

# Increase Your Sales In 7 Easy Steps

By Grady Smith

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Is your sales letter not turning prospects into customers? Here's seven simple techniques you can apply for an instant sales increase.

- 1) Always provide contact information. I get questions from customers on a regular basis that use the contact information on my website. And after clarifying any concerns or answering specific product questions, they purchase my product about half the time
- 2) Instill credibility by using testimonials. People are skeptical of any offer online. The only way to convert that skepticism into money is to reassure a potential customer that they're making the right choice by showing them what others think about your product or service.
- 3) Offer multiple payment options. Not everyone has a credit card, and some that do aren't comfortable using them online. Offer payments through online checks. Provide a phone number for call in orders and a mailing address. Ibill offers the option of customers having a purchase added to their phone bill.
- 4) Use a price for your product that works. Test, and test again to find the perfect selling price for your item. I've noticed that increasing my price has sometimes brought more sales. It's all about perceived value. Start out low, then increase until buying starts to drop off. Then notch it back a tad, and you've set the perfect price!
- 5) Offer a 100% money back guarantee. Reassure someone that if the product isn't what you promised, you'll buy it back from them. I like to use the one year guarantee, and people seem to feel comfortable with this. If you offer a quality product, you shouldn't have to worry much about refunds.
- 6) Offer huge bonuses with high perceived value. Sometimes bonuses will close the sale when someone desires your added bonus so much that they'll take the rest of your package just to get it.
- 7) Detail benefits customers will receive. How will their life change with your product? What makes your product the best way to achieve their goals? Tell them, and they'll buy.

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Grady Smith made a huge online profit without spending a dime in only 5 days! Get his FREE High Profit Secrets to discover how. Go now <http://www.mountainhighpub.com/info.html>

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