

REPEAT SALES ACCELERATORS

THE 4 FASTEST WAYS TO DOUBLE
YOUR SALES... WITHOUT SPENDING A PENNY



BOB SERLING

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Introduction – Is it really possible to double your sales with no cost and no risk?

In this short, but detailed material, I'm going to show you the 4 fastest and easiest ways to double your sales. And how to do this with no cost and no risk.

This is not hype or an overblown promise. Smart companies do this all the time, using sound marketing fundamentals. And I'll share a number of examples of how they do this as we go through each of the 4 Accelerator methods.

One important starting point. I've intentionally kept this material as short as possible. And this is designed to increase its value.

That's because these 4 Accelerators give you the ability to achieve more in less time and with less effort. Instead of adding a lot of filler or bulking this up in any way, I'll focus only on substantially increasing your sales with no cost and no risk. And how to do this in the shortest time possible.

Most importantly, the foundation for achieving everything I've promised is one thing only – making more repeat sales to your customers and subscribers. And I'll show you exactly why this is the case and how to fully capitalize on it as we move through the material.

So that's our starting point. Understanding that the fastest, easiest, safest way to exponentially grow your sales is by making *repeat sales* to your customers in ways that not only increase your profits, but turn one-time customers into loyal, repeat buyers and evangelists for your business.

5 reasons why repeat sales are the cornerstone for doubling your sales

Before we dive into the 4 methods for doubling your sales, it's important to understand exactly WHY repeat sales have a unique value that nothing else can match.

Reason #1 – Ease of sales. Harvard Business Review reports that it's 27 times easier to make a sale to a customer who has already bought something from you than it is to make a sale to a cold lead.

The common wisdom that “people prefer to buy from someone they know, like, and trust” explains why repeat sales are so much easier to make. Once a customer has bought something from you that lives up to what you promised, you've established a powerful bond of trust that makes that customer far more likely to buy from you again. And again. And again.

Reason #2 – It costs you nothing. Because you already have a paying customer's contact information, you don't have any cost to make repeat sales to them. All it takes is an email with a compelling offer.

You don't need to pay a penny for traffic. You don't need to create a complicated funnel. You don't need to jump through a single hoop. Just a solid offer, sent by email at no cost, is all it takes to make repeat sales day-in and day-out.

Reason #3 – They're more profitable. Building on the previous point, because you have no costs to make repeat sales, your profits increase, often considerably. In fact, according to the same report by Harvard Business Review, because there are no costs to make repeat sales, they can be as much as 95% more profitable than making a sale to a cold prospect.

Reason #4 – They eliminate slow periods. Every business has a slow season – and many businesses experience significant peaks and valleys in their sales during every season. When you systematically schedule in simple repeat sales campaigns each month, slow periods become a thing of the past.

Reason #5 – The “pull along” effect. When you send regularly scheduled emails to your list with the intention of making repeat sales of your products or services, a funny thing happens. Not only do you make repeat sales to your customers, but you also “pull along” and convert substantially more of your prospects who haven't bought anything to paying customers.

The beauty of this is that it doesn't require complicated funnels or specialized tagging and tracking of prospects. It's all done through the same offers sent to your paying customers. And you'll get multiple examples of these types of offers throughout this material.

So now that we've established why repeat sales are so valuable, let's move to the next step. I'm about to show you 4 exceptional Accelerators for making repeat sales quickly and easily, and with no cost and no risk whatsoever.

Repeat Sales Accelerator #1 **The Results Repeater**

The single fastest, easiest way to make more repeat sales to your customers is to *offer them your best-selling product or service*. Even if they've already bought it.

That's where the name of this method, “The Results Repeater” comes from. You're simply going to make an offer of your best-selling product or service to your email list. And this will repeat the successful results it produced in the past.

This simple method has been proven for decades to produce exceptional results. Yet when I first mention it to new clients, they think I'm crazy.

Many of them say things like, “There's no way that I can do that. My customers have already bought that product. All it will do is make them mad and unsubscribe from my list!”

However, in reality, once I convince a client to conduct a test to just a small segment of their list, once they see the results, they become advocates of this method for life.

So what changes their mind so quickly? There are two factors that are responsible for this.

Factor #1 – The Established Value Rule. It's long been demonstrated that the greatest predictor of what people will buy more of is *the history of what they've already bought*.

Here's why. When a customer is satisfied with a product or service, any resistance they may have had toward buying it has been eliminated. So they will gladly buy more of it.

In the case of a physical product, that could be more of that same product to have on hand. For services, that could mean extending the length they use that service. Or expanding the options they purchase if you offer more than one bundle for that service.

In addition, because you've already established the value of your product or service, many people will want more of what they've experienced for their employees, friends, and family members.

Factor #2 – The 5% Rule. Most people don't realize it, but on average, no more than 5% of the people on your email list are customers. The other 95% are prospects who haven't yet bought from you.

Because of this, when you continue to make regularly scheduled offers focusing on your best-selling product or service, especially when you provide testimonials and case studies showing how much people love it, the "pull along" effect I mentioned above kicks in, resulting in far more prospects being converted to paying customers.

Always remember that many people aren't ready to buy when you're ready to sell. And if you don't give them the opportunity to buy your best-selling product or service again in the future, you're leaving substantial sales on the table that you could easily be making.

Mini-Case Study

How well does **The Results Repeater** work? One of my clients generates about \$800,000 per year in sales from new prospects. But they generate \$1.2 million from repeat sales of their best product. And since they have no cost to do this, these repeat sales have a much greater profit margin.

Their main product is a package for people interested in growing a YouTube channel. It includes an in-depth training program, a list of essential equipment, and optional packages that include some or all of that equipment.

My client is acutely aware that even if people have been through their training, they may want to repeat it. And if a customer hasn't yet purchased all of the recommended equipment, the further along they get in building their YouTube channel, the more likely they are to buy more of that equipment.

On its own, this simple method of offering their best-selling product on a regular basis, has nearly doubled their sales.

Repeat Sales Accelerator #2 **The Preferred Sales Accelerator**

This method gives you two ways to get customers and subscribers to tell you they want to buy more from you – and buy more often. One of these ways even gets people to pay in advance to tell you they want to buy more from you! And it's all done in a way that's completely ethical and makes customers love you for it.

The purpose of each option is to get people to tell you in advance that they *prefer* to buy certain categories of products or services. All it takes is announcing that you're going to create a monthly recommendation list of highly rated products and getting people to enroll to be notified – either for free or by paying a fee. So let's dig into the details of both versions for doing this.

Version 1 – The free “Oprah” method. Oprah would get her viewers to tell her they wanted to be sent recommendations on what books to buy and read. It was estimated that a mention in Oprah's Book Club would sell at least 250,000 copies of any book she recommended.

Despite membership being free, Oprah profited indirectly in many ways. These included increased ratings that produced increased advertising revenue, increased monetization of her magazine and website, and a streaming deal to include her book club on Apple TV.

One of the key takeaways here is that Oprah did not write any of the books she recommended. They were all written by other people. And when you offer a “club” to your subscribers, while some of the products and services are your own, you can expand this considerably by offering other companies' products and services as well.

Version 1 – The paid “Amazon Prime” method. If you're like most people, you have an Amazon Prime subscription. Which means that *you are paying Amazon for the right to buy more from them.*

You see, just buying your Amazon Prime subscription each year doesn't get you anything. Nothing of any value is delivered at the time of your purchase. All you really get is the right to buy from Amazon and enjoy a number of valuable perks for doing so.

For your annual membership fee, Prime gives you free 2-day, 1-day and same day shipping on most orders... free and paid streaming of movies, television shows and music... Prime Day with deep discounts on many products... and 5GB of full-resolution photo and video storage for free.

But the real purpose of a Prime membership is to get you to *pay Amazon to buy more from them!* Because the minute you enroll in Prime, you immediately start looking for things to buy in order to take advantage of the various features of your membership.

You can model this by creating your own VIP membership program where people pay in advance for the privilege of buying more from you.

There are countless examples of similar memberships where people pay in advance to buy more from a vendor. Costco membership, WalMart Plus membership, Wine Club of the Month and other “of the month” clubs, and VIP versions of credit cards are just a few examples.

Bottom line, you too can increase your sales enormously with a free or paid membership program where people tell you in advance that they’d like to buy more from you.

Repeat Sales Accelerator #3 **The Resource Center**

A Resource Center is a page on your website that’s always available to your subscribers and visitors to your website. It features a list of products and services that help your prospects and customers achieve their complete goal.

You see, no product or service can deliver everything a customer needs to achieve their complete goal. There are always other products and services needed to do this.

For example, if you sell a course on Yoga for seniors, that course alone is not a complete solution. People who buy your course will also want a yoga mat and other forms of yoga equipment including belts and bands. They may also want new workout clothing, cookbooks for a healthier lifestyle, vitamins and supplements, and much more.

Adding a Resource Center to your website gives you a number of advantages. First, you will obviously make more sales, so your revenue will increase.

Equally important, you build extensive goodwill with your customers. Searching on any product or service returns thousands of results. By carefully selecting quality products and services in the various categories that most interest your customers, you save them a tremendous amount of time and prevent them from buying inferior products and services.

This leads to even more sales – repeat sales that you wouldn’t generate any other way. And that, in turn, leads to an even deeper level of customer loyalty, creating an ongoing cycle of being of value to your customers and getting compensated for doing so.

One final point. The majority of products and services offered through your Resource Center will come from other companies that you’ve established strategic partnerships with.

Since you don't take any of the orders, stock any products, take part in the delivery of any of these products or services, take payments and process credit cards, or handle returns and customer service... all the commissions you receive are at a near 100% profit margin.

Not a bad return for taking just a bit of time to help your customers achieve their complete goal!

Repeat Sales Accelerator #4 **Product Extensions**

At the start of this material, I showed you how the easiest item to use to make repeat sales is your best-selling product or service. And this next Accelerator builds on that.

You see the second easiest item to use to generate a large flow of repeat sales is a *product extension*.

Here's what I mean by product extensions – and how to create them. Whenever you have a product that's selling well, think about what you could add to it to create an *extension* of that product.

For example, if you have a book or program about leadership that includes 10 leadership exercises that people love, then the logical product extension would be to create another set of 15 more leadership exercises. You can bet that if 90% of your customers loved your original exercises, 50% or more of them are going to buy the next set of exercises.

When you create a product extension like this, it leads to some of the easiest sales you'll ever make. And in most cases, it takes very little to put your product extension together.

The opportunity to create Product Extensions is practically unlimited

Once you understand the value of using product extensions to greatly increase your repeat sales, the possibilities are practically endless.

For example, you can create shorter, smaller versions of almost any product or service. One of my clients had a series of three-hour video trainings. We cut them down to 10-minute trainings – quick-hit videos for employees who didn't have much time. This was exactly the same material, but “extended” into a different format.

In this case, the extension was that we shrunk the product down into smaller, more manageable segments. And those smaller *extensions* sold extremely well. Each smaller extension could then be used to upgrade the customer to buying the larger program.

Apple did the same thing with the iPod. First they brought out the “standard” iPod with 20 GB of storage. Then they brought out a larger iPod with 40 GB of storage. This was their first *extension* of the iPod.

However, not long after that, they released the iPod Nano, a cute, miniaturized version with just 2 GB or 4 GB of storage. Who were the first and most frequent buyers of the cute little Nanos? The customers who had already bought a larger iPod!

You can often extract sections – smaller pieces – out of your bigger products. I often do this with my training programs or larger courses.

For example, I recently extracted a few sections from my larger product development course to create a smaller “quick start” version. This smaller version gives people who are unfamiliar with the product development process a shorter, less expensive introduction that takes less time to read and implement. Then, a high percentage of those customers graduate up to buying the full-length training program.

Food products are sold this way all the time. You can get the regular size serving, jumbo sized serving, or a reduced portion. Just walk down the candy aisle of your local grocery store to see exactly what I mean.

Visit any hardware or home repair type of store and look at the selection of tools. You can buy an individual wrench, a deluxe set of 146 wrenches, or a “convenience set” of the 20 most popular wrench sizes.

This same process can also be applied to nearly any service. If you sell insurance, offer a semi-annual review or a quarterly review, in addition to the annual renewal. Accountants, consultants, trainers, and any service provider can easily do the same thing.

The opportunities to create product extensions are limited only by your imagination. Spend a little time thinking about how to create extensions for your own products or services and you’ll quickly identify new sources of repeat sales that couldn’t be easier to make.

Wrap up

As I promised in the Introduction, I’ve intentionally kept this material as short as possible, while still fully covering each of the 4 Accelerators.

However, as short as this material is, we’ve covered a lot of ground, so you might be wondering where to start. You might even be feeling slightly overwhelmed. So let me close with one final, simple piece of advice.

As you’ve seen, the 4 Accelerators can double your sales quickly. And you have no cost or risk to implement them.

But what might be even more important to recognize is that you don't have to tackle all 4 Accelerators at once. Simply pick the one that seems easiest to implement, given the specifics of your business, and start there.

By doing this, you should immediately be able to see a significant growth in sales. And this will give you the momentum and motivation to turn all 4 of these Accelerators into new sources of sizable sales and profits.

About Bob Serling



Bob Serling is a 40-year marketing and licensing veteran and the founder of LicensingLab. His innovative take on marketing has helped thousands of businesses and entrepreneurs produce exceptional results.

Bob has been the monthly marketing columnist for Success Magazine... invented a skateboard toy featuring Tony Hawk's branding that was sold in toy stores and department stores all over the world... co-created and licensed advanced assessment software currently being used by many Fortune 500 companies... created a one-and-a-half page prospecting letter for a client that landed an agreement for a \$25 million project by being sent to just one prospect – then licensed that same letter to 14 different industries... and much more.

He's perhaps best known for having pioneered the use of generating substantial repeat sales and passive revenue by leveraging your list of customers and subscribers. Because your list is an asset you already have but aren't fully capitalizing on, his strategies let you quickly create new sales and profit centers with no additional cost or risk.

Bob's clients find that leveraging their list by focusing more attention on repeat sales not only increases their profits, but balances cash flow so there's a steady, reliable stream of income every month.

Bob offers a range of solutions designed specifically for mid-market companies with annual revenue from \$500 thousand to \$30 million. If your company revenue is within this range, Bob can help you leverage any of the methods in this report to quickly:

- Use the Results Repeater to make more sales in 5 days than you normally make in a month. Then automate this to repeat on a monthly or quarterly basis.
- Create and automate a Resource Center with the potential to make more money from repeat sales than you make from your main business
- Create a series of product extensions that create effortless, ongoing sales
- Apply additional Accelerators not covered here to systematically generate repeat sales and passive revenue
- And much more

To schedule a short call by Zoom and have Bob help you identify the most profitable options for growing your repeat sales without spending a penny, just send an email to:

accelerators@LicensingLab.com