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# **Introduction**

*Selling is vital for the success of a business. If you are an entrepreneur, you will be thinking of various ways in which you can enhance your sales.*

*This eBook shows you how you can do that.*

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# **Chapter 1:**

The Art of Convincing People - Why Would They Want Your Product?

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# Summary

*Every businessperson needs to be a convincer with the zeal of an evangelist.*

# **The Art of Convincing People - Why Would They Want Your Product?**

The Art of Convincing People – Why Would They Want Your Product?

One of the biggest mistakes that floundering businesses do is that they think only about filling their coffers. They have almost no regard for their customers, which is quite a pity because it is eventually the customers that convert a business into a successful enterprise. Then there's the other side of the story as well. There are some people who have their heart in the right place. They are aware that they have to provide good quality to their customers. They do that, even. But then they cannot make their target people understand that they are providing great quality. They lack expression. They lack the power to reach out.

A vital trait to succeed in any kind of business is the art of convincing people.

You have to convince people that:-

- Your product does warrant their interest. You have something to give them that others don't.
- Your product is better than the other products on the market.
- Your product is laden with benefits that could make their lives easier.
- Your product isn't as expensive as others, or at least, it is great value for the money spent.

When you bring these points across to your target population, you are sure to do well with your business enterprise. This eBook takes you through various methods that you can use to convince people into considering doing business with you.

But we shall spell out the best way here itself. The best way, of course, is to make people understand why they should think of buying your product. People should know what special things your product can offer them. They should understand why they should want your product.

***Create the need. The business will follow.***

Look around. Even the big name companies use this strategy. They speak about the one unique feature that their product has, the one way in which they can fulfill a particular need. Even if 99% of the product is similar to other cheaper ones in the market, people are more attracted to the product that advertises itself better, as regards to how it can satiate a particular important need.

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## **Chapter 2:**

Showing Them the Value

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# Summary

*People will buy more, even at a higher price, if they know that their money is going to be well-spent.*

## Showing Them the Value

Showing people the value of whatever you are trying to sell to them is the best way in which you can enhance your business prospects. Today's customer is very savvy. They won't buy anything without understanding how the product can help them improve some aspect of their lives. The usefulness of the product must fit the price it is being sold at.

There are some methods you can use in order to achieve that.

1. We already spoke about the first method here. You have to harp on the benefits of your product. Put up these benefits everywhere – on your sales pages, in your press releases, on your blog, in your affiliate ads, on your websites, everywhere. Let your product become synonymous with the benefit that it has.
2. If your product has some unique aspect, probably some new technology, make sure you go all out to promote that. Nowadays, people are very much interested in products that have something new to offer them. They aren't happy with the same run-of-the-mill products. They want novelty. So, if your product has some novelty, flaunt it.
3. Give people a money back guarantee on your product. This gives them some peace about buying your product. They know that their money won't be gone if they aren't happy with the product. Even big name companies are giving discounts and money back offers nowadays. So, there's nothing to be ashamed of in giving such a scheme. Or, at least give people a low-priced trial scheme so that they can be motivated to buy higher packages if they are satisfied.
4. Be honest. Do not claim that your product can do something if it can't. Remember that people can very easily communicate with each other through the Internet. One of the most common pastimes on the Internet is speaking about shoddy products that make tall claims. You don't want your product to figure in this list.

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# **Chapter 3:**

Personal Vs Professional

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# Summary

*The personal approach works better today than the professional one.*

## **Personal Vs Professional**

The days of blatant capitalism and feudalism are gone. Today, people aren't much interested in buying from companies that are almost dictatorial about what they sell. We speak here about companies that churn out products according to their own whims and fancies, without taking the concerns of their market in mind. If you do that – if you build a product without concern for the needs of your target market – you aren't going to sell many of them.

The professional touch has become extremely important. If you have been checking out how businesses operate on the Internet nowadays, you will see that there is a lot of personal touch in their dealings. They aren't imposing upon people any longer. This personal touch is being felt in various ways.

- These companies are sending personalized emails and even printed material to people's homes. This makes the prospects feel important.
- They are providing them with money back guarantees which are a response to the market concerns about buying an unknown product.
- They are maintaining blogs which are actually a portal where they can be interactive with their target audience and see what they really want.
- They are providing capable support systems, which mostly operate on a 24/7 basis so that they can be there to support their customers when they want them.
- They are conducting surveys and a lot of market research is being done as well, which clearly indicates that they are quite alive to the needs of the market, which are rapidly changing.
- Products are also being priced in such a way so that more and more people are able to afford them.

It is the era of such companies today. Businesses that are choosing to stay authoritative are slowly getting wiped out. The norm is to change and present a more personal face to your market.

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# **Chapter 4:**

Don't Just Be a Merchant; Be a Leader

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# Summary

*You like buying from a leader. So, if you have to sell, you have to be one too.*

## **Don't Just Be a Merchant; Be a Leader**

Another aspect of businesses today is that people are no longer interested in buying from the also-rans. Despite the recession, the people who really matter for a business, i.e. the people who have the money, are preferring to buy from the market dominators. It is also about recall value. Now, when you have to buy a music player, you would first consider the iPod. If you want to buy a cola drink, you would want to go for either Pepsi or Coke. People think about the market leaders first. If they can afford them, they buy them.

This works on the Internet as well. If you are selling something here, you need to become a leader. Dominate the market. Build your recall value. When you do that, your business is almost assured.

But, it isn't an easy task to become a leader. Here are some things that can help you reach there.

1. Become highly visible on the Internet. Make your product visible. Make your brand visible. You can do this in various ways. One of the ways is to start various affiliate marketing campaigns for your product so that you have an army of people promoting what you are selling. Another way is to exchange links with other businesses, even your competitors if possible, so that you become more visible on the Internet. You can explore other such means that can bring your business on various places of the Internet.
2. Establish your authority through avenues such as writing articles, maintaining blogs and publishing eBooks. Only people who know their stuff can do such things. When you become an author pertaining to the subject your business deals with, people look upon you as an expert. If you do it well, you could also become the go-to person for your realm.
3. Don't shoot down the blogging idea at all. This will be an extremely important tool for you. Your blog is your mouthpiece with your audience. It helps you to connect with them. And, when people ask you questions, jump at the opportunity and give them proper answers.

Establish your supremacy by becoming seen on the Internet and showing people that you know your stuff. When you do that, you will see the business starting to happen automatically.

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# **Chapter 5:**

Social Networking

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# Summary

*Social networking isn't just fun. It is also your way to connect with your people.*

## Social Networking

Why social networking really works in today's milieu is that it helps you to connect with your people. It is the new-age method that helps you reach out to exactly those people who would be interested in your product. All social networking websites today have facilities where you can build groups or communities. In these places, you can promote your businesses to the hilt. That's because these people are already interested in knowing something about the stuff you are selling. By joining your group, they become a part of your circle. Or, if you join a group that already exists, you already have a good number of people to whom you can promote your product.

The best sites to socially network with people are the sites that have the highest number of people. By that yardstick, the following sites are the best:-

- Facebook (<http://www.facebook.com/>)
- MySpace (<http://www.myspace.com/>)
- Twitter (<http://www.twitter.com/>)

But you could become a member of any number of such websites if you can manage to keep yourself up to date with them. Most of these websites have searchable databases where you can find people who would be useful to you. Search them using relevant keywords. Once you get a list of such people, send them invitations. Those who join are interested in what you are going to tell them through the group.

Once you are a member of these sites, you can also search for already existing groups. It is a great idea to become a member of all such groups because it helps you know what people are talking about your business. This also becomes an avenue for you to build contacts, if not business. You can see what people are really looking for and improve your product accordingly.

So, make the most of the social networking websites. There's a lot of potential there to be unleashed on your business.

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# **Chapter 6:**

Making Your Emails Interesting... And Useful

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# Summary

*Emails are great ways of communicating personally with people. However, there are some things you need to remember.*

## **Making Your Emails Interesting... And Useful**

There is a very thin line of difference between business emails and spam. Not only do you want your emails not to look like spam, but you also want to give them an effective punch so that people really take notice of them. Here are some ways in which you can do that.

- Be very careful about your very first email that you send after a person signs in. This is the make-or-break email. When people opt in to your list (thus opening their inbox door for your emails), they are usually awaiting your first email. The first email will almost assuredly be opened and read. Now, if you provide them with quality stuff here, they are going to be impressed and will want to read your forthcoming emails as well.
- Make sure you always provide quality content. There should be some information that is useful to the reader. It is best if you can highlight your information with headings and subheadings, use bulleted or numbered lists or do something similar to present your content well.
- Do not raise expectations too much either. That will make the bar higher for your subsequent emails. It is enough if you give them one good thing at a time.
- Give them something free with every email. It could be something as simple as a great reference website URL. You could also consider gift vouchers, free downloadable material, trial subscriptions, demo offers, etc.
- Always make your emails interactive. Place several buttons on your email for people to click on and be diverted to your website. Again, a great website ensures repeated visits and, the nirvana of all email marketers, bookmarks! Make sure you concentrate on your website as much as you do on the emails that you send.
- Concentrate on the subject line as well. This is one place where you rivet their attention, and they are going to see the subject line before anything

else. Spell out the topic of your email clearly and make it clear to the people why they should spend time opening and reading your email.

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# **Chapter 7:**

Being Supportive

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# Summary

*It is quite important to be there to help your clients when they want it.*

## **Being Supportive**

One of the most important arms of your business is your support. This is where you can actually win over the competition. Many businesses can conduct sales, but it is the after-sales that actually separates the men from the boys.

Remember that people are generally uncomfortable with whatever they have newly bought, whether it is a food processor or a cosmetic cream. They will have several questions to ask when the product is really in their hands. You need to provide them with an outlet to ask these questions. Keep the communications lines open on the Internet. Allow them to post emails. Make sure you respond to these emails within 24 hours, which is the norm for giving any reply over the Internet. One way to make sure people are pacified when they post a support ticket is to send them an autoresponder message that tells them that their query has been received and will be replied to within 24 hours. That puts them at ease.

You must have a complete tutorial for your product if there's a need for it. Put this up on your website if you can or convert it into an eBook or even a physical manual and ship it along with the product. People like to have informative material about the products that they buy. More than 9 in 10 persons will read such instructional material when they use a product for the first time, even if they don't really need to read it.

The language in all your support communication should be as nontechnical as possible. Spell out all the details; don't gloss over anything. Guide them as you would guide a complete novice. This actually shows your dominance in the market. When you can capably instruct people on using the product, you are showing that you really know your stuff.

Providing capable support is one of the strongest ways in which you can build your leadership. Always bear that point in mind.

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# **Chapter 8:**

Tips to Win Over Your Competition

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# Summary

*Here are some tips that can help you win that leading edge over your rivals.*

## **Tips to Win Over Your Competition**

If you are looking at winning over your competition, take care of these things:-

1. Establish your supremacy in the market. The market must understand that you are the leader in what you do. Never fall short on any expectations. You can establish your supremacy by becoming visible wherever you can and by posting informative content about your business in as many places as you can. Answering queries is one more way in which you can show your dominance in your field.
2. Price your products reasonably. That doesn't mean you have to peg your products with the lowest price. It just means that you have to give people the exact value for what they are spending. If your product is pricier than the others, it should have something special than the others.
3. Always keep evolving. Bring out new versions of your product often. Bring out products to match various themes, such as festival themes. Build attractive packages around your products, maybe by collaborating with other related businesses. Use new techniques for promotion. People like businesses that are always on the move.
4. Take great care of how you provide your support. Always be responsive to the needs of your customers. Entertain all money back requests. Give answers to all support tickets within 24 hours or less.
5. Consider the needs of your customers and shape your products accordingly. Blogs and forums are great places to get to know what your market wants. Include these features in your products. Make your market know that you have done so. When you incorporate suggestions of your market into your products, you gain their respect and they feel honored to do business with you.
6. Keep aware of what your business is doing. Never be caught short. If they are using a tactic that you aren't, think whether you should go ahead and

use it as well. Weigh the merits and demerits of everything that your competitors do and don't hesitate to use the good points.

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# **Chapter 9:**

Ethical Selling

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# Summary

*Selling needs ethics. That's what makes it successful.*

## **Ethical Selling**

Simply put, ethical selling means selling with righteous principles. You are selling in such a way that no one is at a loss. Though the customer pays you, you make sure that they don't pay anything more than your product is worth. You don't overcharge. You deliver everything that they have hoped for. When you have all these principles pat down, you are an ethical seller.

But you need to promote your product, don't you? Selling blatantly would do you no good, but there are several soft-sell ways in which you can promote your product and don't seem too pushy too. The first important concepts that come to mind are up-selling and down-selling products. Let us see what these mean. They definitely fall within the realm of ethical selling.

### ***Up-selling***

Up-selling is when you go to buy a product and the seller tells you to go for an upgrade or go for an additional product that would complement what you are already purchasing. Like, if someone is buying a software application, you could ask them to also download an eBook that's a tutorial on how to use the product.

Now, why is this ethical selling? It is, because the person who bought the software might actually be confused about using it or may not be able to realize its full potential. The eBook might actually be very useful to the customer. You could apply this situation to other scenarios and see. In a movie hall, when you go for popcorn, they ask you to buy a Coke at a discount. This is up-selling but it does work in your favor. You would probably have bought the Coke anyway later but at a higher price.

When you up-sell anything to a customer, make sure that you are up-selling something that adds to the value of what they are already purchasing. This keeps it within the domain of ethical selling.

### ***Down-selling***

Down-selling is trying to sell something to a person who is just about to leave. It happens in the physical world. You start to move out of a shop and the storekeeper tells you that he will knock something off the price. In the Internet world, when you try to leave certain websites, a popup suddenly appears that tells you they are ready to give you the product at a reduced price.

It is difficult to talk about down-selling with the same ethical flair that we use for up-selling. But it can be ethical too. An indecisive person might get a product for a reduced price which they might have come back later to buy at a higher price. Also, if the person is not clear about the product, they might be missing out on something that's actually useful to them. Down-selling ensures that they buy the product that will be of some value to them.

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# **Chapter 10:**

Give Till It Hurts

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# Summary

*Giving away is an essential part of the selling game.*

## Give Till It Hurts

It's easy enough to give something away for free on your site, if you have something to give. Perhaps you have a special report download that you're willing to part with for free in order to sell a higher end product, or perhaps you are wanting to partner with other people in your industry to help drive traffic to your website by promoting their websites using their products as giveaways.

Partnering with other marketers is known as a "JV (Joint-Venture) Giveaway". The marketers all band together to direct traffic to a site where free things will be given away, thus driving traffic back to the sites where the marketers want customers to go. To get involved with this you will need some sort of software to help you manage the event. <http://www.squidoo.com/jvgiveawayscript> not only has one such script, but you'll also find links to others trying to host giveaway events, which may be easier than trying to manage your own, especially right at first. JV Giveaways help get traffic to your giveaway where you might otherwise not have any.

One easy give-away for information marketers is a short "e-course" which can span 5 or 7 days. Visitors sign in to an opt-in mailing list and get information from you for free. During the e-course you of course add in links to your larger product or service. Like your articles, the information in these e-courses needs to be useful, but it needs to be nothing compared to what is available on your full, paid for information product. E-courses are also just fine for other sorts of products, though: you could give an e-course away with 7 crockpot recipes if what you are marketing is the world's greatest crockpots. Thus, giveaways do not have to be super-expensive to work, and can vary in scope.

E-courses also have the effect of building up a mailing list of people who are genuinely interested in your product or service. Make sure when you get people to sign up to these lists that you are not simply opting them in to a single e-course. You want to have them enter their e-mail address, "To receive my free e-course on Bowling for Bunnies, and special reports on anything Bowling for Bunnies related!" That way, they've had fair warning when you send them a

product launch release about your latest stuffed bunny. Make sure you follow the laws when setting up an opt-in email list so that you do not end up spamming.

Ebooks, Ecourses, podcasts, short video seminars and small reports all make great “give-aways.” They’re cheap or cost-free to produce and they help convey the value of your product or service. As in other forms of Internet marketing you are giving away some valuable content to bring the ones who enjoy it straight home to the gold. You can also easily work giveaways into your social networking, blogging, and social bookmarking strategies.

## **Conclusion**

*Here they are then – the methods that can help you become an intrepid seller of anything over the Internet. Go on and unleash them on your dealings!*

***All the Best to You!!!***