

3 Buying Incentives That Sell!

By Larry Dotson

3 Buying Incentives That Sell!

Larry Dotson
bizreport@sssnet.com

10,000 Sales Letter Templates! <http://www.ldpublishing.com>

3 Buying Incentives That Sell!

by Larry Dotson

1) Return On Investment

Allow people to make money reselling the product or service. Tell people they can join your affiliate program if they order. You could pay them per sale, per click, per referral, etc. Just provide them with proven and tested marketing materials, detailed statistics and plenty of affiliate training.

2) Full-Time Help

Offer free 24-hour help with all products you sell. Allow customers to ask you questions by e-mail, by toll free phone, by free fax, etc. If for some reason you can't offer this service, answer their questions and concerns as soon as possible. You could also let them know you received their message and you'll get back to them as soon as possible.

3) No Extra Charges

Provide free shipping with all orders. If you can't afford it, you could offer free shipping on orders over a specific dollar amount. You could also offer a rebate on their shipping costs. Most customers most probably won't send in the rebate card unless it's a huge shipping cost, for example, \$30 or more.

10,000 Sales Letter Words, Phrases & Templates!

Just visit: <http://www.ldpublishing.com>

[Get-Articles.com](#) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)