

4 Highly Effective Selling Tactics

By Bob Leduc

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Many businesses overlook these 4 simple but highly effective selling tactics. How many are you using?

1. Avoid "What To Buy" Choices

Promote only one product or service at a time. It limits your prospect's buying decision to a simple "yes" or "no".

Don't complicate your customer's decision making process by including a "which one" option. Some customers will have difficulty making a clear choice. They will avoid the risk of making a wrong choice by making NO choice - and you will lose a sale unnecessarily.

You can develop separate promotions for each product or service you sell. Or you can combine several products and services into one package for one price. But always make your prospective customer's buying decision a simple "yes" or "no". It produces the maximum number of sales.

2. Offer Many "How To Buy" Options

Offering choices of WHAT to buy reduces your sales. But offering choices of HOW to buy increases your sales.

Offer many different ways for customers to buy from you. The same method is not convenient for everybody. Prospective customers are more likely to act immediately when their favorite way of ordering is available.

For example, many online marketers only accept orders online. They could easily increase the number of sales they get by including options to order by phone, fax and postal

mail.

3. Use A Simple Buying Procedure

You can get more sales by making it easier for customers to buy from you. Look for ways to make your buying procedure easier and faster.

For example, many online marketers use a shopping cart to process their orders - even when they are selling only 1 or 2 items. Don't force your customers to endure the complicated process of a shopping cart just to order 1 item. Some of them will abandon the process ...causing you to lose sales unnecessarily.

Use a simple online order form instead of a shopping cart when you only offer 1 or 2 items.

4. Follow Up Every Sale With Another Offer

Customers are very receptive to more offers immediately after they buy from you. Offer them another product or service related to the one they just bought. Many will accept your offer, producing an easy sale for you.

If you don't already have additional products or services, find or create some.

For example, offer instructional material related to your customer's original purchase. It can be a printed book or e-book, a group of books or e-books, a training course, computer software, membership in a fee-based web site or any other type of instructional material related to their original purchase from you.

Tip: Look for an affiliate program selling the kind of instructional material you can use. All you have to do is sign up as an affiliate and announce the product or service to your customers. The affiliate program handles everything else and pays you a commission for each sale you generate.

How many of these 4 simple selling tactics have you overlooked? Start using them now. They will produce an immediate increase in your sales - with little or no increase in your expenses.

Bob Leduc spent 20 years helping businesses like yours find new customers and increase sales. He just released a New Edition of his manual, How To Build Your Small Business Fast With Simple Postcards and several other publications to help small businesses grow and prosper. For more information:

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