

4 Explosive Tips to Dynamite Your Sales Volume

Some of the most effective things in life are the simplest. Marketers spend a lot of time trying to understand the psyche of consumers, discover ways to predict economic trends and a million other aspects of business that can determine success. Hey, it pays to remember that some things are just basic, common sense and as easy as pie.

Some of the most effective things in life are the simplest. Marketers spend a lot of time trying to understand the psyche of consumers, discover ways to predict economic trends and a million other aspects of business that can determine success. Hey, it pays to remember that some things are just basic, common sense and as easy as pie. Let's look at some tactics that just might be the key to the success you've been pining for.

1. Keep an Eye on Your Best Customers

Yeah, wouldn't be great if all your customers were just like them? ...easy to please, loyal, and ready to tell a friend about your wonderful service. Just maybe you can develop more customer just like them!

Think about it... what makes them so great? What are the traits they have in common? Direct your marketing campaign to people who are just like them. Focus on their niche! You'll net new consumers and higher profits for your efforts.

2. Hurry It Up!

What's the hurry? Today's customers are busily running halter shelter from work to day care to home to an event back home... They're rushing through life, but trying to save a buck as they go. How much do you think they would appreciate the ability to do both in your shop?

Revise your advertising campaign to stress the time they'll save and the money they'll keep in their pockets while enjoying all of the wonderful benefits your products have to offer. Chip in a few specials where they can save even more money (with a deadline, of course). Deliver! Immediately! Let them save money and time... and hey, watch your sales explode!

3. Make it Easy to Buy

Convenience is the key to attracting buyers in today's fast paced society. What will be the fastest and easiest for them... credit card, phone, fax, Internet, or cold hard cash? They say there are different strokes for different folks... your customers don't all use the same methods to buy. It just makes sense that if the method they prefer is available, they'll be more likely to take advantage of it.

Simplicity... ah, it makes life so much easier. Yeah, your harried customers are busy and tired. They don't want to mess around. Most of the time, they just want to make the purchase and head home. Convenience stores testify to the fact that quick and easy often overrides a better price!

4. Follow Up

Following up with a customer who didn't buy can be the determining factor between an almost sale and a satisfied, loyal customer. Simply contact them afterwards and let them know the product is still available or offer them further information they may find valuable.

One of my favorite catalog companies always closes out the sale with a special buy that is available only at the time of purchase. I'm not an impulsive shopper by any stretch of the imagination, but it stops me in my tracks every time. I know it's a one-time shot, and I really consider whether I want or need it before I hang up the phone.

Exploding your current sales volume and profit margin may not be as difficult as you've been making it! Give these 4 tips a shot, and see what happens!