PROFIT *Maximizing* Handbook

100 TOP WAYS TO INCREASE SALES AND PROFIT!

Written by

Rafael d jesus Ferreras Castillo
http://www.rafael-home-biz.com/

Disclaimer

This e-book has been written for information purposes only. Every effort has been made to make this ebook as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this e-book provides information only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source.

The purpose of this ebook is to educate. The author and the publisher does not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this e-book.

About the Author

My Name is Rafael d jesus Ferreras Castillo is an entrepreneur living in who loves sharing knowledge and helping others on the topic of Internet marketing and self-improvement, I am the host of this book

I am passionate person who will go the extra mile and over-deliver.

Rafael d jesus's words of wisdom:

"I think all we can succeed in any stage of our life, if we can believe and put our trust in Jesus, and that we can in everything, that strengthens us."

If you would like to learn more from Rafael d jesus Ferreras Castillo, please visit:

http://www.rafael-home-biz.com/

Table of Contents

Introduction

People think that making profit is as simple as buying something for a dollar and selling it for two. Well, the 'buying' part is easy especially if you have the money to invest. However, the 'selling' part can get really tricky. Many entrepreneurs go out business because they failed on the 'selling' part.

This is because there are more tricks to doing business than meets the eye. Many young entrepreneurs make the mistake of assuming that they already know everything that there is to know in running a business. They think that common sense is all they need in order to run a business successfully and make lots of profits.

But there is a good reason why some people spend years in college just to know the tricks of doing business. This is because doing business and making profit is not as easy as it looks. And common sense is definitely not enough.

So, should you go to college and get a business course degree before venturing into business? Well, we are not saying that it is necessary for you to do so. Instead, we will provide with some known tricks that successful businessmen use in order to be successful in their chosen business ventures.

In here, you will find a list of 100 different tips that are designed to help you increase the sales of your business. Of course, most tips in the list are general in nature. Therefore, these tips are applicable no matter what business you are in.

Some tips however are written with the assumption that you are doing business online. However, they are still applicable for non-online businesses. Also, the tips here are written in layman's term so there are no difficult words or difficult ideas. Everything is written so that everyone will understand them.

So without further ado, we present to you the 100 tips on how to increase your sales.

Making Additional Sales More Effectively

1. Upsell to customers

What is an upsell? An upsell takes place when you manage to sell to your customer an additional product other than what he originally intended to buy. For example, if a customer buys a laptop from you and you offered him to also buy a printer - a product that is related to the product that he bought - the sale of the printer is what you call an upsell. This is one way to maximize sales - you offer a buying customer an additional product to buy. This strategy actually works most of the time.

2. Cross-sell to customers

What is a cross-sale? In essence, it is similar to an upsell. But in an upsell, you are offering your customer an additional product that is related or is considered an upgrade to the product that he just bought. In a cross-sale, you are offering a completely different product. For instance, if a customer just bought a handbag from you and offered him to also buy a jacket, the sale of the jacket is called a cross-sale. This strategy is ideal for businesses that sell a wide variety of unrelated products and/or services (e.g. a store that sells clothes, furniture sets, jewelry, etc.).

3. Attach discount rights to a product

One way to sell a product more effectively is to attach discount rights to

it. How do you do this? For example, you can attach to a laptop a discount right that grants its buyer the right to buy a printer from you at 20% discount. This 20% discount would not have been available to customers that did not purchase a laptop from you. This strategy actually works in two ways: 1) it makes the primary product (laptop in this case) more attractive and 2) it encourages a buyer to buy an additional product (printer in this case). This strategy can result into an upsell or a cross-sale.

4. Offer samples of new products

This is especially useful when offering a new product which your customers may still not be familiar with. For example, it will help if you offer a free taste of a new food item.

Make the discount right a limited offer

How will this benefit you? For one, it will encourage customers to make a purchase as soon as possible. This is because they will attempt to avail of the 'discount right' before it expires. This strategy actually affects the buying behavior of customers. You want them to make that purchase as soon as possible because it sometimes happens that a customer changes his mind about buying a certain product after some time has passed.

5. Offer short-term installment (w/ interest)

You can maximize sales by applying interest rates to your products. Of course, applying an interest rate is not attractive. But you make it acceptable by offering to sell the product in installment basis. For

example, you can offer your customer the option of buying a laptop from you in installment basis but at a 5% interest rate. That 5% interest rate is already considered an additional sale on your part.

6. Offer short-term installment (w/o interest)

Why would you offer to sell a product in installment basis without applying an interest rate? This might be ideal on products that do not sell very well. For example, if you discovered that one of your products is not selling well, you can sell it in installment basis without interest.

7. Offer numerous payment methods

This is especially a good strategy to use when selling products online. This is because customers around the world use different payment methods. For example, a customer might have wanted to buy a laptop from you but because you only accept payments via credit card and the customer wants to pay using PayPal instead, that customer might ultimately decide not to buy from you. You do not want this to happen.

8. Train your sales representatives

Doing cross-sale and upsell correctly will largely depend on the persuasiveness of your sales representatives. Even if an offer is good, a customer might not be moved to avail of it if the sales representative is not persuasive or skilled enough. This is why it is important that your sales representatives undergo thorough training.

Upselling More Effectively

9. Offer something related to the product sold

This is the very essence of an upsell. The extra item offered must be related to the product bought by the customer. And because the item is related, it is likely that the customer will buy. For example, if the customer bought a desktop computer, it is likely that he will need a computer table as well. Because the computer table is something that the customer will need along with the laptop, it is highly likely that he will buy the computer table when offered.

10. Offer the extra item at a discount

To make the offered item more enticing, it is advisable that you offer it at a discount. So if the customer bought an item at 100% price, try offering the extra item at 10% discount. This way, making a successful upsell will be easier.

11. Explain why the item is important

As already discussed at great length, the extra item offered in an upsell is related to the main item. It is something that will improve the use of the main item. However, your customer may not always realize why the secondary item is important. In which case, it will help if your sales representative will explain how the secondary item is useful to the main item (e.g. explain how an antivirus program will improve the customer's experience with a laptop).

12. Offer the extra item as an option (not forcibly)

Some sales representatives go way overboard when offering a secondary product to the customer. Because of this, the customer sometimes gets the impression that they are being forced to make an additional purchase. This is not good. The customer may end up buying both the main item and the secondary item but because they felt that they have been forced into an additional purchase, it is likely that they will not return. Remember that an upsell attempts to improve customer service by offering a secondary product that will improve the customer's experience with the main product.

13. Make the option available even after a few days or weeks after the purchase

An upsell item if often offered at a discount. Sometimes however, it takes the customer a few days or a few weeks to realize that he/she needs the upsell item. Therefore, it will help if you tell the customer that he can still avail of the discounted item even after a few days or weeks. This way, the customer will not feel awkward coming back to you to avail the discounted upsell item.

14. Inform the customer of the free item's value

If the secondary item is offered at a discount, it becomes more enticing if the customer is aware of its value. This is because consumers feel that they are getting an advantage when buying a valuable item at a discounted price. Therefore, it is sometimes important that you tell the customer of the secondary item's actual value. Here is a sample sales pitch: "This headset is originally 100 USD, but because you bought a laptop, you can get it for only 80 USD."

Cross-Selling More Effectively

15. Offer the product only after the deal has been finalized

Before you offer the customer to buy another product, make sure first that he already agreed to buy the first product. This will make it easier for you to explain why he/she (the customer) will need to buy the secondary product that you are offering.

16. Be persuasive without being pushy

To be persuasive means that you have the ability to make the customer feel that he/she really needs to buy the additional item that you are offering. Your customer will feel this way because you managed to make him/her realize the use and value of the secondary item that you are offering. Being pushy on the other hand is a different story. If you are pushy, customer satisfaction will drop. Also, your customer may no longer return to you.

17. Offer the extra item at a discount

In a cross-sell, the extra item that you will offer is not related to the primary product. But this should not stop you from offering a discount. A discount always makes the secondary offer more enticing to the customer.

18. Explain why the item is important

The secondary item may not be related to the primary product.

However, you need to explain why it is useful. If you managed to make the customer realize its importance, he/she might just be persuaded to buy it. You should also expect that the customer will ask questions about the secondary product that you are offering. Show your expertise and knowledge of the item by answering every question. To do this, you will need to be familiar with the item that you are offering.

19. Make the option available even after a few days or weeks after the purchase

Just like in an upsell, the discount on the cross-sell item should also be made available to the customer even after a few days or a few weeks after the purchase of the primary item.

20. Include warrant on the cross-sell item

Customers sometimes get the idea that cross-sell items are old stocks. This is because cross-sell items are often offered at a discount. Therefore, you will need to make them feel that what you are offering is brand new. You can do this by telling them that the item comes with a warranty. Also, the packaging of the cross-sell item must suggest that it is indeed brand new.

Offer Promos And Discounts More Effectively

21. Use discount/promo offers to introduce new products

New products, especially those that are still unknown and those that still do not have an established market base, will need a lot of boost. One way to introduce such products to customers is to initially offer them with a discount or a promo. The discount and/or promo should only last for a limited time period.

22. Use discount/offers to revive a declining product

The use of discounts and promos are not only effective on new products. Discount and promo offers can also be used to revive a product that is losing sales. By offering a discount, you can encourage customers to buy products that they normally would not buy.

23. Announce sale and promo dates through your online advertisement channels

Your advertisement channel includes your website and your social media pages (Facebook, Twitter). Once your customers realize that you announce sale and promo dates via these channels, they will be moved to regularly check your website and your social media pages. This is good because they will always be exposed to your online announcements. Also, you will get a lot of traffic on your sites.

24. Offer special discounts and promos to old customers

This is one way to get more sales from existing customers. And because you are offering them a discount, you are also making them happy. This is also one way to keep your customers loyal to you.

25. Inform the customer of the free item's value

When giving free items or freebies, it sometimes improves customer satisfaction if your customers know the value of the item that they received for free. Here is an example of a sales pitch that informs the customer of the free item's value: "If you buy a laptop today, you will get a 150 dollar headset for free." By doing this, your customer will get an idea of how much they are getting for free. They will feel more satisfied this way.

26. Use the market value of the free item and not the manufacturer's price

When telling the customer the value of the item that you are giving them for free, you should not use the manufacturer's price. Instead, you should use the current market value (selling price). This is because the manufacturer's price is always less than the selling price. For example, if you can buy a certain brand of headset from its manufacturer at 50 dollars but it current selling price in the market is at 100 dollars, you should use the price of 100 dollars. This is because your customer will feel more satisfied getting a 100 dollar free item than a 50 dollar free item.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

> ➢ HTML (Free /Available to everyone)

> ➢ PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)

> ➢ Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below