Geoff Stephen's

3 CIRCLE MARKETING

Backend Sales "Action Plan"

Everything you need to know to
Earn a 6-Figure Income
100% Online!

PRO

WARNING:

Mastery of this information could make you rich!

Action Workbook: Back End Sales Strategies

Back end sales are the heart of your business. It's the simple process of turning one customer sale into multiple sales. It's the key to long lasting online success. This workbook is designed to walk you through the steps you'll want to take to create a comprehensive back end sales strategy.

We'll take a look at each element of an effective strategy and outline the steps to take to make it happen. Once your back end sales strategy is established, you'll simply have to update it when new products or services are added and occasionally review it for fine tuning.

Let's start at the beginning, understanding your portfolio

Step One: Understanding Your Portfolio

Before you can create an effective back end sales strategy, it's important to know what you have to offer. What products or services do you sell?

Grab a notebook and make a list of all the products and services you offer. Now go back and write down the price of each item. Next to that write down the benefits of the product or service. What problem does it solve?

Quick Organization Tip: If it makes it easier to organize your information, consider creating a quick spreadsheet. This will make it easier for you to make changes, evaluate how your products compliment and overlap each other and it'll make it easier for you to create your marketing messages.

Your spreadsheet might look something like this:

Product/Service	Price	Promo Price?	Benefit	Benefit	Benefit	Problem it solves	Notes:

This step is the critically important. Don't skip it. You must understand what you have to offer before you can create an effective strategy. It'll also help you brainstorm future products and/or services.

Step Two: Your Sales Process

Now, taking a look at your list of products or services, analyze how they fit together. How do your products complement each other? How do they fit?

For example, maybe you have a business that sells information products about home organization. You have a free report you give away to build your opt in list. Additional products might include:

- Organizing your home office – Report $5.99
- Organizing your kitchen – Report $5.99
- Organizing your garage – Report $5.99
- Organizing your home step by step – ebook $17.95
- Helping your child organize their school work and homework – Report $5.99
- Helping your child organize their bedroom – Report $5.99
- 31 Step system to organizing your home once and for all – video/DVD tutorial $31.95
- Online coaching membership - $17.95/month
- One on one coaching membership - $35/month

Taking a quick look at the products you can see where some complement each other quite well. For example if someone buys your helping your child organize their schoolwork report, the bedroom one would compliment it quite well. You could introduce a promo offer when they add the report to their shopping cart that sells the second report for $3.99. They get a discount if they buy both reports.

If someone buys your organizing your home office report, you could upsell them during the shopping process or you could send them a special follow up message to promote your organizing your home ebook. If they buy the ebook you can promote the DVD or memberships. You get the idea, right?

When you have a customer, it makes sense to inform them of the other products you have to offer. You're helping them solve their problems, you're being a responsible business owner by explaining all of your relevant products and even offering them the occasional discount for multiple purchases and you're building your bottom line.

Make another list and examine the possibilities. What products make sense to cross promote and upsell? Another thing to consider, and this is an advanced tactic, is if someone puts an item in their shopping cart and then changes their mind and buys a cheaper product. You can set your shopping cart system up to automatically offer them a special promotion. For example, buy the lesser product and get the product they initially had in their cart for 10% off.

Create a separate list or worksheet and outline how your products can complement and support each other. Your spreadsheet will look something like the example below. When brainstorming and creating your back end offers, make sure to also brainstorm the price.

Next, well take a look at how to integrate your back end offers into your marketing strategy.

Product/Service	Cross Sell Idea	Cross Sell Idea	Cross Sell Idea	Up Sell Idea	Up Sell Idea	Up Sell Idea	Special Promo Idea	Special Promo Idea	Special Promo Idea

Step Three: Your Marketing Strategy

There are a few marketing tactics that work extremely well to support back end sales. The most effective is your email marketing campaign – your autoresponders. If you don't have an autoresponder system, get one now. Build a list and market to them with regular messages, a newsletter or online course perhaps.

Additionally, you can organize your autoresponder to send strategic messages to customers.

For example, when a customer purchases an ebook, you can design an autoresponder to send them a message about your one on one coaching program. You can send it immediately after the purchase as a thank you and a by the way did you know we offer _____ type message. You can also send a follow up message a week later, once they've had a chance to read your ebook.

It's recommended to follow up quickly because you're still fresh on their mind. Wait too long and you may miss the window. However it's also recommended to establish a system of regularly following up. If the ebook customer doesn't purchase your one on one coaching program, perhaps follow up with another offer for a slightly less expensive product later.

The point is to use email to stay in touch with your customers. Remember, your customers are worth their weight in gold and it's important to stay in touch with them.

Other marketing tactics you can use include:

- Pop ups during the shopping process – to notify prospects about complimentary offers
- Special promotions communicated via social networking, blogs, press releases and of course email
- Cross promoting within information products. For example, promoting your ebook in your report or promoting your coaching in your ebook.
- Case studies and testimonials on your site and in your newsletter
- Advertising - this works well with special promotional offers like a buy one get one for 50% off type of promotion. You can create advertisements and buy space on relevant websites. It increases traffic, sales and you'll gain new customers to add to your list. Additionally, you can place these advertisements in newsletters you're already sending to your customers.

Make a list of your products or services again and mindmap or outline a follow-up system to increase back end sales. You can use a spreadsheet however, you may find it easier to brainstorm on paper first. Once you have our follow-up system finalized, save it on your computer so you can refer to it in the future.

Your mindmap or flowchart might look something like this:

Step Four: Your Promotions

A big part of your back end sales strategy will be special promotions. It's the old buy one get one for half off tactic and it works, right? Not only will you sell more products and/or services, you'll create a bit of reciprocity because you've just provided them with a tremendous value. They'll be more likely to purchase from you again.

Before we talk about developing your promotions, it's important to note that while we've mostly been discussing selling products, if you sell services, then back end sales apply as well.

For example, if you're a virtual assistant your services might be:

- Transcription
- Editing
- Article directory uploads
- Blog management
- Affiliate management
- Website management

Each one of those services can be sold as a back end product. Your transcription customers, for example, can be offered a discount on editing services. And while they may not be putting their

order in on a shopping cart, you can follow up via autoresponder after you've delivered your first transcription project. In fact, you could include the promotional offer on your invoice. Back end sales aren't just for products; service providers can and should capitalize on them as well.

Okay, back to creating your promotions. Earlier, you brainstormed ideas for special promotions, right?

Now it's time to create your strategy for those promotions. For example, how are you going to market them? Who will the special promotion apply to? When will you release the promotion or is it an ongoing promotion for current customers? Again, a spreadsheet will help and might look something like the example below:

Promo Idea	Audience	Marketing Tactic	Marketing Tactic	Release Date/Duration
Buy one get one free	Current customers only	Email message 1 week after initial purchase	Email message 1 month after purchase	Ongoing

Step Five: Tracking & Evaluation

An important aspect of any strategy includes a process of evaluation. You'll want to create a system where you analyze how effective your back end sales strategy is. Are your offers working? Is your cross sell message having an impact? Do your upsell messages work? Are your customers making repeat purchases and taking advantage of your special promotions?

You'll want to take a look at both your click through rates for your sales messages as well as your conversion rates. This is one of the reasons we so strongly recommend creating a system to organize your back end sales strategy. You can quickly document the data and analyze what's working and what needs to be tweaked. Maybe you simply need to reword a follow up message for more impact.

If you're promoting products in other products, upselling, are those offers working? Again, setting up a system to track the click throughs is important. A simple set up like Google Analytics can tell you where your clicks are coming from. Your sales reports can accomplish the rest.

Set aside time at least each quarter to analyze your back end sales strategy. As you add new products or services to your portfolio, follow up by integrating them into your strategy. Create promotions, cross selling offers and upselling offers.

Your customer is your most valuable asset. Treat them with the respect they deserve – make them aware of all you have to offer. Create a back end sales strategy is the key to a happy and loyal customer and a business that can stand the test of time.