

How to Get the Sale Every Time

The biggest mistake that online businesses make – a mistake that costs thousands of dollars in missed sales and lost customers – is missing a chance to ask for the sale. Web-based businesses spend valuable time creating their company website and packing it with flashy sales language, images, and product descriptions. Customers are ready to buy, but don't know what to do next. This critical piece of the sales puzzle is often missed.

Your Call to Action Is Crucial to Online Business Success

A call to action, in its simplest form, is asking the customer for the sale. The sale needn't be a purchase but can be anything you are asking the customer to do, such as complete a survey or opt into a newsletter mailing list. After you've sold the visitor and they are ready to bite, what next?

Work-From-Home Businesses Need the Call to Action

If your business is completely online, your success depends how and when you ask for the sale in your marketing effort. Converting your web hits into sales can be greatly improved by more than 25% if you add a strong call to action that motivates people to buy now. It is common knowledge in online sales that many potential buyers are just waiting for someone to sell them something while they are window shopping online.

How to Write an Online Business Call to Action

Before you add your call to action to your site, ask yourself what specifically you want the visitor to do, and what they can expect if they take that action. Samples of common online call to action statements include "click here to start making money today," or "call now to speak with one of our trained associates."

Tips for Writing a Work-From-Home Online Business Call to Action

Consider these tips when planning how you will ask for the sale:

1. Plan your content following a clear objective for your site
2. Use a tone that is calm and friendly
3. Don't be pushy with your sales tactic – telling is selling
4. Include a clear and simple call to action on every page within your site
5. Tell them specifically what action to take next
6. Build trust by offering a guarantee and/or testimonials

Adding a Call to Action is Simple and Effective

It is easy to ask the customer to do something tactfully, in a way that makes the customer happy to buy. Make sure that you have the framework needed to quickly process an order because as an online business, you only get a narrow window of time to “seal the deal”, and if you don't have the proper tools in place to move through the sale fast you could lose it. Draw in people who are “just looking” on your site by offering attractive incentives to make the purchase. If you ask for the sale continuously throughout the customer's research process you will make the sale.