and long sales letters outsell short ones. Your sales message cannot be too long, only too boring. Interested prospects will want as much interesting, appealing, stimulating and absorbing information as possible. You must provide it to outsell your competition.

2. Direct Your Marketing Focus To Your Intended Customers Only

When you keep your marketing keenly focused you will capture the biggest number of sales. You must target your sales message directly at focused customers and no one else. If you run a business with multiple products you should narrow your focus to one product at a time. If you sell a range of electrical goods, for example, you should focus your sales message on PCs when you want to attract more PC buyers, then washing machines, then Hi-Fi Systems and so on. Do not try to feature all your products in one ad or one sales letter. This is what the majority do.

You can steal a competitive edge by directly focusing on particular customers with an interest in a specific item. That way you will attract many more of those buyers because you are appealing directly to them and to them only. People are interested in one thing at a time and only buy one thing at a time. You must speak to them like they think - as if what you are selling is all they are buying. Your message must appeal directly to the buyer you want and spell it out loud and clear:

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"Don't buy a PC this week, until you read this important message ..."

You will attract many more buyers with this specific message rather than a general appeal announcing all the different products that you stock.

3. Here's A Guaranteed Method of Getting Referrals From Your Clients

Let me ask you a question, "If you provide an impressive, ongoing, regular, attentive service to your customers and express a genuine interest in them after the sale, can you think of any reason why they shouldn't let you introduce your product or service to their friends and colleagues?"

I cannot think of any reason, can you?

Here's the bottom line - your customers are your single most valuable asset and must be treated as if you fully understand this.

This is the procedure to follow:

Immediately after the sale, you send a personal thank you letter, remember to restate some of the main benefits which are part of the reason they bought from you. This also helps in diffusing any post purchase remorse. In your letter you also emphasise that if they need any further help or assistance, information or further supplies you are here to look after their requirements.

Next you start communicating with your customer with all relevant information to let him or her feel that they belong to your 'special extended family of customers'. All interesting informative news, up-dates, add-ons, new product or service information, tips and user stories should be communicated monthly to help increase the value of the purchase they made from you.

Your customer will now be favourably disposed to the idea of providing you with referrals. This is especially true if he or she has already made a second purchase, but this isn't essential before you ask for the introductions.

You simply now ask them if they would like you to introduce your product or service to any of their friends, family, colleagues or customers so that they too can benefit from the advantages they have received. They will readily give you names at this stage of people they are happy for you to contact.

4. The Big Mistake Most Marketers Make With The A.I.D.A. Formula

Attention, Interest, Desire and Action - a wonderful system to follow! Yes, but to make AIDA work in creating million pound sales appeals you must know this vital information ...

You must keep using the AIDA formula throughout your sales letters and ads. You must repeatedly gain attention, arouse interest, develop desire and ask for action. This is the secret to maximising sales results with AIDA.

Using AIDA to first get attention, then arousing interest, then desire and finally asking for action is an excellent basic system but it only generates the massive response which it is capable of when you learn to disperse its power regularly throughout your entire sales letter, ad or brochure.

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Your readers will be far more likely to take action and buy your product when you retain their interest by repeating the AIDA formula throughout your message. You achieve this by including plenty of sub-headings and interesting benefits, advantages and distinctions about your offer throughout your entire letter.

5. Why Increasing Your Prices Can Increase Your Sales

It's not always a matter of automatically lowering your prices when you want to boost your sales. Overpricing may be one of the reasons people aren't buying as much or as often as you would like. But have you ever thought that you might be underpricing your product or service?

The only people that know the right price for your product or service are your buyers. Put it to the market. Test your price. I've seen \$59 outsell \$39, I've seen \$295 equal \$195. I know of someone who increased his seminar price from \$1,500 to \$5,000 to \$15,000 and his results were better each time.

Sometimes higher prices don't work. It all depends on how the prospect perceives the value of your offering. One financial newsletter writer I know of tested his subscription price at \$69, \$79 and \$109. The result? The \$109 price bombed - it produced 10% of what the \$69 produced and the \$69 outpulled the \$79 by 300%!

The lesson is simple, put your prices to a market test and run with the winner.

6. Want To Put More Passion In Your Print? - Do This First!

Passion and enthusiasm sells. It's infectious but so also is the lack of it! It's vital therefore, that you inject your passion into your printed word. How do you do this? You simply write (or sell) when you are in a PEAK STATE. And how do you get yourself into this state? It's all about your state of mind, attitude and feeling good. And the only way to automatically put yourself in peak state is through moving your body by exercising. Aerobic exercise, such as brisk walking, running or swimming is best. You automatically attain this state because exercising causes the release of pain-relieving and pleasure-stimulating endorphins.

One other way you can put yourself in peak state is by motivating yourself through positive and possibility thinking. Vividly imagining and visualising your past successes can also have a stimulating effect. These methods can work extremely well, but require more practice.

So, the idea is, that before you sit down to write your sales letter or brochure, you get yourself into your peak state preferably through energetic exercise such as a 40 minute jog.

Then you'll be ready to write at your peak - passionately, expressively and persuasively.

GUERRILLA MARKETING

By MARK JOYNER/J.CONRAD LEVINSON

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Give us 28 Minutes a Month and We'll Skyrocket Your Sales – for Any Business

Do you want to increase your sales?

No matter what your product or service, we guarantee that in only 28 minutes a month we can skyrocket your sales well beyond what they are now.

Would you also like free personal coaching from the most sought after marketing consultant in the world and his hand-selected team of Guerrilla Marketing Coaches? (His client list reads like an A to Z list of the biggest companies in the world from AT&T and America Online to United Airlines, Volvo, and Westin Hotels.)

Jay Conrad Levinson and Mark Joyner have teamed up to create a monthly service that is guaranteed to increase your sales. In fact, they'll even let you try it for the first month free.

Jay Conrad Levinson is the author of the best-selling marketing book of all time: Guerrilla Marketing.

Mark Joyner is the #1 International Best-Selling author of MindControlMarketing.com, and the CEO of Aesop.com.

Together they have created a new monthly service called Guerrilla Marketing Bombshells that has business people around the globe raving.

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P.S. Once you've signed up, please call me or email me and I'll help you get started: YOUR NAME, YOUR EMAIL, YOUR NUMBER

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