

How To Sell To Customers Again and Again!

By Larry Dotson

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You're always going to have people that buy once and never purchase again. Once they quit buying, that's lost revenue for your business. To stay in business these days you must persuade your one time purchasers into buying again and again.

First, you must set up the process to re-contact them after they order. This will remind them that you're still in business, ready and willing to sell to them again. Ask visitors to sign up to your free e-zine, associate program, mailing list, opt-in list, etc.

Now that you have the opportunity to re-contact them you must learn their future needs and wants. When you send them any information remind them that you're open to any questions or advice and give them a customer satisfaction survey. This kind of data can be useful to successfully present new offers and products to them.

Next, you can send your back end offers. Give your customers plenty of incentives and deadlines to order. You could offer them a discount for ordering before a certain date. Tell them "first come first serve" you have only so many left in stock. Offer them bonus products if they order in a certain number of minutes. All these techniques can greatly increase your chances.

Finally, show your customers that you care about their business. Mail them greeting cards on holidays and birthdays. Send them surprise gifts once in a while. Invite them to company get togethers and parties. You can always include a subtle offer with each card, invitation or gift.

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