

3 INTERLOCKING SALES INTENSIFIERS!

By Larry Dotson

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1) FLEXIBLE OFFERS

Keep your offers as flexible as possible. If you offer a set price for your product, you could also offer the people that can't afford it an optional payment plan. For example, "3 Easy Payments Of \$19.95".

A few other options would be to tell prospects that you'll take barter offers and you're open to negotiating. Even if you lose a little money the first time, you gain a customer and make the profits on the back end.

2) PLENTY OF OPTIONS

Give your prospects as many ordering options as possible. You'll be able to make sales to the biggest part of your target audience. If they can only pay by check, and you don't accept them, you lose a sale.

Accept credit cards, debit cards, checks, money orders and other forms of e-payments. You should take orders by e-mail, web site, fax, mail, etc.

3) AD BEFORE FREEBIE

Make sure your visitors see your ad before seeing your freebie. When you use free stuff to lure people to your web site include it below your ad copy or on another web page.

Also, you want to make sure you persuade them to

give you their e-mail address for future offers. You could publish a free e-zine, have them sign up to a contest your offering, etc.

QUICK READ SUMMARY

- 1) Offer payment plans, accept bartering offers and be open to negotiation.
- 2) Capture the largest part of your target audience by accepting multiple ordering options.
- 3) Design your web site so prospects see your ad copy before they can grab your freebie and run.

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