

James Schramko here with a tip on increasing customer retention and improving your sales copy all in one move.

Ask Your Customer This Question

So here's the powerful tip today. When someone buys something, the first thing you can do is ask them: "Why did you buy?" And what this does, it actually forces the customer to think about the purchase which they just made and to remind themselves, as well as you, why they came to that decision. So it actually locks in the buying decision again and it also gives you the perfect ammunition to use in your next sales copy, into your material, your content, your sales hook. Put that message back to the fore because it's working. Because your customer who just ordered something told you it's working.



Generate More Sales By Asking This Question

Helpful Tip For Your Recurring Program

And if you do happen to have a recurring program, the customer has just reminded themselves why they purchase so it's fresh in their mind. I hope this tip's helpful for you. Your action step today would be to go and include this question in your post-sales sequence: "Thank you for ordering such and such. Do you mind just hitting reply to this e-mail and let me know, why did you buy?".

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