

Increase Your Sales With These 5 Buying Stimulators

By Bob Leduc

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Use these 5 powerful buying stimulators in your ads, web pages and other sales messages to get more sales. They produce immediate results without increasing your costs.

1. CONVERT BENEFITS INTO FEELINGS

People usually buy a product or service because they expect to feel a certain way after the purchase. Keep this in mind as you develop your ads, web pages and other sales tools.

Use vivid word pictures to dramatize the pleasant feeling your customer will experience when enjoying the benefit produced by your product or service. The following portion of a business opportunity ad I saw recently illustrates this concept:

"No boss. No schedule. No debt. Money to buy what you want and lots of time to have fun."

2. DRAMATIZE THE FEELING OF LOSS

After telling your prospect what they will gain from buying your product or service, tell them what they will lose if they do not buy it. Most people fear loss more than they desire gain.

Strengthen your selling appeals by reminding prospects of what they will lose if they do not buy from you. For example, the above business opportunity ad becomes more powerful by adding the following:

"Or... continue building wealth for your boss while you struggle month after month just to pay your bills."

3. REDUCE PRODUCT CHOICES

Promote only 1 product or service each time you advertise. Most people have difficulty selecting one product to buy when their decision forces them to delay or reject buying something else they also want. When prospects cannot make an easy choice they often make no decision at all -- and you lose the sale.

TIP: Combine several products or services into one package for one price. Eliminate the difficult decision of selecting and rejecting items by not including an option to buy any items separately. You will get more sales because your prospect's buying decision is limited to a simple "yes" or "no".

4. INCREASE THE BUYING 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.

5. SIMPLIFY THE BUYING PROCEDURE

You get more sales when you make 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 offer 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 will abandon the process ...each one a sale you lost needlessly.

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

Each of these buying stimulators will increase your sales. Start using them now in your ads, web pages and other sales messages. They will produce immediate results without increasing your costs.

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:

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