



TURN AROUND YOUR

SALES

IDEA GENERATOR



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Introduction

The ideas here will help you turn around your sales so you can begin the process of correcting the slump and propelling your business and your profits onward and upward.

Always seek to measure your results so you're aware of which actions seem to gain the most traction, which provide the most immediate responses, etc. Tracking your data today can help you make highly effective slump shaking decisions when future sales slumps arise.

Don't Be Shy – Ask Them to Buy!

Do you experience hesitation when you start the conversation with your community, followers and people you know to buy your products? As simple as it seems, many online business owners have difficulty with this.

You are not alone.

You know the techniques you teach work. You can even tell others how effective these things are. But, if you do not ask, they will not buy.

It's like in the old days of Internet marketing when ads had the huge blinking neon yellow arrows with red lettering telling audiences "Click here to buy now!" They were popular at the time because they were effective. People sometimes just need you to tell them what you want. In this case, they need you to ask them to buy.

Does Your Sales Approach Work?

The truth is – while some people struggle asking others to buy their products, others may be challenged with the right approach. If you don't have the confidence to sell your services or products, why would you expect someone to buy?

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Avoid offering the people who needs your services or products reasons or excuses not to buy before you make your sales pitch.

Reinforce that they need your products, then ask them to buy. Make the 'ask' very clear and easy for them do. Show confidence and do not hesitate!

Simply say 'These are the reasons you should buy my products'. See what a difference it makes to your sales by using this technique.

Be Bold

From social media to blog posts to YouTube videos, email content and dedicated sales funnels, there are many methods you can use to sell your products and services.

Your plan should be bold and confident. It must be results-oriented. You should use tools to track your results to see where your efforts are offering the best results.

Of course, all the planning in the world amounts to very little if you do not act according to the plan you've created. Just remember to ask across multiple platforms and study your results to determine which platforms offer the greatest traction and ROI for future efforts.

Be consistent when asking. Consistently asking people to buy your products makes it a habit for you and helps you avoid future sales dives. As long as you continue offering value to your audience and generating new, relevant products and services, your revenue results will soar.

Your Circle of Influence

This refers to reaching new audiences by 'sharing' them with someone else in your niche. It is a process designed to be a win-win for you, your chosen niche-mate, and both audiences.

This allows you the chance to make new connections with a new audience you may or may not have been connected with to offer services or products to enhance what the audience needs.

This technique also brings you more credibility when you are introduced by a 'trusted source'.

You return the favor by introducing the other person and their products and services to your audience. Everyone wins. Your audience gains access to products and promotions that may be beneficial to them and you get to offer your products and promotions to a new audience.

Select 'Partnerships' with Caution

When you make the decision to 'partner', make sure that the person has the same level of integrity and quality aligns with yours. It takes time to nurture and build a following, yet it only takes one big thing to have it collapse. Choosing the wrong partner can erode the trust you have built for your community.

Research them and their businesses carefully before jumping into business with them.

Do they have the characteristics and ethics you admire in niche-leaders?

Does their audience align with yours?

Will their products enhance yours - with the type of products or services your audience expects and needs?

Introduce Yourself with a Video

Videos are amazing tools that result in building a relationship faster. Yes, it is hard to put yourself out there. However, the connections you need to break a sales slump and take your business to a new level requires doing some things that fall outside of your comfort zone.

When using videos for the purpose of promoting real, valuable connections, you set the stage for loyal relationships with people who will buy your products and services based on a connection with you.

Dust Off Older Products

Chances are you have products that needs a little TLC. Perhaps it is a good, quality product that needs some minor updating, or a new product you have nearly completed but never took the time to finish it. Chances are, these products may very well be something worth looking at and see if they offer new value to your existing customers.

Perhaps you have some 'old' bonus stuff that needs a refresh that can be sold on its own or bundled as a new bonus for one of your packages.

If you have several older packages that you dust off, bundle them into a package deal and re-release them. This increases the odds of one or more of the products in the package will appeal to existing customers who do not own some of those products.

The plan is to renew interest in your products and overcome current sales slumps. Repurposing your products is what smart entrepreneurs do all the time.

Get Feedback from Your Customers

Once again, we have circled back to asking. Instead of asking your audience to buy something, you are asking for their valuable feedback on the products they have purchased from you.

Solid validation is a powerful tool when it motivates other to buy your products or services. No matter when they purchased something from you, getting reviews and feedback from past and current people helps you learn what your audience wants, shows the value of your products from others, and offers an incentive for someone sitting on the fence to buy.

Social feedback and testimonials, as well as reviews, when the real people writing the reviews the benefits they experienced from you and your products. It's always best when the customer shares why they know-like-and-trust you. Respect.

Client Feedback

As mentioned above, feedback holds the power to your increased sales. Contact your most loyal, consistent clients and ask some questions. The answers reveal a lot about what people are looking for in the products and services, including insights about why they continue to do business with you. Ask what they find the most valuable in respect of their relationship with you as customers.

You can review the information to pick you up when business slows down. Additionally, you can figure out what your next product will be.

Take plenty of notes and ask if you can use part of what they said as a testimonial for your website.

Ask Questions, Test Results

Use that client feedback, test your results by making tweaks to your sales pages. Understand and utilize split testing (or A/B testing) for your landing pages to help you make better decisions about what your hot products are. When you do this consistently, you will be able to maneuver better in the future if you have a sales slump.

Create a Membership Program

One of the top ways successful entrepreneurs do to create ongoing, monthly income is to offer an exclusive subscription program.

Want to generate a buzz, drive subscriptions and recognize when your monthly membership is stalling? Set up your membership program with valuable content for the members.

Any format of content works in a membership program. Create video content is you love doing videos. Do you have audio content you have never used? Put it in your membership. The same goes with blog posts, ebooks or any other format. Just make sure it is high quality and fresh.

Brainstorm New Product Ideas

New product creation will drive traffic and sales. Assess what you currently have for sale, research your competitor's offerings, and look at past products to see if you can develop new product ideas.

Consider this. When you are creating a new product, you can offer a 'sneak peek' of the product to your existing clients and customers. This can motivate your sales while getting interest in it before you have completed it. Plus think of all of the valuable feedback you will get before you launch.

Always Over-Deliver

Instead of throwing in a gazillion bonuses with purchase, reward your loyal customers and clients by giving them more than you promise in your offer. Surprises are always fun to receive.

When you consistently give more than your promise, your audience appreciates it. This will always encourage them to be repeat customers. Encourage future sales by over-delivering exceptional products today.

Shake Sales Up with New Marketing Methods

What happens when your current customers begin to drop off?

You need to make sure that your marketing efforts remain successful. Sometimes you need to change things up a bit. If you have relied on email marketing (newsletters), consider expanding your reach by writing a feature blog post about your current offerings. Don't stop there! Using more platforms and formats can substantially extend your reach, which can be translated into new sales.

Consider all of the tools today that are available and ready for you to use. YouTube videos, Instagram or Pinterest posts, webinars, Facebook Live, Twitter announcements..... it goes on and on!

If one thing is not driving sales, move on to the next one and use a combination of social media activity for increasing your results.

Cross-Promote Your Products

If you have shopped on Amazon, have you noticed that when you select something to buy that immediately you see 'what other people bought with the item' show up?

Well, if it is good enough for Amazon, it is good for you to try.

It's good for your clients and customers to have the opportunity to purchase your recommended products. For example, if you sell ebooks that contain training content, why not point out you have a workbook or journal that they can pair and get even better results!

You can make special offers to people who have already purchased one of your items with a special discount code for your loyal customers.

Know Your Competition

How often do you research your competition?

There is nothing wrong with following your competition on social media, enroll to their mailing list and study their product offerings and services as well as your own. Just don't copy it, be inspired by it.

Research about three to four competitors that matches your business. Review their business practices, understand their strategies, what tools they use for their business and the relationship they have built with their audiences. Now, see what you can do to improve what you offer.

The goal is to identify better ways you can add to your clients and customers. But you don't stop there. You need to make sure that you offer

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more complete products, better buying experience, better service with a greater overall value – both the freebies and the sales.

You don't want to become known as a copycat. When you research and develop new offerings, make sure that the content is yours, not your competitor's. Use what you learn to inspire you to create something new and different from your competition.

Offer a Webinar

Create a webinar to showcase the products you have available and have a brainstorming session with attendees about how they can implement your products in their businesses.

Webinars are much easier to plan and host than they were even 5 years ago. When your audience is actually brainstorming, they are creating the bulk of the material for you. Do a full-on social media push to encourage attendance to attend and bring their greatest challenges to the webinar.

You can encourage people to send you their list to you ahead of the webinar. This accomplishes two big things. Creating new interest in your products. It also shows your audience new ways to use your products, builds trust and offers you insights and ideas for future products.

You should record the webinar so people unable to attend live to catch it later. Plus this give you the opportunity to revisit the entire event and take notes about where your audience is struggling – and address those needs with new products.

Offer Study Guides

Once you have the content created, you can easily create a study guide or other companion document to go along with it as an add-on.

Offer this as a freebie promotion to encourage people to purchase your products or become a companion document to add value to your products. You have created the product already – it takes little time to develop a study guide, workbook, checklist, etc. that will help your customers use your product more effectively for their own purchase. Remember the section about over-delivering? Well, this is an ideal example to that theory.

Affiliate Program

It's easier than you think to put your own followers to work for you. One of the most effective methods for doing this is to create an affiliate program. When you do this, you pay your followers a "commission" for each of your products they sell to their audiences, friends, family, and followers.

The process costs a nominal fee for whatever affiliate platform you choose to use and can help you correct a fairly significant sales slump fast. That's only the beginning. You can also ask your followers for testimonials on how they've used your products and services to improve their own lives, businesses, and relationships.

Since the hard work of creating your products is already done at this point, creating an affiliate program for people who sell your products serves to help you get even more profits from your efforts by addressing new audiences through the hard work of people who already know and like your products.

Responding to Social Media Feedback

Social media is a double-edged sword. While positive posts can certainly help you overall, a negative response can create a landslide that swallows up your business – in a very bad way. You must address the negative feedback promptly.

When you have poured your all in a product, you want it to help people and live up to what you promised.

Negative responses need you to manage the issue and allow you to move forward. It will reveal to your followers that you deal with adversity proactively and integrity.

Surveys to the Rescue

Surveys are excellent tools to gauge your business. If you implement surveys to discover if problems exist, you can learn so much data. They can help you identify your strengths and weaknesses as well as determine what the customer wants.

There are several tools available for surveys. Simply include a link to your survey at the end of your info-product. Social media also has survey features that can do a quick, short survey.

The better you understand how your audience feels about your products, the value they received in the form of delivery and service, the better you can offer your best to your ideal client or customer.

Sales slumps can be devastating for your business if they aren't promptly addressed. Implementing these 21 ideas can help you generate fast sales that get your business moving forward and create momentum to drive even more sales for your business. Use as many of these ideas as possible to create unstoppable momentum for your business!