

Addressing Your Back-End Sales

By Andres Munoz

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Many companies never address the back-end part of their business but it's your back-end sales that will make you the most money. This is the number one error most websites are committing.

After a visitor buys from your web site you want that person to come back to your site again and again to buy more from you. Always make it a point to collect the purchaser's email address after they make the purchase. Don't bombard them with e-mails a day later but always keep them in your customer database so that you can make them an offer with another product you sell. If you don't follow-up on your prospects, you could be missing out on the majority of your sales.

Back-end sales are the easiest for any company whose product or service requires the purchaser to use them over and over again. Basically you're selling the same line of products they bought from you before. Suppose you are selling consumable products such as health, and beauty aids, anything that is consumed and needed again on a regular basis or reoccurring services such as resume writing consulting. You will always be able to re-sell these products to the same customers over and over again. The only effective way to do this is to have a well-organized customer mailing list. Never neglect your mailing list always keep it clean and update it.

The whole point of back-end sales is to keep your customers

coming back to you. Look for sensible product or service extensions to offer your customers. When you market on the Internet always make it a point to collect the purchaser's email address after they buy what ever it is you're selling.

Don't bombard them with e-mails a day later (send a follow-up for a new product 3-6 months later) but always keep them in your customer database so that you can make them an offer with another product you sell. If you are a one-product company, you may want to seriously think about selecting a back-end product. If your website generates considerable traffic you may want to become an affiliate and use the affiliate products you sell as your back-end product.

What ever you do, treat your customers like gold and that customer will be yours for life. Those customers will wind up making the majority of your profits.

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