



Closing Ratio Improving Two Step Auto Responder Process

by Narek Gabrielyan

Top sales pros confirm that it often takes seven or more communications or sales messages before prospective customers make a purchase.

They also confirm that it's generally easier to sell to a referral, because someone they know gave positive testimonial about their products or services.

What would happen if you combined both of these powerful ideas?

A nifty and thrifty two-step. Try this two-step tip:

1. Collect leads with your auto responder. Ask for mailing addresses and telephone numbers, too, for additional ways to follow up with each person.

When asking for a phone number, simply ask for the **Best Number**.



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If you are selling only digital products, offer something shippable to capture their physical mailing address. A shippable product can be a Free CD, DVD, or a newsletter issue for which they will only pay shipping and handling.

When you download the e-mail digest of everyone's e-mail addresses and other information from those who requested additional information from your auto responder, follow up multiple ways. You can send postcards, call, leave a voicemail, and mail sales letters and other promotional pieces.

2. Publish a price list of all the products and services that you offer in an insert, direct marketing package and / or .pdf to be made available via auto responder.

You could also include order forms, product descriptions, and other sales material. Then send to the people in #1 above with monthly updates,



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announcements of new sales and products / services, and a request for referrals.

So why not improve your closing ratio and reach out even farther at the same time? Do the two-step!

Recommended Auto Responders:

Free:

www.freeautobot.com

www.freefollowup.com

Paid:

www.aweber.com

www.icontact.com