# The 3 Infallible Steps to Online and Offline Sales!

### marketIQ

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# The Infallible First Step!

Hello Friend,

Junior Resende here!

Today I want to give you a phenomenal lesson for your internet business!

Whatever your product or service or the opportunity you're representing, you need to follow a few steps if you want to get the results you want.

See if your business is making you the amount of money you'd like it to

or if you're getting the number of prospects you want for your company. If everything is going great, congratulations, you're a success!

But if it's not going as well as you'd like, then it's time to apply some rules! The first step to a successful business is ...

**\*\*\*\* 1 - PRE-SALE \*\*\*\***

This happens before the customer puts money in your pocket in exchange for the product.

What you need to know is that there's no chance of a sale happening if the pre-sale isn't effective.

In pre-sales, you need to provide the customer with as much information as possible about your product or opportunity, without showing desperation to make the sale.

No one will buy without enough information or if the "magic feeling" that makes a person buy has not yet been generated.

And here's my most important lesson:

"Make the customer feel the desire to own the product"!

You'll beat the competition when you learn how to arouse your customer's feelings.

Forget theories, technical specifications and so on. All that is something the customer will come back for later.

So you must, first of all, make the customer imagine using your product and they must "feel" all the satisfaction that this will cause.

He must have the vision that his problem will be solved and that the feeling afterwards will be wonderful!

That's what marketing is all about, arousing the desire to own your product.

Even if the customer wasn't thinking of buying, they will see an incredible need to get your product.

This is the first step towards business success! In the next chapter I'll tell you the second step.

I guarantee you'll be surprised by the revelations I'm about to give you.

# The Second Infallible Step

In the previous chapter I explained the first step to a successful internet business - the pre-sale.

If you apply the techniques for an effective pre-sale correctly, then you'll get there. The next step is THE SALE.

**\*\*\*\* STEP #2 - THE SALE \*\*\*\*\***

Once your customer has been charmed, satisfied with your information and now has the right "feeling" to buy, they will want to take action.

For them to take the action of buying, you need to take extra care with your website. Yes, the "action" takes place on your product's website.

A failure at this point will bring down the customer's entire desire.

So what should you do?

Your site needs to have a specific page for placing the order.

I've seen several sites where the seller provides the payment details on the very first page of the site, in the same place as the product description.

And by doing this he is saying covertly:

"Here's the product and my goal is to sell it, so pay now, here's the bill!".

Calm down, your customer wants solutions. They know that your interest is in selling, but they have to realize that your interest goes beyond selling.

Your customer must understand that you want to provide a solution to their problem and, more than that, that you want to have more personal contact with them, showing friendship and real interest in their satisfaction.

So, on your order page, there should be a registration form and, before that, they should see all the content they will be purchasing.

And if you can make the atmosphere informal, that's much better!

If the sale were in a physical store, the right thing to do would be to talk to the customer, smile at them, shake their hand and show them that they're getting a great deal by buying your product.

Here's an example:

Click here to go to the Gera Site program order page: <http://gerasite.com/index.php?p=cadastro>

I made a video because I really want to be there at that moment with my client, making them understand that they are making a trustworthy decision that will have numerous benefits, as well as solving their problems.

Your customer has been charmed by the product and has felt the desire to buy, so make them trust you and perceive it as more than a buying and selling relationship.

He's probably doing business with a friend!

By recommending the Gera Site program to you, I'm also guaranteeing you the possibility of having the same resources I have on my own site.

In other words, you have a million reasons to trust my recommendation, and the greatest of all is that you can see that I'm using the system all the time.

You can order the program right now and I'll do the installation for you, helping you start your successful business right away!

I really want your satisfaction!

And by the way, in my next contact I'm going to show you why customer satisfaction is much more important than the purchase!

Well, that was step 2. In the next chapter I'm going to explain the most important of the steps, although many people don't even know it exists.

You'll be surprised!

# The Infallible Third Step

In this chapter I'm going to explain the third step to a successful Internet business.

The first step is the "PRE-SALE". This needs to be effective in order to achieve the second step which is "THE SALE" and now the most important step of all!

#### \*\*\*\*\*\*\*\*\*\*\*\*\*\* 3 - AFTER SALES \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

I'd say it's the most important part of a business! Why?

Unless you're only interested in "raising money" and that's it, you'll need to put more emphasis on this step.

In other words, if your intention is to build a solid business that goes beyond raising money and beyond making a few sales, then you need more than sales!

A sale needs to be a "taste" of what you have to offer in its entirety.

Because if it's a good taste, the same customer will buy from you again and again when you launch a new product.

The experience the customer has after buying your product is what will tell them that they should buy something else from you!

Now we come to customer loyalty!

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After-sales is nothing more than a "pre-sale of the next sale!"

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Guaranteeing the best support, attention, willingness to help the customer, being close to them for whatever they need, offering more than they expected when they bought, all this is a guarantee of a new purchase at another time!

After the sale, make your customer feel that they have received more than they expected. Deliver more, whether it's through attention or additional gifts or a simple email to find out what your customer thought of the product and if they need any support.

I guarantee that if your customer understands that you are delivering more than they bought, they will certainly want to reciprocate in the future by buying another product.

Even today, I have dozens of customers who immediately buy my products on the day they are launched, even if they don't need the product at the moment.

They know that I have much more to offer than they can see in the product description.

This delights the customer and you create a very strong bond with them. Your customer must always feel grateful!

Think about following these three steps faithfully and success will follow you! How will Gera Site 4.0 be useful in your Pre-Sale, Sale and Post-Sale?

#### - Pre-sale:

Provide as much information as possible on your pages. Create as many pages as you like.

The Gera Site platform has no limit on the number of pages you can create.

If you want, you can request an e-mail from your contact to give you more information about your product.

So many possibilities!

#### - Sell:

In your Gera Site program, there will be a special page for ordering your product.

* + Easily edit the content of this page;
  + Insert video, images, etc;
  + And even customize the post-registration message;
  + Schedule an automatic e-mail after registration;
  + And much more!

#### - Post-sale

Customer loyalty.

* + Offer a restricted area for your customers;
  + Create pages for the customer area;
  + Deliver additional gifts for download
  + Deliver informative content;
  + Send e-mails to registered customers;
  + Provide something that brings the customer back to the site;
  + Offer the customer the opportunity to promote your product and earn money as your affiliate;
  + Advertise new products through the reserved area of your site.
  + And much more

The Gera Site program allows you to have a very effective pre-sales, sales and post-sales system, because it is a ready-made structure, where you only need to fill in a few fields with information about your product and the program does the rest!

This concludes the training series on Pre-sales, Sales and Post-sales.

See you next time! Kind regards,

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