

WebFire Wednesday Webinars:

Ways to Increase Your Sales



Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a Live Training and/or Q&A Call for WebFire Members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Quick Question!

For these training calls, we typically do about 90% ourselves with only 10% being guests if they have relevant info that we like. Some members have expressed an interest in having more guest speakers, even if it means letting them present an offer to you. Which of the options below would you most prefer for these calls?

- 1 – More guest speakers – 25% to 33% being guests
- 2 – Way more guest speakers – 50% of the time being guests
- 3 – Keep it as is – 10% or so being guests



Now let's move onto our training for this week on how to increase your sales



There are really four main ways of increasing your sales...



Ways of Increasing Your Sales

- Find More Prospects
- Charge More
- Convert More
- Upsell and Cross-sell More



Find More Prospects

- Create targeted content and videos to try to grab the attention of new prospects
- Find prospects already out there online and reach out to them directly via e-mail, forums, Q&A sites, etc.
- Increase your rankings through keyword research
- Form partnerships / affiliate deals with others (tips...)
- Advertise (tips...)
- Create a free “lead grab” offer



Charge More

- Most people don't test their pricing
- A more targeted offer will warrant a higher price (people pay more for specifics vs. generalized info -- example)
- Increase the value and price of what you sell (make it more “done for you” – examples)
- Info product vs. software vs. service (or one product vs. a package)
- Be specific in your offer's benefits
- Be more convincing on why your offer is a better deal



Convert More

- Most people don't test their conversions (both leads and sales)
- A more specific squeeze page offer will attract more leads
- Test sales page vs. video vs. webinar / webinar replay (where some offers are typically better...)
- List off your benefits, have social proof (different types...), and be clear and concise on what your offer is and who it is for
- Have a great headline
- Test different ads, e-mail swipes, etc.
- Have an obvious call to action



Upsell and Cross-sell More

- Most people don't have upsells or cross-sells
- They can be one of the quickest ways to increase your revenue by 30% or more
- By offering upgrades or additional related products / services, you can both make more money while helping our your customers as well
- Easy upsells / cross-sells can be additional training, more advanced info, higher end products, etc., while they can also be things like batteries for a product, carrying cases, complementary items (like an earring set for a necklace), etc.
- They're much easier to sell than a front-end product (example of the bad sales video...)
- Can have downsells too (examples...)
- Should have at least one, but can even have upwards of three without being annoying
- Don't forget about backend offers as well (offers you can have on a thank you page, later on in e-mail follow-ups, etc. – examples)
- They don't even have to be your own products / services!



Any other questions???

(and cash
giveaway right after)



WebFire Facebook Group at
www.getwebfire.com/fbgroup



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