

# Sales

...and how to increase them.

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## Continuously Educate Yourself

The sales landscape is ever-evolving, and staying ahead of industry trends and innovations is crucial. Invest time in professional development, attend workshops, read industry publications, and seek out mentorship. This ongoing education will keep your skills sharp and your strategies effective.

## Embrace Rejection and Learn from It

Not every pitch will result in a sale, and that's perfectly normal. Instead of viewing rejection as a failure, see it as an opportunity to learn and improve. Ask for feedback, analyse what went wrong, and use it to refine your approach for future interactions.

By applying these insider tips, you'll be well on your way to not only increasing your sales numbers but also building lasting relationships with your clients. Remember, sales is not just about transactions; it's about creating value and fostering trust. Keep honing your skills, stay adaptable, and always prioritize your client's success. With dedication and the right strategies, you too can achieve unprecedented success in the world of sales.

## *Uses for PLR In A Business*

PLR, in the sense of 'private label rights' pieces, can be utilised to promote a current business or launch a new business venture on the Internet, but which firms, and which people would benefit from PLR in particular?

The English-language Web market is the most profitable in the world and, specifically, the American Internet market, if you want to target one sector. Therefore, most Web marketers target America and hope for sales from the UK, Canada, Australia, New Zealand and South Africa too.

China and India probably have the most users, but those users do not normally have credit cards that are valid on international markets. Imagine being a Thai Internet entrepreneur. Thailand is the only country that speaks Thai, so sales potential is very limited.

However, no matter how well a person speaks English as a foreign language, it rarely matches the quality of a skilled native speaker and writer, so a foreigner

wishing to establish an online presence in English would probably be better off buying decent PLR and altering it slightly.

Similarly, if someone spoke Spanish reasonably well, a well-written PLR piece could be translated into Spanish to try to tap into the Spanish market. One day this will work for Chinese as well and when the Chinese have credit cards, Internet sales will really take off!

If you are fluent at a second language, you could propose to translate PLR articles into that language for firms that would like to branch out. French, Spanish and German seem useful places to begin. You could gather a team of translators and provide a service translating into several languages.

You could have stock articles on the main subjects like: love, health, sport, travel and cars and offer to translate individual articles on specialist subjects. There is already a market for translations of this kind.

Web page translation will only get bigger as immigration increases. Frequently, immigrants into a country do not speak, and even less so, read or write, the language well for a couple of years, yet they would like to take part in the amenities that the country has to offer. Translated web pages and PLR for creating web sites is the best method of attaining this.

If one of these immigrants wants to participate in on line work or the marketing of a new bricks and mortar business, PLR is very practical. If someone wanted to set up as a builder, he could buy two packs of say, 15, PLR articles and have a rather powerful website of ten pages with 20 supporting articles to boost its ranking.

The articles could be on home and garden, remodelling, gardening or landscaping - anything that is loosely relevant to a construction firm. A comparable course of action could be employed for other types of companies.

There are dozens of uses for PLR in the on and off line world and there are almost certainly others yet to be thought of. For example, you could compile articles into a newsletter or offer to write a piece a week for the local newspaper.

## *Ebook Writing Business*

Writing is a skill and, like most skills, it can be studied or at least you can vastly improve the writing talent that you have by practise (and everyone has some writing ability). You can most easily improve your writing abilities by writing. You could supplement that practice by reading and you could go a stage further by studying some grammar. There are also writers' classes or workshops you could join.

But basically, the best thing to do is simply write and keep on writing and if you are not certain of something, look it up and pretty soon, you will find that you will spend less and less time looking things up. You could buy reference books and dictionaries or you could simply use free on line resources.

Never believe that you cannot write well enough to write something. If you are worried about your ability, write in forums, add comments to blogs or write articles for places like Xing. Whatever you do, you must keep practising and keep writing. You will find that it gets easier and that ideas start to flow more smoothly.

When you feel that you can write well enough, why not attempt to make some money out of it? You could write ebooks on your favourite topics or on problems that affect a large number of people. You can find out what those issues are by visiting chat rooms and forums or reading the 'Agony Aunt' columns in the papers.

Let us assume that you have got past the comments in forums period and you are writing pieces for Xing. Store copies\pages of those pieces on your hard drive and arrange them in folders by topic.

Once you have a couple of hundred, you can look through them and strive to assemble a few topics into enough material for a book. You might have 80% of a book doing nothing on your hard drive and you can fill in the gaps and rewrite the old material a little.

In the meantime, add your name to the sites that are searching for authors. They might want to see an example of your efforts before they qualify you, but that is no difficulty - it is nice to pass tests and educational if you fail them.

If you are given an issue to write on as an assignment, concentrate on getting your facts right and do not copy from others (plagiarise). It is a writer's greatest sin. After writing your piece, check it for grammar and spelling.

It is not worth saving a copy of this article after you have been paid for it, because it will no longer be your property and you can be into trouble for claiming that it is yours.

You sold the rights to it, just as good as if you sold your car. The best thing to do with your own copies of sold pieces is to delete them after being paid, then there is no temptation and no risk of mistakes.

Once you have written pieces for others, you could register to write ebooks as well. If you are being paid to do it, get all the relevant details before you begin and stick to them. You will need to know: the title of the book; the minimum and maximum length of it in words; the delivery date and how much you will be paid. There may be other particulars too such as: font type, font size and line spacing, but they can all be altered later.

## *Internet Marketing Tools*

Many surfers are taking up Internet marketing for several reasons: maybe they think that their current career is at danger; maybe they do not like their current career; maybe they think that Internet marketing is easier than what they are doing now or maybe they only want to earn a bit of extra money on the weekend. Whatever the reason, they will have to learn how to make use of Internet marketing tools.

These Internet marketing tools may not all be quite obvious as Internet marketing tools to the newcomer, so in the rest of this piece we will take a closer look at some of the less obvious, but better Internet marketing tools around.

The best Internet marketing tools, or at least most of them are: SEO, article marketing, content management, RSS, affiliate marketing, lists, Web2 and auto responders. There are others that used to help before, but which have waned in significance such as: Free For All lists, Safe Lists and Traffic Exchanges.

The point here is that some things that were touted as the bee's knees of Internet advertising a couple of years ago are not so effective now and new ways are being invented all the time, some of which are very useful like: Web2 and RSS. You need to keep your ear to the ground with regard to Internet marketing tools or you will miss current developments and fall behind.

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