

## 3 Easy Ways to Crank Up the Sales Volume

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### 1. Supersize It!

Okay, okay... the real marketing term here is upsell it, but the word association takes me to McDonalds. You've been there... you pull up to the window, place your order and they always say... "Would you like to supersize that?"

What bugs me is that I instinctively say, "Yes!" After all, for a few cents more I'm getting nearly twice the number of fries and beverage. We won't discuss the fact that a person with normal size kidneys couldn't possibly drink the supersized drink before it goes flat... and that if I were to eat all of the supersized fries I'd be perfect advertisement for an acne medicine company... but hey, I got a good deal!

When your customers have their wallet out and are reaching for their money, they are ripe for shelling out just a few more bucks to sweeten the deal. In fact, about 50 percent will say yes without a second thought. It's the perfect time to offer an upgrade or an extra warranty.

### 2. After the Sale Offers.

Have you noticed that novel sequels seem to go like hotcakes? Once the author has caught the audience's attention with the first book, they can't wait to get their hands on the follow up. The same idea carries over with your customers. A customer who is happy with the product and service you provided the first time, is much more open for a second experience.

The backend product you offer doesn't even have to be your own. Affiliate marketers are rolling in proceeds on ebooks that cover material associated with their products. It's an easy and painless process to market this way... the affiliate handles all the sales, while you collect the commission.

### 3. Reward Referrals

Customer surveys that ask 3 basic questions: What did you like best about the product? How can we improve the value of the product?, and Who do you know that would benefit from the product?

In a nutshell, you are letting the customer know that his needs and opinions are important to you, and that you want to help someone else fulfill their needs too. You'll gain valuable insight into customer satisfaction, provide material for valuable testimonials, and get tips on potential customers.

Upselling, backend selling and referral selling work together to increase the number of sales you net, without increasing advertising budgets. Try it... you'll be surprised at how easy it is to increase your marketing effectiveness within your current customer audience.