

5 Successful Marketing Techniques

By Bob Leduc

5 Successful Marketing Techniques

Bob Leduc
BobLeduc@aol.com

BobLeduc.com <http://BobLeduc.com>

5 SUCCESSFUL MARKETING TECHNIQUES

Copyright 2002 Bob Leduc

Here are 5 successful marketing techniques you can use to increase your sales. All of them are simple to use. And they're effective for building any businesses.

1. KEEP ADDING SOMETHING NEW

Every time you add something new to your business you create an opportunity to get more sales. For example, something as simple as adding new information on your web site creates another selling opportunity when prospects and customers visit your site to see the new information.

Adding a new product or service to the list of those you already offer usually produces a big increase in sales. The added product increases your sales in 3 different ways:

** It attracts new customers who were not interested in your current products and services.

** It generates repeat sales from existing customers who also want to have your new product.

** It enables you to get bigger sales by combining 2 or more items into special package offers.

2. BECOME A VALUABLE RESOURCE

Look for ways you can be a resource for your prospects and customers. Supply them with free information. Help them do things faster, easier, less expensively. You get another opportunity to sell something every time they come back to you for help.

3. SEPARATE YOURSELF FROM YOUR COMPETITION.

Find or create a reason for customers to do business with you instead of with someone else offering the same or similar products. For example, do you provide faster results, easier procedures, personal attention or a better guarantee?

Determine the unique advantage you offer to customers that your competitors do not offer. Promote that advantage in all of your advertising. Give your prospects a reason to do business with you instead of with your competition and you'll automatically get more sales.

4. PROMOTE THE END RESULT

Your customers don't really want your product or service. They want the benefit produced by using it.

For example, car buyers want convenient transportation with a certain image. Dental patients want healthy and good-looking teeth without suffering any pain. Business opportunity seekers want personal and financial freedom for themselves and their family.

Make sure your web pages, sales letters and other sales messages are promoting the end result your customers want.

5. ANTICIPATE CHANGE

Change is the biggest challenge to your business success. The days are gone when a business could constantly grow by simply repeating what it did successfully in the past ...or even recently. Aggressive, innovative competitors and rapidly changing technology make it impossible.

Expect change and prepare for it. Don't wait until your income declines to take action. Develop the habit of looking for early signs that something is changing. Then confront it before you start to lose business.

TIP: Insulate yourself against the impact of change by increasing the number of products and services you offer and by using a variety of different marketing methods. Only a small portion of your total business will be affected if the sales of one product decline or the response to one marketing method drops.

How many of these 5 proven marketing techniques have you overlooked or ignored? Start using them today and you'll see an immediate increase in your sales.

Bob Leduc is a Sales Consultant with 30 years experience in

generating low-cost leads. He recently wrote a manual for small business owners, "How to Build Your Small Business Fast With Simple Postcards", and several other publications to help small businesses grow and prosper. For more information:

mailto:BobLeduc@aol.com?subject=Postcards

Phone: (702) 658-1707 (After 10 AM Pacific time)

Or write: Bob Leduc, PO Box 33628, Las Vegas, NV 89133

To Ezine Publishers and WebMasters:

*** You have my authorization to use this article FREE of charge. However, please do not edit any text without first reviewing the change(s) with me. ***

Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)