Checklist: Back End Sales Strategies

- ☐ I understand my portfolio inside and out. I know: (Check all that apply)
  - ☐ Product
  - ☐ Service
  - ☐ Price
  - ☐ Promo price
  - ☐ Benefits
  - ☐ Problem it solves for my target audience
  - ☐ Target audience
  - ☐ Other_____
- ☐ I have outlined my sales process for each product/service I offer. I know: (Check all that apply)
  - ☐ How each product compliments the others
  - ☐ How product funnel works
  - ☐ How price affects upselling and cross selling
  - ☐ When to offer cross selling and/or upselling opportunities in the sales process, ie during the sale, immediately after the sale, as a follow up message some time later.
  - ☐ How to optimize a down sell (when someone puts a cheaper product in their cart than they originally thought to purchase)
  - ☐ Other_____
- ☐ I've created a marketing strategy for my back end sales tactics and promotions. (Check all that apply)
  - ☐ I've created follow up autoresponder messages.
  - ☐ Email marketing – newsletter.
  - ☐ I've created advertisements

- ☐ I've created special promotions
- ☐ I'm using pop up offers on my website during the sales process
- ☐ Other_____

☐ I've flowcharted my autoresponder follow up messages to initiate back end sales for each customer purchase.

☐ I've outlined a series of special promotions to offer customers. I know: (Check all that apply)

- ☐ My audience for each promotion
- ☐ The price of each promotion
- ☐ How I'll deliver the marketing message, i.e. via autoresponder
- ☐ How long the promotion will last
- ☐ When I'm going to release or announce the promotion, i.e. one week after a purchase.
- ☐ Other_____

☐ I am using analytics to track the effectiveness of my:

- ☐ Email marketing messages (announcing special offers or promotions)
- ☐ Follow up autoresponders
- ☐ Advertisements
- ☐ Information marketing links and promotions
- ☐ Pop ups during the sales process
- ☐ Other_____

☐ I have created a system to: (Check all that apply)

- ☐ Evaluate the analytics, Click Through Rating - CTR
- ☐ Evaluate back end sales and profits
- ☐ Evaluate conversion rating
- ☐ Integrate new products or services into back end sales strategy.