

50 SALES CONVERSION STRATEGIES



FOR SMALL BUSINESS

50 Conversion Strategies

Your conversion ratio of prospects to customers/clients is a very important “cog” in your Marketing and Sales machine. Knowing what your ratio is allows you to focus on adjusting and improving it.

There are many factors that influence a prospect when making the decision to do business with you. High amongst these factors are:

- Trust, Credibility – Are you trust worthy? Has any one else done business with you (and what was their experience like?).
- Risk Reduction - People do not want to make a mistake or take a risk in their buying decision. An error could make them look, and feel, silly! That’s why the guarantee was invented.
- Do you offer a solution to their problem? If you deliver only a partial answer to their emotional need, then they may look elsewhere for a business that can totally satisfy them.
- Is it going to be easy doing business with you?

Consider the following 50 ways to increase your chances of converting more prospects into real customers. This list is not exhaustive by any means.

Go through the list and select those items that you are currently not employing in your business. Implement only a few at a time to allow them to be assessed for effectiveness.

Trying to change too many facets of your business at once may be counterproductive, so select no more than 5 to start with.

1. Offer free samples of your product or services.
2. Offer a free trial. The less risk the customer has, the more likely they are to buy.
3. Demonstrate the product. This can be done in person or via a video that can be created to streamline the process.
4. Have all products in stock or an efficient fulfilment system that delivers the goods within a day or two. The prospect will go cold on you if they are keen to buy and you say, "It will be about 3 weeks for delivery".
5. Get your foot in the door with low-cost introductory products. Offer free or low-cost products first, followed by a more comprehensive offering. Always have more than one offering that meets prospects that have different buying capacity and service level requirements.
6. Offer easy credit.
7. Offer no interest financing or instalment payments. Perhaps a small discount or free value added service for cash payments in full.
8. Get prepayments or a deposit upfront, well before delivering a service or product. That way customers are less likely to have buyer's remorse. Following up with email or a 'phone call to reassure the prospect they have made a great decision also reduces requests for refunds.
9. Provide an iron clad money-back guarantee. Again, customers are more likely to buy when you reduce their risk of doing business. No one likes to appear foolish - knowing they can get a refund goes a long way to easing any doubt they may have about buying.
10. Have proprietary or exclusive products or services. Having your own line of products or unique services immediately differentiates you from your competition.
11. Be unique in how you deliver services or care for the customer. Go the extra mile and delight them with excellent, personal service.
12. Generate the perception of scarcity and exclusivity. Make sure all employees dress and behave professionally, and have a 100% customer friendly attitude. Nothing turns buyers off more than a customer antagonistic employee, who isn't professional.
13. Have a solution or a product that completely solves your prospects problem. You will only know this if you have researched your target market and know what they are looking for.

- 14.** Provide packaging that communicates quality, whether what you provide is a service or product.
- 15.** Visibly display your awards and honours in your place of business and on marketing materials.
- 16.** Offer testimonials. Third-party endorsements increase trust, and yet too many businesses don't take full advantage of what their customers say about them. Case studies also show the prospect the results of your offerings and lowers the risk of the unknown in their mind.
- 17.** Use displays in your place of business to attract attention and present your products in the best light.
- 18.** Have a compelling list of product benefits. Benefits are distinct from features and state the emotional and logical result that people experience as a result of your services. As the marketing adage says, "People don't buy a 1/4 inch drill; they buy 1/4 inch hole."

List all the features of your products, and then convert those into desirable benefits.
- 19.** Have documented case studies and examples of results. The emphasis is on showing the customer what they will get out of doing business with you.
- 20.** Have high-quality marketing collateral, such as brochures, flyers, business cards, and website. These can add credibility.
- 21.** Get endorsements from respected opinion leaders or celebrities.
- 22.** Add a special free feature or benefit, along with a time limit or expiration date. Do this, especially for first-time buyers. For instance, offer a free product, free accessory, free trial, free warranty, or free shipping.
- 23.** Offer and encourage instalment plans or "lay by". Make it easy for the prospect to do business with you.
- 24.** Pre-sell on a quality website. For instance, provide audio and video demonstrations or testimonials/case studies. Include a "squeeze page" to extract their name and email.
- 25.** Collect prospect information and follow-up with them. Research shows that the average prospect needs up to 7 interactions with the business before buying. Trust and credibility take time to develop. Follow-up with e-mails, offers, newsletters, phone calls - whatever is appropriate in your industry.
- 26.** Tell people about your business, while they are on hold (the phone) via a recording.

- 27.** Make it easy for people to buy your products. Remove lengthy paperwork or processes.
- 28.** Ask people to buy! It's the critical part of closing a sale...
- 29.** Entertain your prospects. Take them to events and entertainment they will appreciate.
- 30.** Have a contest or sweepstakes and invite your prospects to play.
- 31.** Create a unique service experience, including a highly professional and attractive office, store or place of business. The environment and surroundings are part of the buyer experience.
- 32.** Motivate your team with incentives, bonuses and sales training. Employees do what you pay or reward them to do!
- 33.** Let people buy in ways that are convenient to them, including mail, home delivery, phone, and online. Offer a variety of ways to accept payment. Allow for cash, cheques, debit cards, major credit cards, PayPal etc.
- 34.** Ask questions during the sales process, and customise your proposal to exactly fit the prospects needs. Have a list of the most common questions the business should ask, as well as be ready to answer.
- 35.** Define all objections raised during the normal sales process with your product or service. Craft responses to these objections, and have these answers built into your sales process or script.
- 36.** Position yourself as an expert. Become the go-to professional in your marketplace. Write articles, speak at events or trade shows, hold seminars, webinars, get certifications, and know more than anyone else about your products or service.
- 37.** Find out why people don't buy by interviewing select prospects.
- 38.** Survey your existing clients to find out why they buy from you, and what keeps them coming back. Ensure these criteria are front and centre in your marketing materials.
- 39.** Offer a tour. It could be a tour of your factory, warehouse, or place of business.
- 40.** Follow the example of car dealers and accept trade-ins.
- 41.** If you can't sell one thing, try to sell another based on the prospects needs. Cross sell, upsell, down sell.

- 42.** Develop a sales script and methodology that works, and make sure every employee is trained in its use.
- 43.** Build rapport with your prospects. People buy from people they like. Try to mirror the prospects speaking patterns (fast or slow), gestures, and posture. Don't mimic it, but mirror it.
- 44.** Remember that people buy for emotional reasons then justify it with logic later. Tap into emotions. Ask prospects how they will feel if you can solve their problems for them.
- 45.** Stand apart in your marketing with some quirky offers that separate you from the clutter. Be unique and different.
- 46.** Provide cash back for a purchase.
- 47.** Train your people in how to sell. Provide them with the tools, and procedures that will allow them to do a decent job.
- 48.** Learn all you can about your prospects purchasing behaviour. Target prospects that are most likely to buy from you. It is most profitable to focus your marketing on likely prospects. Profile your best customers, and look for more like them.
- 49.** Have a process in place to constantly test, measure and upgrade your marketing and sales tactics. A lot of marketing is about trying things out...
- 50.** Create a marketing kit that outlines your services, your methodologies, and benefits for the customer, testimonials and case studies. Answer all objections to buying from you by reframing them as Frequently Asked Questions.

These FAQs can become part of your content on your website, brochures and sales scripts.