

3 Covert Selling Tactics!

By Larry Dotson

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1) Give People A Sample

Give away a free sample of your product. You will gain people's trust when you allow them to try out a free sample of your product. If they like it they won't hesitate buying it. Your sample should only give them a small taste of what's in it for them if they buy.

2) Give People A Deal

Offer a buy-one, get-one-free deal. If you sell more than one product, this deal works great. People will feel they are getting more for their money and will order quicker. You could also offer them a "buy one, get one half", "buy two, get the third one free", "buy two, get a free watch", etc.

3) Give People A Reason

Divide your product's price over a period of time to make it sound less. Offer a payment plan, or show the per day price. For example, "Only 33 cents per day!" If it's an information product, you could divide it by the number of pages, tips, chapters, strategies or minutes/hours/days it took you to create it.

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