



6 *Proven* **SALES TECHNIQUES THAT WORK**



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When it comes to persuasive marketing, there are a lot of different techniques you can use. Read on to discover some of the best ones that you can try to increase your sales.

The Reject and Retreat Approach

This technique is a great way to convert audience members who aren't interested in your high priced products. For example, if a potential customer abandons your website without making a purchase, you could offer them a one-time discount or alert them to similar products at a lower price point. The goal is to get them to make a smaller purchase which can lead to a higher priced purchase later on. The reject and retreat approach can be especially effective.

Focus on Reciprocity

The reciprocity technique is another effective persuasive technique. Giving your audience something for free can greatly increase the likelihood they'll buy from you. This is because when we receive a freebie or gift, we automatically feel the need to give back. Offering a free gift or trial can really help to boost the number of sales you make.

Incorporate the Cheerleader Effect

The cheerleader effect is based on the theory that we find people more likable when they are in a group. The same applies to products. If you see a product grouped in with other similar products, it makes it look more appealing. This is especially true if the product is featured in a round-up review or gift guide. Try to get your product featured on blogs and lists. You can also group together with others in your niche. This would boost the value of your own product, while also enabling you to collaborate with other businesses and helping each other to get more traffic.



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The Scarcity Technique

The scarcity technique is a powerful one. It develops a sense of urgency in your audience, making them more likely to make a purchase. You'll find many businesses incorporate the scarcity technique into their marketing strategy at some point. Think of one-time-only deals, limited-time discounts, flash sales...

The Shared Value Technique

Another persuasive technique you can use is the shared value technique. This includes marketing your brand's values to those who share them. If your audience feels like your brand matches their own core values, they'll be much more likely to buy from you rather than from others. There are many ways you can show your values, for example... supporting specific charities.

Social Proof

This is also referred to as social influence, social proof relates to people trusting the opinions and experiences of others. They follow what others are saying and doing, especially when they're unsure of what to do. We view a behavior as correct if we see other people doing it. The easiest way to do this is by having past customers give you reviews or testimonials. Then highlight them anywhere you can. That means adding them to your website, your social media channels, and in your email marketing. You could also collaborate with social media influencers in your niche who can promote your products.

Try these techniques and see what works best for you and your creative business.



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Hi, I'm Nina!

I hope you enjoyed this resource.

I help women fine artists, photographers, and makers attract customers and increase sales with effective branding and marketing strategies.

How would it feel to attract ideal customers and get sales on repeat?

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