



**You Are About To Discover The
Ultra Top Secret Sales Processes
That Most Gurus Never Tell You
About - But Use Everyday To Make
Money Hand Over Fist...**



The Hidden Sale Project
By Jeff Dedrick





About the Author:



Internet Marketer - Jeff Dedick

For over 20 years, Jeff Dedick has been a successful entrepreneur. From owning a DJ service while in college to eventually owning 5 restaurants and 2 fitness clubs, Jeff has enjoyed the freedom that comes from being self employed.

In February, 2005 Jeff decided to completely sell all of his offline businesses and move 100% online. He made that decision before he even started his first website or captured his first email subscriber!

Less than a year later, Jeff had a successful and rapidly growing online business.

The launch of his first site SecretArticleConverter.com was an instant success and reached his **one month's goal in just 6 hours.**

Jeff is the owner and creator of some of the hottest sites in Internet Marketing.

- <http://www.HiddenSalesProject.com/> - This is Jeff's most current site that launched in August of 2007.
- <http://www.secretpagespy.com/> – If you want to spy on the best sites in your niche and beat your competition you can sign up for free and start using these spy tools today.
- <http://www.web2revealed.com/> – Discover how to explode your traffic using web 2.0 sites like Myspace, Digg, Youtube, and Technorati by using tools that turn your sites into automatic cash machines.
- <http://www.monthlyarticlestogo.com/> – Each and every month you will receive private label rights to articles, products, and even Adsense Websites.

Jeff's online operation now has an office in the Ukraine with 4 full time coders and programmers. He recently opened up another office in his home town with 4 additional full-time workers and one part-time employee.

Jeff lives in Janesville, Wisconsin along with his wife and two kids.





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<http://www.OnlineCustomerHelp.com>**

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HIDDEN SALES PROJECT



Unannounced Bonus #1:

The Most Incredible FREE Gift -- Ever!

\$798.89 Worth Of "PURE" Money-Making Information Yours Absolutely FREE...

if you are one of the FIRST 253 people to take me up on my outrageous offer!!!!

<http://www.TheBestFreeOffer.com>

Unannounced Bonus #2:

Master Resale Rights And Giveaway Rights Included



Listen In As Two Top Internet Marketers Reveal Their Exact Success Secrets For Virally Building A List Of Thousands Of Subscribers That Makes Them An Average Of \$1 A Month PER Subscriber They Have...

<http://www.listbuildingcall.com/freebonus>





Welcome

I'd like to thank you for purchasing my product and I hope you realize what a wise decision you made by taking advantage of this offer.

People can work their entire lives not making any money and never really understand why. If the groundwork is not properly laid, or your business is not set up in the correct way, then often times it can't make money.

So I want to commend you for taking advantage of my offer. You're going to be learning a lot of great stuff. Just take it one technique and one step at a time.

Be sure to take advantage of the tools I am recommending. Go to some of the sites I highlight and walk through their processes. If there are still spots available in our extended teleseminar coaching program, I highly recommend that. I can't say enough about the practical instruction I will be offering and how that will help you take your business to the next level.

Be on the lookout for some unadvertised bonuses I'll be sending you. You'll also want to make sure that you get your address filled in on the top of the download page because I'll even be sending you something in the mail.





Overview

How would you like to double or triple your sales without needing to add more customers or traffic? Of course you would. Everyone would. But I also know that there are many of you reading this, watching the videos, and listening to the audios that have yet to make your first dollar online.

This is actually the perfect product for you for that very reason. If you're building a business, you need to set it up correctly. Let me give you a perfect example of what I mean by this.

Let's say you have a restaurant where you're selling hamburgers, and after all your expenses, the hamburger ends up costing you \$10 to make. That includes your overhead, food costs, employee costs, etc.

If your business is set up incorrectly, and you're selling that hamburger for \$8, you will lose \$2 every time you sell a hamburger. It doesn't matter if you put in more hours or sell more hamburgers, the entire business is set up wrong and you will lose money.

That's where this course is going to help you. It's going to explain how businesses are really set up online. Often times when you see a product for sale and you know they're making a lot of sales, people assume that that's how the business is run—they're selling one ebook or one product.





People attempt to copy that and they end up losing money, not making sales, or not attracting affiliates. That's because they don't know what's going on behind the scenes. They don't realize all the hidden sales that are taking place. If you don't know this entire process and you try to copy it, then you're going to be like that owner of the restaurant that's selling hamburgers at a loss every time.

What You Are Getting In This Course

What you are receiving in this course is not only an ebook that has a massive amount of examples of online businesses and their hidden sales processes, but you'll also be getting the hidden sales processes of real world businesses that do business both online and off. You're going to be able to incorporate or bring many of these examples into your business.

Through the audios and videos of some of the top gurus in Internet Marketing, you'll be getting a bunch of examples of their online IM businesses and their hidden sales processes that you can also bring into your business.

I've convinced many of my online friends to pull back the curtain on their businesses and really give the secrets and techniques that they use. Some of them are so original and good that, not only had I never heard about them before, but I also quickly implemented them into this product.





You'll hear about mistakes that have been made by me and others. You'll learn a lot from these mistakes so you don't have to make them yourself.

These sales processes have been around for years. What I expose to you in this course are new tweaks and techniques that these highly successful businesses are now using.

The main problem is that you have never heard of them until now, you didn't realize their importance in the success of your business, and that it can cripple or kill your business if you're not implementing some of these secrets and techniques.

In many of the examples you'll be listening to me talk about my fitness centers or about someone selling cars or about someone explaining their business that is in a totally different niche than yours. Take a step back and see how you can bring the ideas and techniques into your business.

Sure you may not be selling cars, but the concept of car dealerships making money off of the financing, for example, a service that many customers will need, can easily be brought into your business. So as you go through this course, make sure that you are keeping an open mind and that you're taking plenty of notes. And be thinking, "How can I implement these strategies into my own business."





The “Truths”

Are you frustrated and not making the money you feel you should? Are you confused? Does it seem like so-called “systems” that you’re learning about on how to make money just don’t work?

Maybe they could. What if just one important component was missing? Maybe the person teaching you wanted to keep it a secret or thought it was too complicated, so they just taught you the introductory stuff. Here are some important truths that you need to know.

First truth—one ebook won’t make you rich. By making one sale and having no follow-up or follow-through, you’ll be lucky if you break even. Right now many successful people online are losing money on that first product that you see. That’s why you have to learn the strategies offered in this hidden sales course.

Another truth, 50% affiliate commissions won’t cut it nowadays. You need to realize that in Internet Marketing, the norm is now 70% commissions and sometimes even 100% commissions on the front product and many times there are commissions on the first upsell as well.

Another truth—normal affiliate pay-per-click advertising is getting next to impossible to make money on. If people own the product, not only do they get all the money, but they also get all of their backend sales. By just doing pay-per-click for other people’s products, you’re at a huge disadvantage. But





there are certain tactics that you can implement that will tip the scales in your direction. Within this course I'll share them with you.

Why Listen To Me?

First, A little About Myself...

I've been in business for over 20 years, from starting my own DJ service in college to owning 4 Little Caesar's Pizza restaurants, a TCBY Yogurt restaurant, real estate, and most recently 2 full size fitness clubs. My business partner and I were bringing in over \$2 million a year from the fitness clubs and one day I realized I was bored and decided to sell everything to my business partner.

I was learning about marketing online in an effort to market online to my fitness club members better and I realized that I was having more fun learning about stuff online than I was doing the day-to-day business for my fitness clubs. So I decided to sell all of my offline businesses and jump 100% online.

Now the dumb thing was that I actually jumped online before I had my first website, before I had my first sale, even before I had captured my first subscriber. But I knew from what I had learned in business all those years that I could succeed.





Currently I have two offices, one in the Ukraine and one in my home town with 4 additional full-time workers. I am not only introducing products in the Internet Marketing niche, but I also have products in a niche outside of Internet Marketing.

What Exactly Are “Hidden Sales”?

Are you possibly sitting on a gold mine and don't even know it? Often times people give up right before they achieve true success.

Think of hidden sales as “overlooked opportunities”. Think of them as flushing money down the drain when you don't use them. It's money that could have been in your pocket, but you just weren't aware of it. By finding these hidden sales and taking advantage of them, not only will you increase your sales and income, but things will start to snowball.

Hidden Sales broken down into easier terms:

Fact #1: “Once a person buys from you, it's easier to get them to buy again.”

Realize that when a customer is already there and buying, you've got to keep selling to them. It is so much easier to sell more to an existing customer than to try to acquire and sell to new customers.





Fact #2: “Most people who leave your site won’t be back unless you get their contact information.”

Before a person has a chance to leave your site, tap in to the tricks and techniques available to get them to stay, to get them to take action, or to get them into your funnel so that you can continue to advertise to them.

Once you understand these two facts and you learn to incorporate the hidden sales backend techniques presented to you in this course into your business, your sales will explode.

Hidden Sales Examples

Here are some examples of Hidden Sales that you can use to significantly increase your sales. (You’ll find many of these strategies discussed in greater detail within this course.)

- **One-Time-Offer (OTO)** – This is an offer you see right after a purchase or after registering for free. It can be used in any number of ways after someone takes a desired action. This technique is usually a great bargain and many times a script will actually keep people from seeing the offer again if they don’t buy right away.





- **Upsells** – This usually takes place right as the customer is making a purchase and the business owner is trying to persuade them to purchase a more expensive version or add another product onto their order.
- **Downsells** – This offer is made to a customer after they reject the initial upsell. It's an offer that is usually the "lite" version of the offer they just said no to.
- **Cross selling**—This is the strategy of selling other products to a customer who has already purchased (or shown an intention of purchasing) a product from a company. It is designed to increase the customer's reliance on that company and to decrease the chance of the customer switching to a competitor.
- **Seminars** – Seminar ticket sales are not where the money is made. It's all the "back of the room" sales and "coaching" sales where the money is made.
- **List building** – By building a list you can continue selling to your list, but you can also make money from your list in a lot of other ways.
- **Bundles and packages** – If people are in a buying mood, why not sell them similar items at a slight discount.





- **Add on sales** – These are products that go with your product or are needed by people who buy your product.
- **Giving away free items** – There are many ways to make money by giving away products.
- **Forced Continuity Programs** – You can give a trial membership away to things like newsletters and coaching and people have to take action to quit or they will be billed.
- **Self Liquidating Free Products** – These are products like CDs and DVDs that are given away. Many times there is a small postage or handling charge that helps pay for some or all of the product being given away. These then lead into additional sales.
- **Free teleseminars** – You can use teleseminars to introduce products or sell people products. There are certain strategies that work better than others for this.





- **Offline free offers** – You can drive people into toll free number hotlines or into your website to capture their information or sell them products right away.
- **Telemarketing Programs** – This can be a very highly successful backend strategy.
- **Lifeline products**– This is where you have people buying your products and they can't easily quit because other people are involved. For example, you create newsletters for doctors to send to their patients and the only way that the doctor can quit your service is if they decide to totally stop their successful advertising program to their patients.
- **Branded Ebooks** – There are certain viral strategies to use that get your ebook or product out to many people who then will see your links. These people can be asked to sign up and join your list or asked to buy a product through your affiliate link.
- **Repositioning and renaming old products** – This is when you turn an old or dead product into another product.





- **Exit Traffic** – When your traffic is leaving your site you want to stop them and get them to take a desired action. Don't ever let them just leave.

Real World Businesses

You've been exposed to them all your life. Wrap your mind around the hidden sales processes used here to see the impact they have on the income of real world businesses.

These same techniques can have the same huge impact on your business. Listen to my audio where I go in-depth on one of my former businesses and hear all the hidden sales processes I used.

Minor League Baseball Team



Upsells, downsells, and cross sells are all part of real world businesses as well. Let's take a small home town minor





league baseball team and see how they make money above and beyond the general admission of \$6.

The manager of a minor league baseball team I interviewed explained that, on average, people don't go to a minor league baseball game because they are following the players or the team's roster; they go for the ball park experience. The manager also reported that they make most of their profit after the customer walks into the park and not from the general admission.

What do people buy at the park? Hot dogs, Dippin' Dots, t-shirts, raffle tickets; it's all part of the minor league baseball park experience. Let's walk through the process and see how they entice you into buying all the elements of the experience using upsells, downsells, and cross sells.

I've underlined all the backend sales.

It's game day. You buy your ticket and hand it over as you walk through the gate. You're immediately given a roster and calendar which contains the next games they want you to attend and the special events happening at those particular games, so of course you'll be back.

You also receive a few coupons including 50 cents off the super marked up Dippin' Dots and \$5 off any merchandise in the pall bark shop, good only today. You've already been slapped with a little real world scarcity to get you first into the shop, and second to buy immediately.





You are only one step inside the gate and you've already been exposed to 4 upsells. You look up and see a stand you must walk around offering Dixie cup sized FREE samples of a new soda for you to taste. You drink it, love it, and now want to buy one. So you walk over to the concessions stand and see the bundled food and drink specials. As expected, the price is better if you purchase a hot dog and soda together than just the soda alone.

You are then exposed to the scent and sounds of the sales people encouraging the purchase of cheese curds, nachos, brats, hotdogs, pretzels with cheese or without, along with eight flavors of soda. You started out wanting only to purchase a soda and now you've purchased so much for yourself and your family you need help carrying it to your seats.

Within minutes of being seated your children see other children next to them eating Dippin' Dots and now want to use the coupon for Dippin' Dots. Your spouse, who didn't want anything before, has now heard over the loudspeakers, the sound of a soda can opening and the fizzzzzz, followed by the gulping sound of a very thirsty drinker, and now she is thirsty. But wait, the announcer is talking about the very juicy special ball park hamburgers located on the southside of the ballpark. You're now wondering what the southside of the park has to offer.

How much of the game have you seen?





You all head to the southside and on the way, pass the pitching game that measures how fast you can pitch for only a \$1 a throw. Ten dollars later you see the Dippin' Dots and use your coupon.

Reaching the southside stand, you run into the funny, big mascot signing t-shirts that are being sold in the shop. It's all about the experience and you do, after all, get \$5 off! So you run into the shop and buy the t-shirts, a cool blow-up bat, funky hat to shield the sun (it is a sunny day after all!), a ushy seat cushion, and leave to get the mascot's signature.

Burger in hand and a now content family next to you, you're ready to watch the game when you hear, "Peanuts, get your peanuts...", and then the announcer says, "It's Icy Cold Miller Time." Yup, you buy the peanuts and you're up again to get a cold beer. Which size will you have, the regular, large, or the super beer? And don't forget that great mug with the team logo on it for just \$1 more.

When you get back to your seat you're hit again with, "Raffle, get your raffle ticket to win a trip to a major league game including a RV transportation, \$1 a ticket or 10 for \$7." You pay the \$7.

Between the games they get the crowd going by having air guitar and dugout dancing contests, giving away certificates to restaurants they know you'll spend money at, and throwing balls and t-shirts into the crowd.





They talk about next week's game and how it's "get in free day" if you show your college ID, and big discounts on hotdogs. They call off lucky seat numbers and give away free tickets to a game scheduled for later in the season.

All in all it's been a great (and expensive!) day and the fireworks display at the end looked great with those 3D glasses you bought for everyone. The kids want to bring friends next time.

On the way out of the ball park you're handed a brochure on company advertising opportunities.

Companies and groups can buy the billboards that surround the park for a cost per year. A 4X5 foot sign is around \$600 per year, plus production. A sign lasts a good 3 years.

Companies can sponsor the fireworks for a night at \$600 and the company name will be mentioned many times that night.

Companies can buy ½ sponsors for \$500 which is 35 games. On those nights they can have coupons, product, or free dinners to hand out to contest winners.

Companies can buy a full sponsorship which is 70 games and hold giveaways or hand out gift certificates.

The manager of this minor league team reports that advertising brings in a quarter of their profit. Game day





revenues, concessions, and merchandise sales account for 60% of their revenue. **And everyone has 100% fun.**

All of the hidden sales used above: coupons, special events, the next event, free samples, “good only today” promotions, advertising, hype, packaging products together, contests, are all detailed and explained by top gurus in your downloads. These real world hidden sales are used in online businesses by the most successful Internet Marketers to gain revenue every day. See how you can use these techniques in your business.

Car Dealership



I met with a salesman at a car dealership to discuss some of the hidden sales in his industry. With today's economy, volatile gas prices, and vehicles remaining on dealerships lots longer than they should, I assumed car dealerships would have to get the most out of every sale in order to stay in business.

The manager I spoke with was strong to say that sales were definitely slow and his dealership had countless





opportunities to add to each and every sale, but the number one way to get more sales is to develop the relationship with the customer.

He went on to say that a customer for life is better than 3 one-time buying customers. He also said that it is cheaper to keep a customer than to find a new one. Have you heard that one before!

This is the exact same philosophy that Dr. Mike Woo Ming uses in his online business. You can hear him talk about this in his video in your downloads about the “value of a customer for life”.

The manager said that after a relationship is established and trust has been built, the customer is usually anxious to pick out their new car. A strong, trusting relationship allows a salesperson to genuinely offer “lifestyle” upscale car options – the hidden sales.

As the trust is being established, the salesperson asks questions to get a feeling for the type of person their customer is. They may try to gain knowledge about what kind of car the customer has driven in the past, what they do for a living, whether they have kids, whether they are extravagant or limited. This helps the salesperson offer the right type of vehicle. Getting the customer to sit in the driver’s seat and drive the car is a huge step towards picking the car they want to buy and making the sale.





This is comparable to online businesses. Often, online gurus will offer a small portion of their product for free to get customers to get a feel for the product, essentially “getting them behind the wheel” of their product. In a sense, they tease customers with what they’ll gain. It makes the customer want more and want to buy.

Once the customer has decided on the car, then the salesperson discusses the addition of lifestyle options. Here are a few of the options offered based on the customer’s personality and desires: spoiler, sunroof, special wheels, tinted windows, leather seats, special engine upgrades to sport packages, high impact stereo, mudguards, side moldings, weather mats.

After the order is completed, the salesperson discusses adding packages like a vehicle protection plan, interior scotch guard for the seats, rust proofing for the life of the car (as long as you own it), undercoating, etc. They have 10 different packages a customer can buy.

The services that give the car dealership the greatest revenue are:

Lifetime Maintenance – Here, having the customer come back to you each month for service builds more trust and knowledge. Also, each time they come back you have another opportunity to sell them something new, like special new options for their car, or shirts, cup holders, etc.





Service Department - If a customer uses the service department, there is an 80% certainty that they will either buy from you again, or give you the opportunity to sell to them again. Keeping a customer familiar and comfortable with you and your dealership is important to the future of each dealership.

Other backend sales that this dealership offers its customers are an extended warranty, gap insurance, credit life insurance, and disability life insurance. All are offered with the care and concern of the customer buying the car and meeting the needs of their lifestyle.

Another hidden sales process that car dealerships will follow is to buy vehicles from other dealers. Here they purchase the car at invoice and then make money when they sell it to the customer.

At this particular dealership, the relationship with the customer proves to be number one. You will hear this again when you're listening to the videos in your downloads. Many of the online gurus talk about the importance of maintaining their list. They believe in sending to their customers, only joint venture products they believe in.

You will also hear many gurus explain how they are using the same type of hidden sales in their online businesses that many car dealerships use. Apply a technique or two to your business and reap the rewards.





Cosmetics



I was at the local shopping mall when I became even more aware of how hidden sales surround us on every road we walk, and even some I don't usually!

My attention was drawn to a group of ladies standing and sitting around a brightly lit counter inside a large department store. They were laughing and having what looked like a great time. As I walked closer I could see they were all having their makeup applied by a cosmetic professional in a white coat. I'm sure there are hidden sales even in makeup. This is what I meant by the road I don't walk. So I enlisted the help of a female employee.

Being a customer of that particular department store's cosmetics counter, she was already well aware of the hidden sales in cosmetics. She later spent some time interviewing her cosmetics contact regarding the details of their hidden sales.

She informed me that Clinique focused on skin care products and their number one selling product was Clinique's moisturizer. Their product they use as a loss-





leader is the free product samples they give away as potential customers walk by.

I wonder whether this particular cosmetic person was aware of how many people go back to purchase from their counter “because” of the free product they received. Had the customer not received and tried the free sample, they may not have ever known about it, or purchased it.

With that in mind, free samples give the cosmetics associate the opportunity to talk to potential customers as they walk by, allowing them to make contact and to sell more products.

Almost all of the Internet Marketers I have included in this product at some point discuss how you can give away free product online and make money.

Our cosmetics contact also said that if someone comes in to buy makeup or a fragrance, 3 out of 10 will be converted into buying the 3-step skincare. Other ways they use hidden sales in cosmetics is if a person is buying skin care, they offer anti-aging products, sunscreen, and other skin care products that are not part of the 3-step package.

The Clinique Cosmetics professional will also offer customers a free make-up session in order to sell make-up. When they apply their Clinique Cosmetics, they are given the opportunity to expose the customer to more of their products and thus to sell the customer more products.





They will also apply makeup for wedding groups and those getting professional pictures taken. Once a customer has seen how they look in the make-up, they oftentimes want to purchase the make-up and wear it everyday. The cosmetics professional will offer the suggestion of giving Clinique products as gifts to the others in the wedding party or as a birthday or holiday gift.

When a customer comes in to purchase make-up, the Clinique professional will offer other items that could go with the item(s) they came in to buy. For example, they may offer Clinique's make-up remover.

If the customer has time, the Clinique professional will do a demo of the skin care products to allow the customer to see how much better the make-up looks when the skin underneath is properly cared for. As many as 30 - 40% of the customers will purchase these added upsell items. Had the customer not been offered the upsell, the Clinique professional would have not made the sale.

Items such as mascara, eyeliner, foundation, fragrance, lotions, blush, eye shadow, and their skincare system are all used as upsell's, downsell's, and cross sells in every sale. The key is to ask for the sale!

Just ask Liz Tomey, successful online marketing guru. In her video, she talks about how she made 50% more in commissions just because she asked for it. You can learn more about Liz's philosophy in your downloads.





Also in Robert Puddy's section of your downloads, he helps you understand how 90% of any money you make online comes from things you do after the initial sale or contact. You just have to ask for the sale or provide an opportunity to offer them a sale.

Beauty Salon



Another service industry that I put under the microscope looking for hidden sales is the Beauty Salon. This industry is rapidly changing. It used to be a place to go and get your hair cut. Now you can have your hair cut, colored, lengthened, texturized, permed, razored, and while it's drying you can have your fingernails done, lips waxed, and get a pedicure. Most salons even have massage packages, electrolysis, and tanning beds.

I decided to check out a salon that boasts that they are dedicated to the finest haircare services and products available. In my interview with one local salon I was told that "people come here because their name is well known for having exceptionally well trained employees".





This particular store reports that they offer many different specials which include 20% off hair care products and giving away a free product when another service is performed. They find that 50% of the customers coming in for a promotion are converted into getting a hair cut and style.

When a customer is getting their haircut, the stylist is trained to ask questions to find out if they are conservative, business-like, trendy, or contemporary, if they have kids, work in a professional industry, if they take 30 minutes to get ready in the morning, or 10. These questions help the stylist to offer the best haircut as well as to understand what products and how many they should offer the customer. Products such as types of shampoo, conditioners, gels, mousse, and wax are all used under different circumstances and it's up to the stylist to find out what, as well as how much, to suggest the client purchase.

Another hidden sale they conduct happens while they cut a parent's hair, whose child is there waiting. They offer suggestions on how good the child would look with this haircut or that haircut. They get the child excited about getting their hair cut and the child talks the parent into letting them get their hair cut as well. This works to the stylist's advantage, especially when the salon isn't busy.

To help sway the parent, they'll offer a free product with the excuse that two cuts and styles are being done. This is already a special, but the stylist lets the client feel like the special was made just for them. This also works in the





reverse. When a parent brings a child in to get a cut and style, they get the parent excited about a new look.

After the hair has been cut and they are in the process of styling the hair, the stylist will talk about the particular products they are using on them and why they'll work so well for them. The client loves the style and must have the products to use at home so the style looks the same when they do it.

Other hidden sales at this particular salon consisted of one day only haircut specials, free consultations, and coupons mailed to past and current customers. They also have shelving and stands in the waiting area that are not only covered with every type of hair care product available in many different brands, but also nail polish, body lotions, fingernail files, and kits, as well as combs and brushes for adults and kids for every type of hair.

You can also find bundled products with special pricing to make them a better buy in the eyes of the customer. Another special is if you spend more than \$30, you'll get a free bottle of this or that product. When a customer is at \$25, they're encouraged to spend \$5 more to get the free product (that was probably worth \$5!).

Even after the hair has been cut and styled, these stylists are trained to offer the above hidden sales again as their customer exits their shop.





This is not much different than the goal of the online “Exit Add Prophet” that I discuss in your downloads. I’ll show you how to effectively grab the attention of a viewer one more time as they are leaving your site to increase your revenue with additional backend sales using the “Exit Add Prophet”.

Even without the manicures, pedicures, massage options, and tanning beds as hidden sales opportunities, this salon had plenty to use to their advantage to turn a profit. You just have to look at using everything you do have available to get additional sales.

US Postal Service



I’ll bet you’ve never given any thought to the fact that even the United States Postal Service uses planned hidden sales!





Their main product and service is, of course, selling stamps and sending packages in addition to the delivery of letters and packages.

When a customer is sending a letter or package and goes to the clerk's counter, there are a series of questions and services the person behind the counter will ask you or offer you. Did you know that the clerks are provided with a script of all the services they need to remember to offer?

If you are sending a package, they start with the most expensive delivery option of express mail and then work down from there: priority, then parcel post. The customer is asked if they want to insure the package against loss or damage, if they want delivery confirmation and/or signature confirmation, if they want a return receipt by mail or an electronic return receipt. They are then asked if they need any stamps, any mailing supplies, envelopes, or packaging materials, all of which are available at a premium cost right there at the window.

If it is holiday time and the customer is purchasing holiday stamps, they are asked if they would like any matching merchandise.

If the customer is sending a letter, the clerks ask the customer if they would like it to go certified mail, if they want a return receipt by mail or an electronic return receipt. They are also asked if they need to purchase any stamps. My favorite line comes from one of our local clerks who says, "Is there any other way I can get more money out of you?"





Other hidden sales available today are domestic and international mailing choices. You can use NetPost Services online to send cards, letters, and flyers. They have options to execute your direct mail program as well as a premium forwarding service.

Did you know that, for convenience, you can go online to the postal store and purchase first class stamps, supplies, forms, labels, pre-inked rubber stamps, scales, pre-paid cards, and envelopes? You can also order stamps for collecting, for fun, and historical event stamps for education. They also sell lapel pins, state quarters and stamps, uncut press sheets, and you can even buy a love puppy card with lapel pin from the postal store.

There is even an opportunity to enter a contest for a chance to win \$10,000.

Both the post office and Keith Wellman know that looking at one product or service doesn't represent the process because the money making sales are hidden in the backend. You'll hear more from Keith about how you can make money using the backend in your downloads.





Tire and Auto Centers



Did you know that as of today, the US population is 301,139,947 and the world population is 6,602,224,175? These are some staggering numbers. If you had to guess how many motor vehicles in the world there are, what would you guess? Try over 600 million. I guess that would explain why it seems like you can find a tire and auto shop on every other street corner all around the world.

A tire and auto center's primary front end products are oil changes and tire service. Performing hidden sales processes for every customer beyond these basic services is imperative to their survival. The primary reason for this is that these businesses use the low price oil change as their loss leader—they're way of getting the customer through the door. The low price is actually \$1-\$2 below the raw costs of





the oil change and does not even include labor or disposal costs.

Because of this, every customer's vehicle, regardless of why it's there, is given a 9-10 point inspection that includes inspecting things such as the tires, air filter, brakes, and wipers, and checking on scheduled service maintenance opportunities such as the transmission.

They ask the customer when the last time was that the tires were rotated and then look for uneven wear. Rotating the tires and aligning them can pull in an extra \$85-\$90 in sales.

If the customer's vehicle needs a new air filter, this adds another \$20.

Even if the tires are not being rotated, a thorough shop will still pull off two tires to check the brake wear. New brakes add anywhere from \$89 to \$129 to the sale.

New wiper blades can add another \$8-\$12.

The center can also look at the owner's manual for "scheduled maintenance" opportunities such as transmission service which adds another \$89-\$119 to the price.

Another hidden sale we haven't talked much about is offering the customer a 20% discount if they have all the recommended services done on the spot.





Other hidden sales involved in this industry involve giving a free inspection and even a free alignment to every new person moving to town to get them in the door so they can experience how friendly and helpful the business is.

They will also donate free oil changes to charity events and nonprofit fundraisers as a way to get new customers in the door, all with the intent of developing customers for life.

Using these upsells in the tire and auto center boosts the average invoice to a national average of just under \$200 per invoice. That's a far cry from a simple oil change costing \$14.95!

Developing a customer for life is very valuable to these centers. When a customer comes in for an oil change, they usually become a customer for life because when the center inspects the vehicle, they are also creating a "driving history." This history allows them to recommend services, provide reminders, and essentially helps sell the car for a higher price because it's been well maintained and the owner can prove it.

An auto and tire center's strategy of offering a free oil change to develop a customer for life is right in line with hidden sales in Internet Marketing. You'll see from the many videos and audios you will be watching and hearing in this course how to make money off an upfront free offer.





Do you know what a customer is worth?

This is the key to knowing how much to spend on advertising, how much to pay affiliates, and how much you will make.

For example:

Let's say that the average new customer buys your \$27 ebook, but then goes on to buy 3 more times at \$47 each time. That customer is worth \$168 to you. With this knowledge, you could spend up to \$168 to get that customer and still break even. But if your only product was the ebook, then you could only spend \$27 to get that customer.

Initial Product Value	Upsell Value	Customer Value	Total \$ Income
\$27	\$0	\$27	\$27
\$27	\$141	\$168	\$168

Let's say you are paying affiliates to bring that customer to you. If the \$27 ebook is the only product you have (and no other Hidden Sales processes working for you!), then after a 50% commission, you would only be making \$13.50, and not finding too many affiliates willing to promote for you. However, if you were set up like the above example, you





could afford to pay out 100% in commissions and still make a profit of \$141 off the 3 sales @ \$47 apiece (and you would have a ton of affiliates sending customers to you!).

Initial Product Value	Product Value After Affiliate Commission	Upsell Value	Customer Value	Total \$ Income
\$27	50%=\$13.50	\$0	\$13.50	\$13.50
\$27	100%=0	\$141	\$141	\$141

What if you added even more Hidden Sales processes? How might that impact your visitor value and conversion?

Let's say that with only the \$27 ebook you are at a conversion rate of 2%. So if 5000 people visit your site and 2% buy, then 100 customers have spent \$27 for a total income of \$2700.

Now let's say that along with your \$27 ebook, you also have Hidden Sales processes bringing in an average of an additional \$141 (3 sales times \$47) and also increasing your conversion rate to 3%. You are now raking in \$4050 on the





ebooks and additional sales of \$21,150 (150 customers times \$141) for a grand total of \$25,200!

Initial Product Value	Product Value After Affiliate Commission	Upsell Value	Customer Value	5000 Customers At Conversion Rate of...	Total \$ Income
\$27	0%=\$27	\$0	\$27	2%	\$2700
\$27	0%=\$27	\$141	\$168	3%	\$25,200
\$27	100%=\$0	\$141	\$141	3%	\$21,150

Would you rather have \$25,200, or \$2700? Stupid question, huh? We've talked about doubling and tripling your income with Hidden Sales, in this example we're seeing closer to 10 times more income. Even if you paid affiliates 100% on the front end, you're still looking at an income of \$21,150—almost 8 times more income.

What advantages would this give you in your business:





- You could outsource more so you could make more products more quickly bringing in even more sales.
- You could advertise more and pay more for pay-per-clicks.
- You could pay affiliates more and have bigger and better contests, which snowballs into bringing in even more affiliates.

Without knowing these numbers, you stand to potentially lose money in the same way that my previous restaurant owner example was losing money on every hamburger.

Let's now take a look at some of the different categories of hidden sales. Although I have grouped these examples into specific categories, you will quickly see that there is often times a combination of categories being used within one sales process.

Upsells

Let's first look at the easiest Hidden Sale that almost every successful business uses...upsells.

The classic example is:

"You Want Fries With That?"





Now I don't even know what fries cost, but what would it mean if every single customer spent only 10 cents more per visit.

Right from McDonald's own website they say that they serve 47 million customers every day.

That would mean 4.7 million extra dollars every day if they only got 10 cents more per customer. That's 1.7 billion dollars in one year.

I would like to now walk you through some very successful online businesses and show you how they try to monetize every area of their website to make as much money as possible from each customer that visits their site.





The first sales process we'll walk through is for Go Daddy. Because you are not likely selling domains, lots of the examples for Go Daddy and the other sites I am going to show you won't apply specifically to your own business.

You can, however, use the same concepts and ideas that these successful companies are using. Look at what they're doing and try to see how you can adapt their practices so they apply to your business. Ask yourself how you can copy the same concepts in your business.



A screenshot of the Go Daddy website. At the top, there's a banner with the text "\$1.99* Domains!" and "No quantity limit! For all new & current customers with any new, non-domain purchase!**". Below the banner, there's a search bar with the placeholder "Domain Name Search:" containing "I-Want-To-Pay-More". To the right of the search bar is a dropdown menu set to ".info" and a red "GO!" button. Below the search bar, there's a list of domain extensions: ".com* SALE! .info \$1.99* .net* .org* .biz* SALE! .us \$5.99 .mobi* .tv .ws .name* .cc .de .jp .be .at .uk .nz .cn .tw .jobs* .eu .ag .fm .ms .tc .vg". At the bottom of the search area, it says "ICANN ACCREDITED" and "Plus ICANN fee of 20 cents per yr". To the right of the search bar, there's a yellow starburst graphic with the text "FREE EXTRAS \$96 VALUE!".

In this example, Go Daddy is selling domains for \$1.99. These are ".info" domains only. If they were only selling \$1.99 domains, at the end of their sales process, I would have spent only \$1.99. Let's go through the process that they go through to get me, the customer, to spend more money.





In this example, I purchased the domain: "I-Want-To-Pay-More.info" and checked off the \$1.99 price.

I-WANT-TO-PAY-MORE.INFO is available!

Check the domain names that you would like to register below.

► [Why you need multiple domains](#) ► [Tips From An Expert](#)

	.info*	.com*	.net*	.org*	.biz*	.us	.mobi*
Select All	<input checked="" type="checkbox"/> SALE! \$1.99 save \$8.00!	<input type="checkbox"/> \$8.95/yr	<input type="checkbox"/> \$8.99/yr	<input type="checkbox"/> \$8.99/yr	<input type="checkbox"/> \$7.99/yr	<input type="checkbox"/> SALE! \$5.99/yr save \$2.00!	<input type="checkbox"/> \$14.99/yr

As you can see, I am immediately given other options to register. Go Daddy searched their data base and found that "I-Want-To-Pay-More.com", "I-Want-To-Pay-More.net", and others are available. They are instantly offering almost the exact same product that I originally wanted. They are giving me the domain name with just a minor difference, but notice that all the other options will cost me more money!

In your own business, what could you offer your customer that is almost exactly the same, but offers you more income potential? If you're selling an informational CD, for example, your customer may want it in the MP3 downloadable format, or they might want the transcript.

People have taken a product and included the streaming audio, but then sell the downloadable MP3 and the transcript. If you are selling CD's, you could also sell the DVD's, you could sell the transcripts, or you could even bundle them together to increase your sales! Think about





how you could apply this concept of “similar products” to your business.

Also Available	Smart Search	International Domains	Premium Domain Names
Select All Get your .TV domain and more!			
<input type="checkbox"/> I-WANT-TO-PAY-MORE.TV Just \$39.99/yr <input type="checkbox"/> I-WANT-TO-PAY-MORE.WS Just \$9.99/yr			
Select All Premium Domain Names ?			
<input type="checkbox"/> VelvetAnt.com \$1,150.00* <input type="checkbox"/> GhostAnt.com \$1,000.00* <input type="checkbox"/> AntSpecies.com \$1,050.00* <input type="checkbox"/> AntNests.com \$1,000.00* <input type="checkbox"/> AntiInsect.com \$1,100.00* <input type="checkbox"/> BulldogAnt.com \$1,000.00* <input type="checkbox"/> AntTypes.com \$1,000.00* <input type="checkbox"/> CowAnt.com \$800.00* <input type="checkbox"/> WingedAnts.com \$1,250.00* <input type="checkbox"/> AntiInfestation.com \$1,150.00*			
► See other domains like this.			
Select All Additional Domains			
<input type="checkbox"/> IWANT2PAYMORE.INFO \$1.99* - save \$8.00! <input type="checkbox"/> IWANTTOGIVEMORE.INFO \$1.99* - save \$8.00! <input type="checkbox"/> IWANTTOPAYMORE.INFO \$1.99* - save \$8.00! <input type="checkbox"/> IDESIRE2PAYMORE.INFO \$1.99* - save \$8.00! <input type="checkbox"/> ILIKE2PAYMORE.INFO \$1.99* - save \$8.00! <input type="checkbox"/> ILIKETOGIVEMORE.INFO \$1.99* - save \$8.00! <input type="checkbox"/> ILIKETOPAYMORE.INFO \$1.99* - save \$8.00! <input type="checkbox"/> ILIKE2GIVEMORE.INFO \$1.99* - save \$8.00! <input type="checkbox"/> IWANT2GIVEMORE.INFO \$1.99* - save \$8.00! <input type="checkbox"/> IWANT2PAYOTHER.INFO \$1.99* - save \$8.00!			
► See other domains like this.			
Select All Additional Domains			
<input type="checkbox"/> IWANT-TO-PAY-MOREONLINE.INFO \$1.99* - save \$8.00! <input type="checkbox"/> BESTIWANT-TO-PAY-MORE.INFO \$1.99* - save \$8.00! <input type="checkbox"/> IWANT-TO-PAY-MOREHOME.INFO \$1.99* - save \$8.00! <input type="checkbox"/> NEWIWANT-TO-PAY-MORE.INFO \$1.99* - save \$8.00! <input type="checkbox"/> IWANT-TO-PAY-MORESITE.INFO \$1.99* - save \$8.00! <input type="checkbox"/> MYIWANT-TO-PAY-MORE.INFO \$1.99* - save \$8.00! <input type="checkbox"/> IWANT-TO-PAY-MOREMERRINFO \$1.99* - save \$8.00! <input type="checkbox"/> THEIWANT-TO-PAY-MORE.INFO \$1.99* - save \$8.00!			

Here Go Daddy is showing me additional options of domains that are available. You will notice that some of these are slight variations of what I originally typed in. These domain suggestions might possibly be even better than what I originally thought of.

Notice the area titled “Premium Domain Names”. These are just wild, unrelated domains that are usually higher in price. In this example you’ve got sites that are over \$1000!





This may be an example of the “principle of contrast” where you are shown what domains can be valued at or what they can be worth (\$1000 or more), then you are not so hesitant to pay only \$2.

The same principle is also at work as you’ll see in the next few screenshots. They want you to spend \$2.99 here, \$13 there, \$49.99/year there. All the individual dollar amounts seem small in contrast to that \$1000.

I’d be really curious to find out if these high priced domains are actually an impulse buy and people are checking them and buying them. There again, it’s a good strategy—impulse. You’ll see this over and over in the examples. With the impulse buy, people have their wallets out and they’re ready to purchase, so why not give them something to buy.

A screenshot of a GoDaddy promotional offer. It features a red octagonal 'STOP!' icon. The text reads: "STOP! You've found a great domain... Now protect your name, increase your traffic and more!" Below this, a section titled "Registering similar domain names helps you:" lists benefits: "Keep your name unique", "Expand your online presence", "Promote different products", "Create more avenues to your site", "Attract more visitors", and "Regain lost traffic". A "SAVE 23% on these great domains!" button highlights two offers: "I-WANT-TO-PAY-MORE.NET \$0.99/yr" and "I-WANT-TO-PAY-MORE.US \$7.99/yr". A large orange starburst says "SAVE 23%!". At the bottom, a checkbox says "Add these domains now for JUST \$16.98 \$13.00!" and a green button says "YES! Add these to my order." Another option "No thanks. Continue to checkout..." is shown.

In this screenshot, you’ll notice Go Daddy is offering a discount on the “.net” and the “.us” of our chosen domain.





They're doing the old, "Hey, we're having a sale. Would you like to pick up an additional item and save money?"

Also notice that the "Add these domains now..." is pre-checked. This is similar to a forced continuity program where you're getting something automatically and you have to "ask out" of it.

Since this box is pre-checked, if you just click the button to move on, "Yes! Add these to my order.", when you go to the next page, these two items will automatically be added on. Notice that the "Yes! Add this to my order." button is bigger than the "No thanks." button.

Your Domain Names (1)	Registration Length Pricing	Contact Information	Auto-Renew Protection	Certified Domain View Seal	Add Email & your domain is just \$1.99!
+ Domains on this order Edit Details for Each Domain	2 year	Jeff Dedrick	<input checked="" type="radio"/> Auto-Renew <input type="radio"/> Manual	<input type="radio"/> Certified \$2.99/yr <input checked="" type="radio"/> Uncertified	<input type="checkbox"/> Deluxe \$19.99/yr <input type="checkbox"/> Premium \$29.99/yr

On this page you'll notice that for our \$1.99 domain, Go Daddy is pre-populating the two-year pricing. They are indirectly asking for a two-year commitment right away. Instead of allowing you to spend only \$1.99, they are trying to get you to spend \$11.98 for two full years. The thing they don't spell out for you is that the second year is at the full price. The one-year for \$1.99 is a loss leader. You will not continue to receive this price forever.





Go Daddy also pre-checked the “Auto- Renew”. They want your registration to automatically renew without any effort on your part.

For those of you who have membership sites, you should be doing the same thing. Your customers should be on auto-renew.

I did this in my fitness centers where after the one year contract was up, they became a month-by-month member automatically. It's human nature for people to put things off. Even if they loved my athletic club and wanted to be a member, there was always the possibility they would let their membership lapse. I didn't want to take the chance that the member might find the act of coming in to sign up again inconvenient and that I might lose that member forever.

The last couple of boxes above offer to certify your domain with a seal and add email to your domain. As you can see, these two items are not pushed as hard as the others. You are not forced to un-check or choose a less costly option.





Plan Features	<input checked="" type="radio"/> Standard Included	<input type="radio"/> Deluxe \$8.99/yr	<input type="radio"/> Protected \$24.99/yr
Private Registration^{††} Helps protect against spam, fraud, identity theft and more by shielding your personal information from public view.		✓	✓
Business Registration Provides vital details of your business to millions of daily WHOIS searchers.		✓	✓
Expiration Protection – GoDaddy.com Exclusive! Protects your domain against loss due to credit card expiration or failure, outdated contact information and more.			✓
Deadbolt Transfer Protection Protects your domain against any accidental or malicious transfer.			✓
Personal information listed in Public WHOIS Database	✓		

Note: You will set up your Whois Advertising Listing information by logging into My Account after purchase.

► 3. Select Checkout Preference:

- Show me exclusive offers that will help me get the most from my domain.
Note: You may qualify for \$1.99 domain pricing with each additional product you buy.
- Quick Checkout.

CONTINUE ►

Here you'll see that Go Daddy has conveniently put together "Plan Features" that customers may see a need for. If people are buying a domain name, there's a good chance they're going to need other services. Go Daddy has done a great job of giving people options to purchase these.

This is the first time you've seen them get away from direct domain selling. They'll be doing a lot more of this in the coming screenshots.

Go Daddy offers different plan levels to try to get people to purchase plan features such as private registration, expiration protection, and even transfer protection. These





are additional services having to do with the domain itself that they're offering to the customer to buy.

Notice they have pre-checked, "Show me exclusive offers that will help me get the most from my domain." In this case, customers have to go out of their way to choose a "quick checkout" and bypass these options. If people just go down and hit "continue", then on the next screen they are going to see another set of products that they can purchase.

Customize Your Order

The **savings don't stop!** Whether you're new to the 'Net or a seasoned expert, we've got the products and services you need to make the most of your presence on the Web.

Select Your Hosting Plan [Help Me Choose](#)

- The world's largest host.¹
- No ad banners or pop-ups, no set-up fees and no annual commitment.
- All hosting includes FREE software, forums, blogging, photo galleries and more.
- Affordable, reliable and ideal for most individuals and small businesses.

[View plan details](#)

<input type="checkbox"/> Add Economy: 5,000 MB Disk Space, 250,000 MB Data Transfer, 500 Email Accounts, 50 Forwarding accounts, 10 MySQL Databases	
12 mos. Economy - Linux \$3.59/mo Save 10% <input type="button" value="Select"/>	
<input type="checkbox"/> Add Deluxe: 100,000 MB Disk Space, 1,000,000 MB Data Transfer, 1,000 Email Accounts, Unlimited Forwarding accounts, 25 MySQL Databases, SQL Server 2000, Free Linux Items or Free Windows Items	
24 mos. Deluxe - Linux \$5.59/mo BEST VALUE! Save 20% <input type="button" value="Select"/>	
<input type="checkbox"/> Add Premium: 200,000 MB Disk Space, 2,000,000 MB Data Transfer, 2,000 Email Accounts, Unlimited Forwarding accounts, 50 MySQL Databases, SQL Server 2000, Free Linux Items or Free Windows Items	
12 mos. Premium - Linux \$13.49/mo Save 10% <input type="button" value="Select"/>	

Includes FREE SSL, \$19.99 value!

If you are adding hosting today, you should also consider:

<input type="checkbox"/> Add Traffic Facts: Just \$2.99/mo!	3 month minimum purchase	Select Plan Length: <input type="button" value="12 months"/>
<input type="checkbox"/> Add a Turbo SSL@Certificate \$19.99/yr!		Select Plan Length: <input type="button" value="2 Years - Save 10%"/>
<input type="checkbox"/> Add Quick Blog  Just \$2.99/mo.	2 month minimum purchase	Select Plan Length: <input type="button" value="12 months - Save 10%"/>
<input type="checkbox"/> Add Online Photo Filer: Just \$2.99/mo	3 month minimum purchase	Select Plan Length: <input type="button" value="12 Months - Save 10%"/>

Email Plans - Create your own personalized email account [Help Me Choose](#)

- Promote your domain with a personalized, easy-to-remember email address.
- Spam, fraud and virus protected.
- POP3 configured and advertising-free.

<input type="checkbox"/> Add Complete Email: 1 Email Address; 25 MB total storage	<input type="button" value="1 yr(s): \$9.99/yr"/>
<input type="checkbox"/> Add Deluxe Email: 5 Email Addresses; 1000 MB total storage CUSTOMER FAVORITE	<input type="button" value="1 year: \$19.99/yr"/>
<input type="checkbox"/> Add Premium Email: 100 Email Addresses; 2000 MB total storage; FREE! Online Group Calendar , \$9.99 value! BEST VALUE!	<input type="button" value="1 year: \$29.99/yr"/>
Upgrade to the Email Users Package and Save 20%! Includes Online Group Calendar , Online File Folder and Email .	
Select Plan: <input type="button" value="Deluxe Was \$49.97, NOW JUST \$39.97/yr"/>	<input type="button" value="Select"/>
Select Plan Length: <input type="button" value="1 year"/>	





After hitting “continue”, Go Daddy reminds you that “The savings don’t stop!...we’ve got the products and services you need to make the most of your presence on the Web.”

These may include hosting, traffic, and possibly an SSL certificate if you are selling something. They’re offering quick blogs and online photo; the options seem endless.

Some of these are 2-year services where you have to pay every year, so there is a yearly cost. Go Daddy uses drop down menus and pre-populates some of these with the longer time frames. If it’s a one month plan, the drop down box is pre-checked for 12 months showing you the savings by choosing that option. They’re choice is not to have customers buying monthly. They want to get as much money out of the customer as they can during this transaction.

WebSite Tonight® – Build my own Web site in minutes²

[Help Me Choose](#)

▪ Create your own Web site with point-&-click ease – no technical skills needed!
▪ Take advantage of 800+ professionally designed templates, 1,700+ premium images, custom color sets & more.
▪ Includes FREE Hosting and email.
▪ NEW Build .mobi pages and make your site available for mobile devices!
▪ Premium version includes **FREE SSL** – a \$19.99 value!

Add 12 months Deluxe: Ten pages \$8.10/mo Save 10%

WebSite Tonight® customers should also consider:

<input type="checkbox"/> Add Quick Blog Just \$2.99/mo. 2 month minimum purchase	Select Plan Length: <input type="button" value="2 months"/>
<input type="checkbox"/> Add Traffic Facts Just \$2.99/mo. 3 month minimum purchase	Select Plan Length: <input type="button" value="12 months"/>
<input type="checkbox"/> Add Online Photo Filer : Just \$2.99/mo 3 month minimum purchase	Select Plan Length: <input type="button" value="12 Months - Save 10%"/>





Traffic Blazer® – Drive traffic to your Web site and increase online visibility

[Help Me Choose](#)

- Position your Web site for top rankings with Google® and others.
- Promote your business online, increase your online visibility and make money on the Net.
- Submit your Web page(s) to leading search engines – that's where most traffic and online purchases come from.
- Discover your site's strengths and potential weaknesses to help secure search engine success.
- Keep customers coming back with [Express Email Marketing®](#) (included in Deluxe & Premium plans only).

Premium plan owners can also measure results with [Traffic Facts](#) and real-time site statistics.

Add Traffic Blazer: Select Plan Length: 2 years - \$29.99/yr

Add Traffic Blazer Deluxe: Includes Traffic Blazer AND [Express Email Marketing®](#) with 5,000 emails/yr - the Contact Manager for Prospects & Customers.

Select Plan Length: 2 years - \$49.99/yr

Add Traffic Blazer Premium: Includes Traffic Blazer Deluxe AND 12 months of [Traffic Facts](#). If you're serious about growing and protecting your online presence, this is a must-have!

Select Plan Length: 2 years - \$69.99/yr

Private Registration – Keep your personal information private

[Help Me Choose](#)

You have a domain in your cart. Protect your privacy – and still promote your site!

- [Private Registration](#) keeps your personal information out of the public database, protecting you against spam, fraud, stalkers and worse.³
- [Deluxe Registration](#) boosts traffic to your site—without sacrificing your privacy—by combining the personal protection of Private Registration with the advertising power of a complete business listing in the Whois directory, home to MILLIONS of daily searches! Listings include contact information, multiple images and hyperlinks for special offers, Domain Validation and more.



Upgrade My Registration Type

Select Plan: Private Registration WAS \$8.99 NOW JUST \$6.99/yr

Select Your Domains By Proxy® Account (Private Registration Account):

- Login: 5930311 Jeff Dedrick
 Create New

Private Registration customers should also consider:

Validate Your Site with
a [Certified Domain Seal](#) Just \$2.99/year!

Select Plan Length: 2 Years: \$2.99/yr

Select Qty: 1





Private Registration customers should also consider:

Validate Your Site with
a [Certified Domain Seal](#)  Just \$2.99/year!

Select Plan Length: [2 Years: \\$2.99/yr](#) 
Select Qty: [1](#) 

Quick Shopping Cart® – Create your own online store with a shopping cart

[Help Me Choose](#)

- Accept PayPal® or credit cards and reach millions of eBay® and Froogle™ shoppers.
- Integrate your sales information with QuickBooks®.
- All plans include [Google® AdWords® Credit](#), storefront, catalog builders, hosting and more.



Add Economy: 20-product catalog, 50MB Disk Space, 1GB Bandwidth

Select Plan Length: [12 months Just \\$8.99/mo - Save 10%](#) 

Add Deluxe: 100-product catalog, 1000MB Disk Space, 50GB Bandwidth

BONUS! - Includes a [QuickBooks Merchant Account](#) **CUSTOMER FAVORITE**

Select Plan Length: [12 months Just \\$26.99/mo - Save 10%](#) 

Add Premium: Unlimited product catalog, 2000MB Disk Space, 100GB Bandwidth

BONUS! - Includes a [QuickBooks Merchant Account](#)

Select Plan Length: [12 months Just \\$44.99/mo - Save 10%](#) 

Upgrade to the eCommerce Sites Package and Save 20%! Includes [Economy](#)

[Quick Shopping Cart](#), [Turbo SSL® Certificate](#) and [Standard U.S. Merchant Account](#).

Select Plan Length: [1 year was \\$187.78/yr, NOW JUST \\$150.22/yr](#) 

CONTINUE ►

At this point, Go Daddy is not only giving customers the option to buy new items, including Website Tonight, Traffic Blazer, and Quick Shopping Cart, but they're going back and trying to resell you on the private registration and other items you've already turned down once. Again, they've got some of the drop down options already pre-checked for 12 months and 2 years trying to get a full year or 2 of payments from you.





The customer information on this order will be used as the registrant and contact information for these domains and will be listed in the public [Whois](#) directory. This information can be changed in your account after checkout.

1 Review Your Shopping Cart

Product Name	Quantity	Unit Price	Your Price	Total Price
.INFO Domain Name Registration - 2 Years*	1 name(s) <input type="button" value="2 Years"/> <input checked="" type="radio"/> Public Update Remove <input type="radio"/> Private	\$19.98	\$11.98	\$12.38*
Add these matching domains. Why?				
<input type="checkbox"/> I-WANT-TO-PAY-MORE.COM for \$8.95*/yr <input type="checkbox"/> I-WANT-TO-PAY-MORE.NET for \$8.99*/yr				
If you have a promo or source code enter it here:** <input type="text"/>		Apply Code	Your subtotal (USD): \$12.38	

At this point we've now decided to continue on to the checkout. Go Daddy is showing me that I have indeed chosen to purchase "I-Want-To-Pay-More.info", once again asking if I want to purchase matching domains. This is the third time they've offered this.

They originally offered the ".com", ".net", ".org", ".biz", and ".us". Then later on they showed the sale where they offered the "save 23%" for the ".net" and the ".us" and again they're offering the ".com" and ".net" right in the shopping cart when we're reviewing what we've purchased. They've pre-checked the registration for two years. As you can see, we're paying \$12.38 instead of the \$1.99.

1 name(s)	<input type="button" value="1 Year"/> <input type="radio"/> Public Update Remove <input type="radio"/> Private	\$0.99	\$1.99	\$2.19*
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In review, if Go Daddy ran their business like many other people do online, they would have only sold the \$1.99 .info domain. However, by trying to sell as many similar or





related products as possible to the customer, they have been able to create a successful company.



If I had gone through the whole sales process and bought all of their non-domain products or cross sells that they recommended (without buying any additional domains), my total would have been \$882.74. That is only for today's purchase. That does not include the many recurring costs every month and every year for some of the cross sells that were purchased.

A screenshot of a promotional pop-up window from GoDaddy.com. The window has a green header bar with the text "Wait! Don't miss your chance!". Below this is a large "Go Daddy" logo. The main message is "\$1.99* domain names with each new non-domain product purchased". There is a "KEEP SHOPPING" button. At the bottom, there is a box containing the text "Can't find just the right domain name? Call one of our Domain Search Experts for help, 24x7! (480) 505-8866". A "CLOSE" button is at the bottom right. A small note at the very bottom says "*Plus ICANN fee of 20 cents per year".





After my decision not to purchase the \$800+ in products and services, I exited the site. Go Daddy tried one last time to get me to purchase with this exit ad: "Wait! Don't miss your chance!" Even Go Daddy realizes the importance of having an exit strategy for their business.



Let's now move on to Dell Computer to learn some of their strategies to make more money through hidden sales. Dell uses a low cost strategy similar to Go Daddy to get people in the door, to get people to their web page, or to call their company.



The screenshot shows the Dell Build My Dell website interface. At the top, there are four steps: 1 Build My Dell, 2 Add My Accessories, 3 Protect My Investment, and 4 Review & Continue. Below this is a link to "SWITCH TO LIST VIEW". On the left, there is a sample image of a silver Dell laptop. In the center, the text "SELECT MY PROCESSOR" is displayed above a list of options. The first option, "AMD Turion™ 64 X2 Mobile Technology TL-60 (2.0GHz/1MB) [Included in Price]", has a checked radio button next to it. Other options include "AMD Turion™ 64 X2 Dual-Core Mobile Technology TL-56 [subtract \$40]", "Mobile AMD Sempron™ 3500+ (1.8GHz/512KB) [subtract \$150]", and "AMD Athlon™ 64 X2 Dual-Core Mobile Technology TK-53 [subtract \$100]". At the bottom right is a green button labeled "Go to Next Component".





In this example, Dell is advertising the Inspiron 1501 at the low price of \$489. In subsequent screens you will see that Dell does a great job of trying to get you to upgrade and to cross sell you on additional products.

In this screenshot, however, Dell takes a different approach. Here it actually looks like they are trying to downsell you, meaning that the original laptop computer is checked off, but you are given options to downgrade resulting in a lower priced computer. Their strategy might be to take that customer who came here happy to buy that \$489 computer, then lower their guard by making it look like they are trying to help them out by offering them ways to save money.

The screenshot shows a step-by-step process for building a Dell computer. Step 1: Build My Dell, Step 2: Add My Accessories, Step 3: Protect My Investment, Step 4: Review & Continue. A link to 'SWITCH TO LIST VIEW' is also present. The main area is titled 'SELECT MY PRINTER' and features a 'Help Me Choose' button. It lists several printer models:

- Dell AIO 926 - Includes Media Card Reader [~~\$99~~ \$49 or \$2/month¹] **Dell Recommended**
Save \$50 off this Dell 926 Printer! [Discount Details](#)
[Add accessories & services](#)
- Dell AIO 946 - Includes Fax [~~\$449~~ \$99 or \$3/month¹]
Save \$50 off this Dell 946 Printer! [Discount Details](#)
- Dell AIO 966 - Includes Fax, 2.4" Display and Media Card Reader [~~\$479~~ \$149 or \$5/month¹]
Save \$30 off this Dell 966 Printer! [Discount Details](#)
[Add accessories & services](#)
- Dell Wireless AIO 966 - Integrated WiFi, Fax, 2.4" Display and Card

* See below for important details [Previous Component](#) [Go to Next Component](#)

Things quickly change, though, in this screenshot where Dell is offering their help with your printer purchase. You entered





their site with the intent to buy a computer, but if you're like most people, you'll more than likely need to buy a printer also.

Dell has the first box pre-checked and even highlighted in green (the Dell recommended box), and they're trying to entice you to spend an additional \$49 to purchase the printer. There's even a button underneath that you can click on to "Add accessories and services".

The screenshot shows a step-by-step process for building a Dell computer. Step 3, 'Protect My Investment', is currently selected. On the left, there's a thumbnail of a 'Warranty' booklet with the text 'ONE CLICK. FOUR YEARS.' overlaid. To the right, under 'SELECT MY WARRANTY AND SERVICE', there are five options for In-Home Service, Parts + Labor:

- Get \$75 in Dell Dollars with 4Yr In-Home Service, Parts + Labor - Next Day [add \$340 or \$10/month¹] **Dell Recommended**
- 3 Yr In-Home Service, Parts + Labor - Next Business Day [add \$250 or \$7/month¹]
- 2 Yr In-Home Service, Parts + Labor - Next Business Day [add \$170 or \$5/month¹]
- 1 Yr In-Home Service, Parts + Labor - Next Business Day [add \$70 or \$2/month¹]
- 1Yr Ltd Warranty and Mail-In Service **[Included in Price]**

At the bottom are 'Previous Component' and 'Go to Next Component' buttons.

Here Dell is trying to get you to buy a warranty. Notice the heading of this section-- "Protect My Investment". They're not saying, "Spend More Money" (which is what they want you to do!), they're saying, "Protect My Investment." Everyone wants to "protect their investment".

But if you notice in the green "Dell Recommended" box, the price is \$340. That's almost as expensive as the original





computer! (They entice you to add this to your purchase by offering you \$75 in Dell Dollars.) You'll find that in most businesses, warranty programs are a huge percent of profits.

The screenshot shows the Dell Build My Dell process at step 4: Review & Continue. The main area displays a laptop icon and the text "REVIEW MY SUMMARY" with a green checkmark icon. It says "Congratulations! Your system is ready to be built." Below this, a green box highlights "We have some recommendations for you highlighted in green below." The "My Components" section lists the following specifications:

Component	Description	Action
PROCESSOR	AMD Turion™ 64 X2 Mobile Technology TL-60 (2.0GHz/1MB)	edit
OPERATING SYSTEM	Genuine Windows Vista™ Home Basic	edit
LCD PANEL	14.1 inch Wide Screen XGA Display	edit
MEMORY	512MB DDR2 SDRAM 533MHZ, 1 DIMM	edit
HARD DRIVE	Size: 60GB SATA Hard Drive (5400RPM)	edit
OPTICAL DRIVE	24X CD Burner/DVD Combo Drive	edit
VIDEO CARD	ATI RADEON® Xpress1150 256MB HyperMemory™ (Integrated)	edit
SOUND OPTIONS	Integrated Audio	edit
BATTERY OPTIONS	29 Whr 4-cell Lithium Ion Primary Battery	edit

To the right, the product summary for the "Inspiron 1501" is shown with a price of "\$1,177 As low as \$36/month". It includes links for "Apply | Learn More", "Discount Details", and "Preliminary Ship Date: 7/26/2007". An "ESSENTIAL ADD-ONS" section offers a travel bundle for \$33, with a link to "Add to system".

When we get to the “Review My Summary” page, Dell shows you everything you’ve purchased. Notice in green it says, “We have some recommendations for you highlighted in green below”. They’re not done with you yet!

Notice that the price has jumped from \$489 up to \$1177, but Dell also shows you that it is only \$36 per month. They’re trying to put it into some kind of perspective that makes it sounds like it’s not all that much.

In the original ad of \$489, the price was as low as \$15 per month, but customers didn’t really notice that. Now they have already gone through the complete sales process, they’ve checked the things they want, and now it is time to buy.





After seeing this price of \$1177, the customer may be feeling some sticker shock and might be hesitant to make this expensive of a purchase. By Dell breaking it down into a lower monthly price, they're hoping it will prevent people from abandoning the shopping cart and not purchasing anything.

The screenshot shows a Dell product page for the Inspiron 1501. At the top, it says "Inspiron 1501" and "From \$1,257". Below that, the price is prominently displayed as "\$1,177 As low as \$36/month²". There are links for "DELL Apply | Learn More" and "Discount Details". A note indicates a "Preliminary Ship Date: 7/26/2007³". Under the heading "ESSENTIAL ADD-ONS", there is a description: "Add a travel bundle! Get a pocket USB hub and surge protector for ultimate mobility!" followed by a price of "\$33" and a "Add to system" button.

Dell still isn't done with you. Notice here underneath the price of \$1177, they're even asking you to purchase "Essential Add-Ons", products they want you to feel like you need. Dell doesn't want to take the chance of their customer going to someone else's website or a local store to buy these products. They're giving them the opportunity to make one purchase and get everything.





Inspiron 1501

From \$1,290

\$1,210 As low as \$37/month*

[Apply | Learn More](#)

So, when all is said and done, Dell Computer originally got us to come in by advertising the low price of \$489, but after purchasing some of their recommended products, they've more than doubled what we were originally going to spend, and in doing so, more than doubled their profits.



Our next example of a company that does a great job of the hidden sales process is the online printer VistaPrint. I've used VistaPrint many times for printing projects, and they send out offers all the time for 250 free business cards. We're going to walk through the process of getting those free business cards and how Vista Print continues to make a lot of money giving out free business cards even to their current customers.

Watch how a free offer adds up...





The screenshot shows a web-based order checkout process. At the top, there's a navigation bar with a checkmark icon and the text "Order Checkout". Below it, a progress bar indicates steps 1 through 5: "Select Options", "Shipping Address", "Billing Address", "Payment Information", and "Order Confirmation".

The main content area is titled "Premium Business Card: Select Options". It includes tabs for "Quantity", "Paper Stock", "Back Side", "Matching", and "Accessories".

Under the "Quantity" tab, there's a preview image of a business card with two women's faces and the text "Home Party PROFIT Secrets". Below the image is contact information: Jeff Dedrick, jeff@homepartyprofitsecrets.com, 608-449-4546 - cell, 3307 Westminster Rd, Janesville, WI 53546.

A section titled "Choose Quantity" offers a promotional deal: "Stock up now! Get 500 for only \$10.00. It's a great value." It lists three options:

- 250 for \$19.99 **FREE**
- 500 for \$29.99 **\$10.00**
- Other Quantities

At the bottom right of the form is a "Next" button with a blue arrow icon.

After clicking on the email I was sent and selecting a business card, I went to the order checkout page where they are offering me additional quantities of business cards. The 250 are free, but they are, of course, trying to upsell me into purchasing more business cards which would obviously cost some money.





Order Checkout

1 Select Options > 2 Shipping Address > 3 Billing Address > 4 Payment Information > 5 Order Confirmation

Premium Business Card: Select Options

Quantity **Paper Stock** Back Side Matching Accessories

Choose Paper Stock

Exude quality with heavy, 100-lb. Super Premium stock. Smooth, matte finish.

- Matte - INCLUDED
- Glossy Finish - \$9.99
- 100-lb. Premium Matte Paper - \$12.99

[About Paper Options](#)

[Next >](#)

On this page, the 100-lb. premium paper stock for \$12.99 is pre-checked. They are already planning on your upgrading your free cards to cards with a higher quality paper.

Premium Business Card: Select Options

Quantity **Paper Stock** **Back Side** Matching Accessories

Choose Back Side Options

Get more from your card. Use the back for appointments, promotions and more.

 <input checked="" type="radio"/> FREE No Printing Blank	 <input type="radio"/> \$12.99 Appointment Color	 <input type="radio"/> \$6.99 Create Your Own Text Black and White	 <input type="radio"/> \$6.99 Calendar Black and White
 View Larger / Edit	 View Larger / Edit	 View Larger / Edit	 View Larger / Edit
<input type="radio"/> \$12.99 Create Your Own Text Color	<input type="radio"/> \$12.99 Calendar Color	<input type="radio"/> \$6.99 Appointment Black and White	





Here, VistaPrint tries to get you to purchase printing for the backside of your card.

A screenshot of a VistaPrint website page titled 'Matching Documents'. The page includes a navigation bar with tabs for 'Quantity', 'Paper Stock', 'Back Side', 'Matching' (which is highlighted in yellow), and 'Accessories'. Below the tabs, a sub-section titled 'Customers who order Premium Business Cards also like...' lists 'Matching Business Card Magnets' and 'Sticky Notes'. The 'Matching Business Card Magnets' section shows a sample magnet with a photo of three people and the text 'Home Party Profit Secrets'. It includes contact information for 'Jeff Dedrick' and a price of '\$9.74'. The 'Sticky Notes' section shows a sample note from 'Jeffrey W Dedrick'. Both sections include 'Edit My Information' and 'Crop this photo' links. At the bottom of the page, there is a note about saving 25% on sticky notes.

In this screenshot, you'll see under "Matching Documents" it says, "Customers who order premium business cards also like...". VistaPrint also realizes that if you are buying business cards, it's possible that you are changing jobs, changing titles, or perhaps you are starting a business.

Often times there are reasons for needing cards other than because you are running out. They realize there's a good chance that you are going to need other products at this point, so they're giving you the option to buy additional products like the matching business card magnets and sticky





notes (with your name already on them). They want to keep these purchases in-house.

Premium Business Card: Select Options

Quantity Paper Stock Back Side Matching Accessories

Choose Accessories

Customers who order Premium Business Cards also like...

FREE QuickBooks Software!
How much money is your business making? Who owes you money? Try this FREE software (not a trial - no expiration date) from QuickBooks so you can organize your sales and expenses in one place.

FREE
\$1.99 shipping & processing fee applies.

[Learn More](#)

Add to my Order

Business Card Holder
Keep your business cards handy. This sleek, lightweight metal card holder fits easily into your pocket or purse.

Now: \$6.99

Choose Quantity:
1 - \$6.99

Add to my Order

Small Rubber Stamps
Save time with convenient, self-inking stamps. Choose the purpose that best suits your needs.

Reg. \$12.99
Save 100%!
Now Only FREE!

Choose Quantity:
1 - FREE

[Edit My Information](#)

Select a Design:
Address
 Black Ink
 Red Ink
 Blue Ink

Add to my Order

Electronic Business Card
Get an electronic version of your business card to use in email.

Reg. \$3.99
Save 50%!
Now Only \$1.99!

Note: To use an E-Business Card, you must send e-mail using Microsoft Outlook or Outlook Express

[More Info...](#)

Add to my Order

Next

On this page you'll see that VistaPrint has figured out that there are "accessories" customers typically purchase when they are business card buyers. Here they offer business card holders, rubber stamps, and electronic business cards.





With their offering of QuickBooks Software, it looks like they may be doing a joint venture with QuickBooks where they're giving away the software for free. In order for VistaPrint to give the software away for free, there's a good chance that there is some type of upgrade to the software after you get the free option that VistaPrint makes money on as an affiliate.

If we take a look at your business, what are some similar products that you can offer your customers either a trial membership to, or just offer, similar to this case?

1. Choose a Delivery Time**

Slow: 21 Days - \$7.15
Arrives on or before 7/24/2007

Standard: 14 Days - \$10.85
Arrives on or before 7/17/2007

Priority: 7 Days - \$14.65
Arrives on or before 7/10/2007

Rush+: 3 Business Days - \$30.18
Arrives on or before 7/5/2007

** Delivery times apply to orders placed before 8:00 p.m. ET.
+ Rush orders will arrive within 3 business days after today. Guaranteed Rush Delivery to US & German shipping addresses, excluding PO Boxes. Processing times estimated are for continental U.S. Alaska and Hawaii may take a bit longer.

In this screen shot they're letting you choose a delivery time. They're calling the first option of 21 days "slow". No one wants "slow".

The "standard" time of 14 days is pre-checked. More than likely they are making money on the shipping and possibly even paying for the 250 free business cards with what they are charging for the shipping.





This is a standard practice called a “self-liquidating program” where you give something away, and then the cost of that item is actually covered in the price of the shipping and handling.

Your Special Offers	Order Confirmation																																				
<p>Save 20% Off Your Next Order!</p>  <p>Get Started! Your Discount, Your Choice!</p> <p>A Gift For You</p>  <p>Click here to claim your Thank You Reward for your order today!</p> <p>Continue</p>	<p>Dear Jeff,</p> <p>Thank you for ordering from VistaPrint!</p> <p>Please enjoy the very special enclosed offer and gift as our way of saying “thanks!”</p> <p>This is an updated order confirmation that also includes your bonus buy purchase.</p> <p>Here are your order details:</p> <p>Order Number: 03382-23156-1E4 Order Date: 6/10/2007 Delivery Option: Rush</p> <p>Your order will arrive on or before 6/13/2007</p> <table border="1"><thead><tr><th>Item</th><th>Name</th><th>Quantity</th><th>Price</th></tr></thead><tbody><tr><td colspan="4">Documents</td></tr><tr><td>084-001</td><td>Standard Postcards</td><td>1000</td><td>\$ 69.99</td></tr><tr><td>956-001</td><td>Postcards - Glossy Finish</td><td>-</td><td>INCLUDED</td></tr><tr><td>907-001</td><td>Postcards - Printed Backside</td><td>-</td><td>INCLUDED</td></tr><tr><td>961-001</td><td>Customization</td><td>-</td><td>INCLUDED</td></tr><tr><td></td><td></td><td>Subtotal:</td><td>\$ 69.99</td></tr><tr><td></td><td></td><td>Shipping & Processing:</td><td>\$ 33.31</td></tr><tr><td></td><td></td><td>Tax:</td><td>\$ 0.00</td></tr></tbody></table>	Item	Name	Quantity	Price	Documents				084-001	Standard Postcards	1000	\$ 69.99	956-001	Postcards - Glossy Finish	-	INCLUDED	907-001	Postcards - Printed Backside	-	INCLUDED	961-001	Customization	-	INCLUDED			Subtotal:	\$ 69.99			Shipping & Processing:	\$ 33.31			Tax:	\$ 0.00
Item	Name	Quantity	Price																																		
Documents																																					
084-001	Standard Postcards	1000	\$ 69.99																																		
956-001	Postcards - Glossy Finish	-	INCLUDED																																		
907-001	Postcards - Printed Backside	-	INCLUDED																																		
961-001	Customization	-	INCLUDED																																		
		Subtotal:	\$ 69.99																																		
		Shipping & Processing:	\$ 33.31																																		
		Tax:	\$ 0.00																																		

After the purchase, I received a confirmation email where they instantly turned around and offered me a “Save 20% Off Your Next Order!” option to buy more products—“Get Started! Your Discount, Your Choice!”

For those of you who are currently selling something online, how many of you turn around and instantly send your customers a special offer to purchase more of your products?





A screenshot of the VistaPrint website showing the "Refer-a-Friend" program. It includes a sidebar with product categories like "Free Products", "Business Cards", and "Marketing Materials". The main content area shows three steps: 1. Click here to get your Personal Link. 2. Send your Personal Link to Friends. 3. Watch your VistaCash roll in! A small image shows a person at a computer.

When I clicked on the “Click here to claim your Thank You Reward for your order today”, I was taken to a screen with their “Refer-a-Friend” program where I learned I could earn VistaCash for every qualified referral I sent to VistaPrint.

An option for you if are selling something online is take people to your affiliate program or introduce customers to your affiliate program after they've made a purchase.

VistaPrint offers a wide selection of ways to add to their bottom line. Get creative in finding ways to copy their strategies.



I'm going to quickly walk you through Orbitz, an online site to purchase not only airline tickets, but many other travel products and services as well.





In many cases, very little money is made on the sale of an airline ticket. As you will see in the following screenshots, Orbitz has branched out in many different directions not only to service their customers, but to be the first in line to offer certain products and services, and to also make money and survive in a very competitive world.

A screenshot of the Orbitz website search interface. The top navigation bar includes "Quick Search", "Vacation Packages", "Hotels", "Flights", "Cars & Rail", "Cruises", and "Activities". The "Flights" option is selected. On the left, there's a sidebar with travel options: "Flight" (selected), "Hotel", "Car", and "Activities". On the right, a promotional banner says "Buy Now Save \$250 Later" with a "Get Details" button. The main search fields show "From" as "msn" and "To" as "orlando, FL". Below these are "Leave" and "Return" date fields set to "08/16/07" and "08/18/07" respectively, with dropdown menus for "Anytime". Under "Travelers", it shows "Adult (18-64)" and "1". There are two blue "Find" buttons: "Find Flights" and "Find Flight + Hotel". At the bottom, there are links for "Expand search options" (Multi-city, non-stops, preferred airlines, etc.), "One-way", and "Flexible dates".

In the example above, I am purchasing a flight, and I'm only interested in a flight from Madison, Wisconsin to Orlando, Florida.





A screenshot of the Orbitz website displaying two travel packages. The top package is for "Flight + The Grosvenor Resort In The Walt Disney World Resort" at \$418 total, located 3.3 Miles East of Orlando. The bottom package is for "Flight + Holiday Inn SunSpree Resort LAKE BUENA VISTA" at \$487 total, located 3.7 Miles East of Orlando. Both packages include a "Select a room" button and a link to "Hotel and room details, photos and maps".

As you can see from the screenshot above, Orbitz is instantly trying to upsell me to a hotel—"Save big when you customize your Flight + Hotel." They realize that if I'm flying somewhere, there's a good chance I'm going to need a hotel, so they're bundling the flight and the hotel together to save me money and to obviously make more money for themselves.

It is quite possible that Orbitz has some exclusive agreements with some of these hotels where the hotels have gone to them and worked out special arrangements to be featured on Orbitz's site. It may be that Holiday Inn is giving Orbitz a bigger commission or even paying to be one of the featured hotels in this first screenshot. In this example we did a screenshot of two of the hotels, but there were a total of 6 hotels.





6 Continue booking your flight only.

[Continue](#)

[Back](#)

At the bottom of the hotel page was the option to “Continue booking your flight only.” I clicked on “Continue”.

Car rental

\$ Book now for great rates from top rental car companies!

Pick-up: Thu, Aug 16, 2007 - 3:11pm
Orlando International (MCO)

Drop-off: Sat, Aug 18, 2007 - 6:45am
Orlando International (MCO)

Car types	Budget	Avis
	Budget	Avis
Economy	\$85	\$92
Midsize	\$105	\$112
Full Size	\$122	\$129
Luxury	\$229	\$171
Convertible	\$140	\$150
Van	\$187	\$199
SUV & Wagon	\$122	\$133

Budget Economy Car

Passengers: 5
Luggage: 3
Automatic Transmission
Air Conditioning

Hyundai Accent (or similar)

Location: In terminal - walk to car [Shuttle information](#)

Rates: \$34/day
Mileage: Unlimited
[Car rental rules](#)

Total car rental estimate:
\$85 USD includes taxes and fees. [Add to trip](#)

Prices are total estimates, including taxes and fees.

Orbitz is now asking if I want a car rental, and again they are showing specific companies: Budget and Avis. Here again, there's a good chance that they've got an exclusive deal or some type of deal to make more money by featuring Budget and Avis.





Walt Disney World Magic Your Way Tickets

MORE AFFORDABLE. MORE FLEXIBLE.
MORE MAGICAL. IT'S MAGIC YOUR WAY.

With *Magic Your Way*Tickets, you can do Disney your way! The *Walt Disney World*® vacation experience is more affordable, flexible and magical than ever. In fact, the **more you play, the less you pay per day!** For example, purchase a 7-Day *Magic Your Way*Base Ticket and pay only \$31.95 per day versus a one-day Theme Park ticket purchased at the gate for \$71.36! And, there has never been a better time to visit the *Walt Disney World*® Resort than now during *The Year of a Million Dreams*, a first-of-its-kind event, celebrating your dreams and the dream-making magic Disney Cast Members create for Guests every day. Suddenly you are not watching a parade, you are IN the parade. Not only do you see a princess, you BECOME a princess. Or a pirate. It's imagination in full force. Make-believe, made real. [More...](#)

Prices listed are for **Base Tickets plus:**

Orbitz also knows that when people are traveling to certain cities, there are going to be popular sites and attractions in that city that they will be going to.

Because my destination is Orlando, they are guessing that my ultimate destination is Walt Disney World, so they're trying to get me to purchase a multi-day Walt Disney World ticket package from them, before I have a chance to purchase these tickets elsewhere.

Orlando Shuttle Service - Roundtrip Ground Transportation

Mears provides 24-hour shared-ride transfers from the airport to most local hotels and attractions. [More...](#)

Select an option

Select quantity		Prices are per person	
		Adult	Child (4-11 yrs)
<input checked="" type="radio"/> Roundtrip to/from International Drive		\$27.00	\$20.00
<input type="radio"/> Roundtrip to/from Walt Disney World / Lake Buena Vista		\$31.00	\$23.00

Infants aged 3 years and under are free of charge

If people are not interested in renting a car, then it's quite possible they will be needing some type of shuttle or taxi service to get where they are going. Orbitz capitalizes on





this by giving people the option to purchase that transportation at this time.

Blue Man Group Orlando

BLUE MAN GROUP

Experience the new face of entertainment at Universal Orlando® Resort with Blue Man Group. Their unique form of entertainment combines music, comedy and multimedia theatrics that creates a blissful party atmosphere that people of all ages agree is a totally outrageous experience. Catch it at Universal Orlando® Resort starting June 2007. [More...](#)

Select quantity	
Adult	Child (3-9 yrs)
1	0

Prices are per person

Option	Price	Price
6:00PM Tier 1	\$72.82	\$62.26
6:00PM Tier 2	\$62.26	\$51.71
9:00PM Tier 1	\$72.82	\$62.26
9:00PM Tier 2	\$62.26	\$51.71

Select available date

Infants aged 2 years and under are free of charge

Dates vary based on option selected.

If Disney World is not your “thing”, then how about the “Blue Man Show”? Orbitz continues to try to be the first to sell to their customers. Why give these sales to someone else?

Are you giving away sales?

Get \$150 Cash Back during your Vacation!

\$150 Cash

Everybody can use a little extra cash on their vacation. See if you qualify to receive \$150 cash to use on your vacation. Just meet the qualifications and terms and conditions, and attend a sales presentation with a Wyndham Vacation Resorts preview lasting 120 minutes, then the cash is all yours! There is a \$25 refundable deposit to reserve your tour package. However, you will receive both the full \$25 refundable deposit and your \$150 Cash Back after the completion of the presentation.

This special promotion requires a 120-minute timeshare sales presentation and is not valid for residents of California, Hawaii, Montana, North Dakota, Oregon, South Dakota, and Central Florida (Orange, Lake, Osceola, Polk counties). Subject to terms and conditions. [More...](#)

Select quantity	
Prices are per person	Adult
1	\$25.00

Option

Orlando \$150 Cash Back





Here Orbitz is promoting a condo presentation—"Get \$150 Cash Back during your Vacation." They've worked out a deal with Wyndham Vacation Resorts to get people to sit through a 120 minute timeshare sales presentation. It's all but guaranteed that Orbitz is making a lot more than the \$25 refundable deposit it is charging people.

1 Recommended: Add Airline Ticket Protector This item changes the total trip cost

Protect against trip cancellations and interruptions with Access America, an Orbitz partner. Coverage is available for a non-refundable airline ticket up to \$3,000. See [terms and conditions](#).

Yes, Add Airline Ticket Protector for **\$13.50**. [How was this calculated?](#)

No thanks. I prefer to decline Airline Ticket Protector

By now Orbitz has offered me somewhere close to 20 upsells and they're still not finished. Now I'm being offered a type of warranty or guarantee—"An Airline Ticket Protector".

Still Shopping?
Keep this window open
to hold onto your trip info.

Leave: Thu, Aug 16, 2007
Depart: MSN 6:00 am >> Arrive: MCO 2:41 pm 1 stop
1. Northwest Airlines 890
2. Northwest Airlines 418

Return: Sat, Aug 18, 2007
Depart: MCO 7:45 am >> Arrive: MSN 2:27 pm 1 stop
1. Northwest Airlines 595
2. Northwest Airlines 200

[E-mail itinerary](#)

*Fares are in US dollars and are subject to change. Seats are limited, so don't wait too long to book.

[Don't show this again](#) | [Close Window](#)

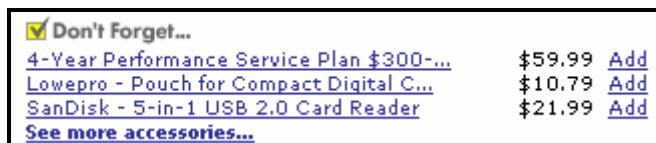
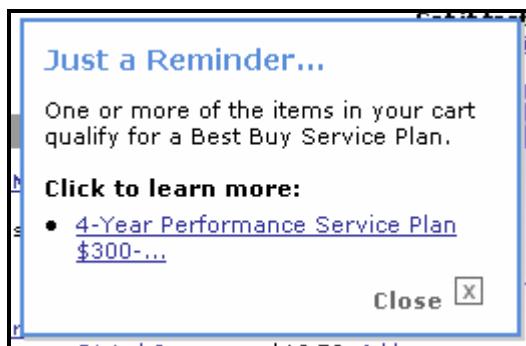
Deep Discounts **Last-minute flights up to 50% off** **Hotwire.com** **CheapTickets.com**





I did not purchase the trip. When I went to leave the Orbitz site, I was hit with an exit ad. Orbitz is smart enough to at least get my airline flight business by offering me the original low price flight.

The following are some additional quick examples of upsells.



Here's a pop-up ad trying to add on that extra sale of a service plan. Some of Best Buys and other company's biggest profits come from the sale of service plans.



HIDDEN SALES PROJECT



ORDER ANYTIME @ 1-800-843-2489



Checkout

Added to cart:



LG 32" LCD HDTV (32LC7D)

(LG 32LC7D)

[Product information](#)

Accessories

Required

View



**Monster Cable
Flatscreen Video
Cable Kit
(FSPACKFPIN)**

MOC FSPACKFPIN

\$49.99

[add to cart](#)

Why do you need this?

HDMI cables provide the best high-definition picture.

Protection Plans



advantageSM
PROTECTION PLAN

Protect your investment and extend the thrill of ownership.

**Circuit City Advantage Protection Plan
on LG 32" LCD HDTV (32LC7D)
LG 32LC7D**

[3 year plan \\$189.99](#)

[5 year plan \\$299.99](#)

[add to cart](#)



HIDDEN SALES PROJECT



Services

Home Theater Installation

 firedog™

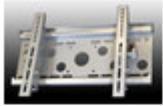
Let firedog install your home theater

- [firedog Flat-Panel TV Wall Installation — 26" to 32" \(VALUEWALL32\) \\$299.99](#)
- [firedog Basic Flat-Panel TV Wall Mount - 30" and Up \(BASWALL30UP\) \\$449.99](#)

[add to cart](#)

Recommended

[Why !\[\]\(c48306e4ab77886f1f726bfbfa7496ca_img.jpg\)](#)



[Verge Medium Tilt Mount for TVs 23"-37" \(VPSW103S2\)](#)
VRG VPSW103S2
\$89.99

[add to cart](#)



[Bell'O Flat-Panel TV Stand \(FP-9830\)](#)
BLG FP9830
\$179.99

[add to cart](#)

With the purchase of a television at Circuit City, I was offered Accessories, Protection Plans, Services, and other products. Notice that some say “Required” and others are “Recommended”. Because Circuit City is putting those “Required” and “Recommended” products out there in front of the customer, it is allowing them to give exceptional customer service. The customer doesn’t get their product only to find out when they are setting it up that they don’t have all the necessary parts to it. This builds trust and loyalty.





Are there areas in your business where offering additional products or services allows the sales experience to be more complete?

The screenshot shows the Circuit City website with the following details:

- Header:** 3 WAYS TO BUY (online, in store, by phone), CART, MY ACCOUNT, HELP.
- Breadcrumbs:** WEEKLY AD > CATALOG > OUTLET > GIFT CARDS > SHOP BY BRAND > Digital Cameras.
- Search Bar:** SEARCH: [text input] All products [GO button].
- Text:** Choose free in-store pickup or ship your entire order for 3.99 or less.
- Left Sidebar (Shop by):**
 - Category:** Digital SLRs (31), Point-and-shoot (141).
 - Resolution:** 0-6 megapixels (29), 8-9 megapixels (28), 7 megapixels (32), 10+ megapixels (33).
 - Price:** Under \$150 (31), \$250-\$499 (43), \$150-\$249 (63), Over \$500 (35).
 - Brand:** Canon (30), Pentax (5), Casio (14), Samsung (14).
- Content Area:**
 - Save up to 15% on select digital cameras:** Shows a Canon EOS Rebel T3i camera.
 - Hot deals of the week:** Shows a Canon PowerShot SX50 HS camera.
 - Save up to \$150 on DSLR cameras:** Shows a Canon EOS 7D camera.
 - Focus on what's important with face detection technology:** Shows a camera with a group of people in the background.
 - Cameras with Face Detection:** Shows a camera with a person's face detected.
- Right Sidebar (Click & Learn):**
 - ConsumerReports.org:** ConsumerReports.org: Digital camera buying advice, Digital SLR or point and shoot? Find out how to take control over images and leave film cameras behind. More...
 - Links:** Choosing a digital camera, Digital camera basics, Digital SLR cameras: Better pictures, more options.

Here's another example from Circuit City where I was looking to purchase a digital camera. I chose the "Hot deals of the week" link.

The product page for the Fujifilm FinePix S700BK Digital Camera (Black) includes the following information:

- Image:** A black Fujifilm FinePix S700BK camera.
- Title:** Fujifilm FinePix S700BK Digital Camera - Black
- Price:** \$249.99
- Add to cart:** add to cart
- Offer:** See sale price in cart
- Financing:** No interest for 3 months
- Customer rating:** 5 hour special, Customer rating: 4.6
- How to Get It:** zip code [go]
- Options:**
 - Ship your entire order for 3.99 or less
 - Get it today: check in-store availability
 - Learn more about free in-store pickup
- Compare items:** [checkbox]





Next I chose the “Fujifilm FinePix S700BK”. (I see there’s a **“5 hour special”** going on!)

Added to cart: [continue shopping](#) [checkout](#)

 Fujifilm FinePix S700BK Digital Camera - Black (FUJIFINEPIXS700BK) Product information	\$199.99 After \$50.00 savings See savings  No interest for 3 months See details Apply now
---	--

Make sure you have everything you need:

Accessories	Protection Plans	Services
Recommended Why ?	compare protection plans 	PC in-home service
 SanDisk 1GB Type M xD-Picture Card™ (SDXDM-1024-A10) SDK SDXDM1024A10 \$24.99 add to cart	 advantage™ PROTECTION PLAN Protect your investment and extend the thrill of ownership. Circuit City Advantage Protection Plan on Fujifilm FinePix S700BK Digital Camera - Black FUJIFINEPIXS700BK <input type="radio"/> 2 year plan \$34.99 <input type="radio"/> 4 year plan \$59.99 add to cart	 Let firedog bring PC services to you firedog In-Home Digital Camera Setup and Training (DIGICAM) \$149.99 add to cart
Why do you need this? More memory means more memories	 advantage™ PROTECTION PLAN	Online support services  Let firedog experts set up or repair your

Notice the “**Make sure you have everything you need:**” sections. I clicked on the **“See savings”** under the **“\$199.99”** price.





A screenshot of a Microsoft Internet Explorer window. The title bar says "Circuit City - Microsoft Internet Explorer provid...". The address bar shows the URL "http://www.circuitcity.com/ccd/cartSavings.do?oid=174772". The main content is a "Savings & Rebates" page for a "Fujifilm FinePix S700BK Digital Camera - Black". It shows the original price was \$249.99, savings of \$50.00, and the final price is \$199.99. Below this, there's a section for "Additional offers" with two entries: "No interest for 3 months" (Web Only – Whole house – No Interest for 3 Months) and "5 hour special" (Web Only – Whole house – No Interest for 3 Months). At the bottom right of the window is a yellow button labeled "Close window".

Here is what the “5 hour special” alluded to: “**No interest for 3 months**”. Although the “No interest for 3 months” option would not be something I would take advantage of, I will say that the “5 hour special” did intrigue me, and keep me in the sales process to see how I might benefit.

Looking at your business, is there some sort of special that you can add to your sales process that peaks your customer’s interest, but is not revealed until the end of the process?





The screenshot shows the homepage of the Fitness Equipment Superstore. At the top left is a logo with a treadmill icon and the text "fitness equipment superstore". A search bar is at the top right. On the left, there's a sidebar with "Today's Specials" and a list of products like Exercise Bikes, Abdominal Products, Barbells, etc. The main content area features a large image of a recumbent bike. Below it is a product card for the "Stamina 15-4800 Magnetic Resistance Recumbent Bike" priced at \$199.00. To the right of the bike is a welcome message from the store owner. Below the main product are sections for Elliptical Trainers, Treadmills, Dumbbells, and Rowing Machines. At the bottom right are badges for BBB Accredited, Visa, and Hacker Safe.

At the fitness equipment superstore website, I clicked on “Buy Stamina 15-4800c” at the top of the page.



HIDDEN SALES PROJECT



On Sale Today
Free Shipping
Editor's Choice
Top Sellers
Save an Extra 5%

Browse our Store
Exercise Bikes
Abdominal Products
Barbells
Boxing Gloves
Boxing Videos
Dumbbells
Elliptical Gliders
Elliptical Trainers
Exercise Balls
Exercise Mats
Heart Rate Monitors
Home Gyms
Indoor Cycling Bikes
Inversion Benches
Inversion Chairs
Inversion Tables
Medicine Balls
Mini Trampolines
Pilates Equipment
Pilates Reformer
Power Racks
Professional Gym
Equipment
Protective Boxing Gears
Punching Bag Mounts
Punching Bags
Resistance Bands
Rowing Machines
Smith Machines
Steppers
Stretching Tools

Workout Machines
Smith Machines
Steppers
Stretching Tools
Total Body Gyms
Trampolines
Treadmills
Weight Benches
Weight Racks
Home Gym Accessories
Inversion Accessories
Pilates Accessories
Rowing Machine
Accessories
Trampoline Accessories

Recumbent Bikes

Brand
Ab Lounge
Aeromat
AirMaster
Aqua Sports
Ariesflightgear
Battle Creek
Bayou Fitness
Bean Products
Blackline
BladezFitness
Body Core
Body-Solid
BodyCraft
Bosu
BowlFlex
BuyMats
Calm
CAP Barbell
Cardiosport
Cateye Fitness
Concept 2
Cybex
EB Fitness
Eclipse
Edge
Ehko
Endurance
Epic
Everlast
Excel
Extreme Fitness
First Degree Fitness
Fitball
Fitnex
FlexaBall
Frelonic
Fun Spot
Garmin
Gazelle
Goal Sporting Goods
Gymnic

Stamina 15-4800 Magnetic Resistance Recumbent Bike

Sale price current as of Jul 17, 2007
~~\$199.00~~ \$230.00
Save \$31.00 today. And save 5% more with our flexible financing options!

• 30-day return satisfaction guarantee
• 10-day low price protection

Flywheel	13.20 lbs
Weight	
Riding Position	Recumbent
Frame Construction	Steel
Maximum User Weight	250 lbs
Color	Metallic gray
Finish	Powder coated
Resistance Type	Silent magnetic resistance
Footprint	63 x 28 in
Seat Adjustment	Adjustable padded seat
Saddle/Seat Type	Foam padded seat
Handlebars	Foam padded handlebars
Resistance Levels	8 Levels
Power	2 "AA" batteries

In stock. Leaves Warehouse In 1 business day.
Free Shipping!

The Stamina 15-4800 with space for 2 programs the user can create and customize and a contoured seat for extra comfort. The Stamina 15-4800 Magnetic Resistance Recumbent Bike gives you a great cardio workout, from a comfortable recumbent position, in the convenience of your home. You'll personalize your workout with the built-in computer that keeps you motivated during your workout by displaying speed, distance, time, calories burned, your pulse, and target zone.

Resistance Levels
Power
Requirement
Media & Manuals
Product Shown
Included
Warranty
Accessories

Add to Cart
Select order options first!

[Read more >](#)

Order Options

Shipping Method
 UPS Ground - USA Lower 48 States -- \$0.00
 White Glove Delivery - USA Lower 48 States -- \$256.81

Extended Warranty

 Our Premium Service Extended Warranty covers you with full in-home service for up to 3 years beyond the manufacturer's warranty!
First Year Only \$69.95! (Check the box below)

Extend your Manufacturer's Warranty by 1 Year

Accessories
 Check box next to accessory to add it to order

<input type="checkbox"/> \$39.99	Measure Fitness Assessment Test Kit	<input type="checkbox"/> \$10.99	EB Fitness Water Bottle
IMAGE NOT AVAILABLE			

Add to Cart
Select order options first

Product Overview
STAMINA 15-4800 MAGNETIC RESISTANCE RECUMBENT BIKE
 The Stamina 15-4800 Magnetic Resistance Recumbent Bike gives you a great cardio workout, from a comfortable recumbent position, in the



Notice in the shipping information that UPS ground is pre-checked, but if you want, you can get "White Glove Delivery..." They leave you "uncertain" as to the condition of your purchase if you use standard methods! They're using a "fear" tactic to try to make more money on the shipping. At \$256.81, the "White Glove Delivery" costs more than the bike!

Also notice that the (high profit for them!) 1 Year warranty is pre-checked for you—"First Year Only \$69.95!"



The FRESHEST DEALS IN WIRELESS

"For cell phones, the best web site by far is Point.com"
-Forbes Magazine

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[Why Order Cellular Plans Online](#)

[Local stores rarely have the best new customer deals. Find out why in our \[Cellular Plan Savings Guide\]\(#\).](#)

[Save With A Cell Phone Family Plan](#)

You don't have to be family to share your minutes. The best deals today are with [Cell Phone Family Plans](#).

[Cell Phone Basics](#)

Not sure where to start? Read through articles written by the Point.com staff in our [Cell Phone Articles Archives](#).

[Recycling Your Old Cell Phone](#)

Don't throw out your old.

This Week's Hottest Cell Phone Deals

Cellular Plans

- [National Cellular Plans](#)
- [Family Plans](#)
- [Prepaid Phones](#)
- [Contract Extensions](#)

Cell Phones

- [Free Cell Phones](#)
- [Cash Back Deals](#)
- [Motorola RAZR Phones](#)
- [Camera Cell Phones](#)
- [Bluetooth Phones](#)
- [PDA & Smartphones](#)
- [Music Phones](#)
- [Multimedia Phones](#)
- [Phone Deals with Freebies](#)

Carriers

- [Verizon Wireless Cell Phones](#)
- [T-Mobile Cell Phones](#)
- [Sprint Cell Phones](#)
- [Nextel Cell Phones](#)

CELL PHONE DEAL OF THE WEEK!

Free Verizon Chocolate Phone

FREE MULTIMEDIA MUSIC PHONE FOR NEW SUBSCRIBERS

There have been deals on the [Verizon Chocolate multimedia music cell phone](#) but Cellular Choices has both the Chocolate multimedia phone and the Cherry Chocolate version from Verizon. The price after instant discount is just \$39.99 (the lowest we've seen) with a \$40 mail-in rebate.

BEST DEALS ON CELL PHONES AND CELLULAR PLANS

Two Free BlackBerry Pearl Smartphones

WITH NEW T-MOBILE AND AT&T FAMILY PLANS

What's better than a free BlackBerry Pearl smartphone? [Two free BlackBerry Pearl](#) smartphones and a new family plan. Both T-Mobile and AT&T are offering that deal over at wirefly right now with a new T-Mobile FamilyTime or AT&T FamilyTalk plan. T-Mobile has the black Pearl or the white, while AT&T has the black Pearl and the crimson. Both are limited time offers.

76 votes: ★★★★☆

Two Free RAZRs Plus \$100 Cash Back

T-MOBILE FAMILYTIME AND MYFAVES

25 JUN 2007

At point.com I chose the "CELL PHONE DEAL OF THE WEEK!"





Verizon Wireless - LG Chocolate VX8500 Music Phone

[LG Chocolate VX8500 Music Phone](#)

verizon wireless
Authorized Agent



LG Chocolate VX8500 Features

- Stylish Slider Design
- Bluetooth Wireless Technology
- MP3 Music Player
- Play Downloaded VCAST Music or PC-transferred Music Files
- Wirelessly Stream Music To A Stereo Bluetooth Headset
- Watch TV Or Listen To Streaming Music
- 1.3 Megapixel Camera Takes Print-quality Photo
- Hour-long Video Clips
- Advanced Voice Dialing
- Huge, Vibrant Color Display
- Expandable Memory Card Slot
- 210 Min Talk/288 Hours Standby
- Built-In Memory - 60 MB Available
- Dimensions - 3.8 in x 1.9 in x 0.7 in
- Weight - 3.5 oz

Regular Price	\$299.99
Your Price	\$39.99
\$40 in mail-in rebates	
\$40.00	

FREE After Discount & Rebates

Order Now

Get 2 Phones
with a family plan
[Click Here](#)

Verizon Wireless America's Choice Plans

- [450 Anytime Minutes \\$39.99](#)
- [900 Anytime Minutes \\$59.99](#)
- [1350 Anytime Minutes \\$79.99](#)

(Unlimited Night & Weekend Minutes)
(Free Long Distance)

View Cart (0) | About Us | Check Your Order Status | Check Your Rebate Status | Contact Us

Verizon Wireless Online Offer for Milton, WI 53563 [Not your zip code?](#)

CARRIER SELECTED

PHONE SELECTED

PLAN SELECTED

450 Minutes

NO Roaming Charges

450 Minutes \$39.99 per month

UNLIMITED IN-Network Minutes

Save Even More! Get 2 Phones with a [Family Plan](#)

Need 3 or more phones?

SELECT THIS PHONE AND PLAN **Add To Cart**

Next I hit “Order Now”, then “Add to Cart”.





Recommended Options for your selected phone and plan
Verizon Wireless America's Choice 450 Milton, WI 53563 [Change Plan](#)

ACCESSORIES AND CALLING PLAN FEATURES FOR YOUR NEW LG CHOCOLATE

   > [Phone Features](#)
 > [Change Phone](#)

Yes! Protect My New Phone With Device Protection Service!
 Fact: 25% of cell phones will be lost, damaged or stolen this year. The cost to replace your new LG Chocolate without a new contract would be \$290.*
 Protect your new phone with [Device Protection Service](#) for just \$49.99 for one year with NO deductible.

OUR MOST POPULAR ACCESSORIES For the LG Chocolate

LG Platinum Car Charger	LG Chocolate-VX8600 3pc Bluetooth Value Deal	LG Chocolate-VX8600 Charger-Case Combo	Motorola H350 Bluetooth Headset - Black
			
\$24.95 Value <input type="button" value="0"/> \$17.95	\$119.99 Value <input type="button" value="0"/> \$59.99	\$44.99 Value <input type="button" value="0"/> \$27.95	\$69.99 Value <input type="button" value="0"/> \$34.99

[Show All Compatible Accessories For This Phone >>](#)

CALLING PLAN FEATURES for your new LG Chocolate

Calling feature charges will be billed separately with your Verizon Wireless service plan.
Please select for your order:

Choose a VCAST or Mobile Web package for your phone.

	Monthly Price
<input checked="" type="radio"/> VCAST VPak - First Month FREE! View Details	\$15.00
<input type="radio"/> VCAST Service - Pay Per Use	\$0.00
<input type="radio"/> Mobile Web 2.0 View Details	\$5.00

Message your heart out with a TXT+PIX+FLIX Messaging Value Bundle - and send photos and videos too!

<input checked="" type="radio"/> Unlimited IN Messaging \$20 Bundle (TXT & PIX & FLIX) + 5000 Additional Messages View Details	\$20.00
<input type="radio"/> Unlimited IN Messaging \$15 Bundle (TXT & PIX & FLIX) + 1500 Additional Messages View Details	\$15.00
<input type="radio"/> Unlimited IN Messaging \$10 Bundle (TXT & PIX & FLIX) + 500 Additional Messages View Details	\$10.00
<input type="radio"/> Video & Picture Messaging (Pay Per Message)	\$0.00

[See all available calling plan features for the LG Chocolate](#)

RECOMMENDED MOBILE CONTENT for your new LG Chocolate

Mobile Content charges will be billed separately with your Verizon Wireless service plan.

	Monthly Price
<input type="checkbox"/> WeatherBug® - 1st Month FREE! Alerts & forecasts on your phone! Details & Terms	\$2.99
<input type="checkbox"/> Thumplay® Mobile Entertainment. Choose from over 50,000 ringtones, wallpapers, and games! Details & Terms	\$9.99
<input type="checkbox"/> Switch My Existing Wireless Number to my new LG Chocolate	

* Replacement cost shown is today's price without a contract. Replacement costs may change over time.

Notice the “Device Protection Service” option, “Our Most Popular Accessories” section, the pre-selected “Calling Plan





Features", and the "Recommended Mobile Content", all the standard upsell options.

I chose not to add anything extra.

This screenshot shows a service plan page for Verizon Wireless America's Choice 450 for Milton, WI 53563. The page includes a service plan summary, a list of included items, and a breakdown of costs for a new LG Chocolate phone. At the bottom, there are buttons for "Empty Cart", "Continue Shopping", "PROCEED TO CHECKOUT", and "Checkout".

Service Plan

Verizon Wireless America's Choice 450
for Milton, WI 53563

Billed Separately by : Verizon Wireless

Service Plan	\$39.99/month
One-time Activation Fee	\$35.00
VCAST VPak - First Month FREE!	\$15.00/month
Unlimited IM Messaging \$20 Bundle (TXT & PIX & FLIX) + 5000 Additional Messages	\$20.00/month

Want more Premium features for your phone? [Edit Plan Options](#)

Your New Wireless Phone [Change Phone](#)

	Regular Price	Your Price
LG Chocolate (Multimedia Phone)	\$299.99	\$0.00
Device Protection Service, provided by NCOA WeatherBug® - 1st Month FREE!	\$49.99	\$49.99
Thumbplay Mobile Entertainment	\$9.99/month	remove
LG Chocolate-VX8600 3pc Bluetooth Value Deal	\$2.99/month	remove
LG Chocolate-VX8600 Charger-Case Combo	\$119.99	\$59.99
	1	remove
	1	remove

Subtotal
Estimated Taxes (for zip code 53563)
You Pay Today

\$137.93
\$0.00
\$137.93

Your order qualifies for **FREE Shipping by FedEx!** Select Standard shipping at checkout.

[Empty Cart](#) [Continue Shopping](#) [PROCEED TO CHECKOUT](#) [Checkout](#)

After hitting "Continue", I noticed I couldn't delete "VCAST VPak – First Month FREE!" or "Unlimited IM Messaging \$20 Bundle". I also have to now "remove" the "Device Protection Service", the "Thumbplay Mobile Entertainment", the "Bluetooth Value Deal", and the "Case Combo".

I hit "Checkout".





One Step Checkout

CUSTOMER INFORMATION PLEASE ENTER YOUR ADDRESS AS IT APPEARS ON YOUR CREDIT CARD OR BANK STATEMENT.

First Name: [Redacted]
Middle Initial (Optional): [Redacted]
Last Name: [Redacted] Please use your full legal name.
Address 1: [Redacted]
Address 2 (Optional): [Redacted]
City State Zip: Milton WI 53563
Email Address: [Redacted]
Confirm Email: [Redacted]
Contact Phone: [Redacted] Ext: [Redacted] [Why is a contact phone number required?](#)
A daytime contact phone number is required in order to process your application. This number will not be called unless Verizon Wireless requires additional information to approve your order.

FEDEX SHIPPING INFORMATION

Select Shipping: 2nd Business Day - FREE Next Business Day - \$14.99

Verizon Wireless must approve your application for service before your phone can be activated & shipped. Orders activated by 3pm ET are usually shipped the same day, excluding weekends and holidays.

Check here if Shipping Address is the same as Billing Address.

RATE PLAN SELECTED: (YOUR ORDER CONTAINS 2 VERIZON WIRELESS PLANS)

VERIZON WIRELESS AMERICA'S CHOICE 450	\$39.99 per month
Plan Minutes: 450 Night and Weekend Minutes: Unlimited Night & Weekend Minutes Contract Term: 24 months Long Distance Charge: \$0.00 Roaming Charge: \$0.00/min - No Roaming Charges Activation Fee: \$35.00 Additional Minutes: \$0.45/min Early Termination Fee: Up To \$175.00	 Plan Details

Important Verizon Wireless Plan Information:
Verizon Wireless Important Calling Plan Information Anytime Minutes, National IN Calling, Night & Weekend Minutes and Per-Minute Rate are for use from within the America's Choice Rate and Coverage Area. Unlimited Domestic Long Distance. (Airtime applies.) No domestic roaming charges. (Coverage not available in all areas). Unlimited Night & Weekend Minutes Night Hrs: (M-F) 9:01 p.m.-5:59 a.m. Wknd Hrs: 12:00 a.m. Sat-11:59 p.m. Sun. International Roaming Make or receive calls while traveling internationally with rates starting as low as 8¢.

VERIZON WIRELESS AMERICA'S CHOICE 450	\$39.99 per month
Plan Minutes: 450 Night and Weekend Minutes: Unlimited Night & Weekend Minutes Contract Term: 24 months Long Distance Charge: \$0.00 Roaming Charge: \$0.00/min - No Roaming Charges Activation Fee: \$35.00 Additional Minutes: \$0.45/min Early Termination Fee: Up To \$175.00	 Plan Details

Notice “Fedex Shipping Information” has “Next Business Day - \$14.99” pre-selected. Also notice “Contract Terms” is 24 months (no option for 12 months).



HIDDEN SALES PROJECT



If nothing else, I hope you come away from viewing this sales process with a wider view of all the different directions you can go with additional potential sales.



CLUBS

From novice to pro, Golfsmith has the perfect golf clubs for you. Choose from virtually every manufacturer, including TaylorMade, Nike, Callaway, Cobra, PING, Cleveland and more. Find the golf clubs that enhance your game and fit both you and your budget.

- [Drivers](#)
- [Fairway Woods](#)
- [Iron Sets](#)
- [Individual Irons](#)
- [Putters](#)
- [Wedges](#)
- [Utility/Hybrid](#)
- [Full Sets](#)
- [Women's Clubs](#)
- [Junior Clubs](#)
- [Club Accessories](#)
- [Pre-owned Clubs](#)
- [Club Trade-in](#)
- [Custom Club Fitting - Build it Online!](#)



At Goldsmith.com I wanted to see what kind of deal I could get on a driver, so I clicked on “clubs”, then “Drivers”.

A small image of the Callaway Big Bertha 454 Driver, showing its silver and black design.

[Callaway Big Bertha 454 Driver](#)

Customer Rating: ★★★★★

✓ [3 Months No Payment and No Interest](#)

↻ [See all Callaway Drivers](#)

Original: \$200.99
Now: \$199.99
SAVE \$100

In-Store Pickup Available

CHOOSE OPTIONS

[COMPARE](#)

I chose the “Callaway Big Bertha 454 Driver”.







[View More Images](#)

[Compare this Item](#)
[Email a Friend](#)
[See all Callaway Drivers](#)

Average Customer Rating:

**Callaway Big Bertha
454 Driver**

\$199.99 Was: \$299.99

You Save: \$100

Select:
 1. Hand
 2. Head
 3. Shaft type
 4. Flex

Quantity: Stock No: CALL5700 Availability: Select To Show Availability

ADD TO CART

Your Shopping Cart

Item	Price
TaylorMade Burner Draw Driver	\$299.99
Subtotal	\$299.99

[Go To Checkout](#)

YOU MAY ALSO LIKE



[XXL 445cc Beta Ti Driver](#)
Price: \$99.99

Notice the “YOU MAY ALSO LIKE” section to the right. I kept the Big Bertha and hit “ADD TO CART”.

ITEM ADDED TO SHOPPING CART

Stock No.	Product	Price	Quantity
TM7550	TaylorMade Burner Draw Driver	\$299.99	1

[CONTINUE SHOPPING](#) [VIEW CART](#) [CHECK OUT](#)

YOU MAY ALSO LIKE



[Predator '07 Stainless Fairway Wood with Graphite Shaft](#)
Was: \$119.99
Now: \$99.99



[Arctic](#)
Was: \$129.99
Now: \$99.99

Notice another “YOU MAY ALSO LIKE” section! Here they’re branching out to other clubs and even accessories.





YOUR SHOPPING CART

Need help with your order? Call 1.800.813.6897

[<< KEEP SHOPPING](#) [GOLFSMITH CHECKOUT](#)

[Empty Cart](#) [Print Cart](#) [Email Cart](#) [Currency Converter](#)

Note: Some products do not qualify for online promotions. Please see our [complete list](#) of excluded items.

Product Description	Quantity	Price	Ship or Pick Up	Availability	Total
Delete Big Bertha 454 Driver CALL 5700 R 10D RCH R	<input type="text" value="1"/> Update	\$200.00 \$199.99 You save: \$100	<input checked="" type="radio"/> Ship <input type="radio"/> In Store Pickup	Ships 27-AUG-07	\$199.99
Products in your shopping cart will be saved for 4 hours. Prices are not guaranteed.					
		SUBTOTAL: \$199.99			
Golfsmith Gift Card Our gift card is always in season and can be used online, over the phone or at any Golfsmith superstore. Value: \$25.00		Estimate Tax: To estimate tax, enter ZIP code, and click Calculate <input type="text" value="78728"/> CALCULATE Choose your shipping method: Enter zip above, click Calculate and choose your shipping method to the right. <input checked="" type="radio"/> UPS Ground \$6.99			
		ESTIMATED SALES TAX: \$16.99 ESTIMATED SHIPPING: \$5.99 TOTAL: \$222.97			

After clicking on “Checkout”, they make one last try to get more of my money by suggesting I purchase a “Golfsmith Gift Card”.

Do any of you have businesses where it would be appropriate to suggest the sale of a gift card?



[Store](#) [Mac](#) [iPod + iTunes](#) [iPhone](#) [Downloads](#) [Support](#) [Search](#)

Apple Store 1-800-MY-APPLE

[Search Store](#) [Shop iPhone](#) [iPhone](#) [Cables & Docks](#) [Cases & Armbands](#) [Headsets](#) [Power](#) [Shop iPod](#) [iPod shuffle](#) [iPod nano](#) [iPod](#) [U2 iPod](#) [Apple TV](#) [Shop By iPod Type](#) [Armbands](#) [Cables & Docks](#) [Car Audio](#) [Cases](#) [Extras](#) [Headphones](#) [Power](#) [Speakers](#)

Put some color on. iPod shuffle. Just \$79

iPod nano From \$149 **iPod nano (PRODUCT) RED™** From \$199 **iPod** From \$249 **apple tv** From \$299

What's in Store **College students, buy a Mac and get a free iPod nano.***

Engrave it Personalize your iPod with a custom laser engraving.

Shop by iPod Type [iPod shuffle](#) [iPod nano](#) [iPod](#) [iPod mini](#) [iPod photo](#) [iPod video](#)

Top Sellers [iPod](#) [iPod nano](#) [iTunes Gift Certificate](#) [iPod shuffle](#) [iTunes Gift Card](#) [iPod nano \(PRODUCT\) RED™ Special Edition](#) [XtremeMac iCharge Auto Charger](#) [Griffin PowerJuice Car Charger \(Black\)](#) [AppleCare Protection Plan for iPod](#)

iPod Everywhere Discover a world of possibilities for getting more from your iPod.





At Apple.com, I chose to purchase an “iPod nano” for my daughter.

A screenshot of the Apple Store website's product selection page for the iPod nano. The page title is "Select your iPod nano." At the top, there are links for "iPod shuffle", "iPod nano", "iPod", and "Apple TV". Below the title, there are seven options for the iPod nano: 2GB (500 Songs), 4GB (1,000 Songs), 4GB Special Edition (1,000 Songs), 8GB (2,000 Songs), 8GB Special Edition (2,000 Songs), and two additional options that are partially visible. Each option includes a thumbnail image of the iPod nano, its capacity and song count, shipping information, price (\$149.00 or \$199.00), and a "Select" button. At the bottom of the page, there are promotional banners for "Free laser engraving on all iPod models.", "Free shipping on orders over \$50.", and "Students, buy a Mac and get a free iPod nano".

I “Selected” the 4GB in Pink.





The screenshot shows the Apple Store website with a shopping cart containing an iPod nano (4GB - Pink). The cart summary indicates a subtotal of \$199.00 with free shipping. Below the cart, there's a section titled "Customers also bought..." featuring various Apple products like Office 2004 for Mac, AirPort Extreme Base Station, Final Cut Express HD 3.5, and iWork '06. On the right side of the page, there's a "Check out now" button and a callout box advertising a Juniper Visa Card with iTunes Rewards.

If you look under the “Check out now” button, you’ll see the option to open a “visa card with iTunes rewards”.

Notice all the non-related product choices under: “Customers also bought...”.

As you can see, it is not always necessary to cross sell your customers on products that have a direct relationship to the product you are selling. Expand your thinking into a broader range of products.





One thing I did find interesting about shopping online at Apple.com is that they didn't automatically put in front of me their many accessories that go along with their iPod nano. I had to go looking for them myself. Looks like some missed hidden sales to me!



Two screenshots of the JCPenney website. The top screenshot shows a promotional banner for a 'best of summer apparel sale' with savings of 20-60%. It highlights 'free shipping' for purchases of \$99 or more through July 4th. The bottom screenshot shows a similar offer, with instructions on how to select 'free shipping' during checkout by choosing 'yes' under 'discounts' and entering the promotion code 'WPSUMR99'. Both screenshots show the standard JCPenney navigation bar at the top.





JCPenney uses the simple strategy of enticing you with free shipping by getting you to spend at least \$99.

This is a very simple strategy that can be used in almost any business where a physical product is shipped out.

A “real world” example is in a clothing store with the suggestion of accessories “to go with that new dress”.



With the average price of a pair of shoes around \$60, and the average price of a purse in the \$20-50 range, clothing stores can potentially double their sales by keeping these purchases in-house.





Downsells

After turning your offer down for the first time, most people leave your site and never come back. Why not give them one more chance to buy something from you.

A few examples of downsell offers include:

- Offering a “lite” version of your product which is usually less and at a cheaper price.
- Offering Platinum, Gold, and Silver versions of your product or service. This is similar to the “lite” version.
- Offering a digital only version of your physical information products. Mike Filsaime did a very successful campaign where he offered a big discount on his Butterfly product if people only wanted the online version.
- Make them another related offer on a similar product that's priced less.

Here is an example where the digital version of a product was offered as a downsell.





Mike Filsaime used a brilliant strategy when he released The Butterfly Marketing manuscript.

This was the main report out of his \$1500 course and he sold it for \$97. He gave somewhere around 70% commissions to affiliate partners and had some great prizes during a seven day affiliate contest.

If you were not paying attention and didn't know what he was doing, you would think that the promo did okay, but not that great.

As it turned out, he was more than happy to pay out big commissions because he was upselling people the entire Butterfly Marketing Course as an OTO, and if people said no, he was selling the downloadable course as a downsell.

I can't reveal numbers, but Mike and Tom told me that this promotion was extremely successful.





Here's an email that one of my employees received for a weight-loss product.

Three Simple Steps to Thin [Inbox](#)

☆ "Susan Lark, M.D." <drlarkbroadcast1@susanlarkmail.com> to me [show details](#) Jul 18 (2 days ago) [Reply](#) | [▼](#)

Images are not displayed.
[Display images below](#) - Always display images from drlarkbroadcast1@susanlarkmail.com

Dear Ceecee,

What if I told you that you could:

- * Shed those unwanted pounds
- * Discover stunningly simple strategies that REALLY help keep that weight off
- * And achieve all of this without starving yourself, eating food that tastes like cardboard, or running ten miles a day?

You would think I had lost my mind, right? Or worse yet, you would think I was yet another scam artist hawking a "miracle" weight loss pill.

Well, neither is true. The [weight loss solution](#) I want to tell you about today is 100% natural, it is specially designed for women, and it works.

My name is Dr. Susan Lark, editor of The Lark Letter, a unique newsletter devoted solely to women's health. I have treated thousands of women in my 29 years as a doctor. And I'm writing today to share my solution to one of the biggest health issues facing women today - weight loss.

I've watched women struggle with this issue for far too long. They torture themselves with risky diets, deprive themselves of foods they love, and then kick themselves when it doesn't work.

So I'm on a mission to share my [3-Step Weight Loss Plan](#) with as many women as I can.





Order Now		
or call 1-877-437-5275 , service code 7W9805 .		
BEST VALUE	Your Price	Add to Cart
2-year Trial Offer for \$79.90	\$79.90	ADD
<p>You save \$60 off the regular price and receive:</p> <ul style="list-style-type: none"> • 24 monthly issues of <i>Women's Wellness Today</i> • Biweekly email updates from Dr. Lark to keep you up-to-date on recent health breakthroughs and news in between issues • Complete, unlimited access to drlark.com where you'll find valuable articles, delicious recipes and more. • "The Women's Pharmacy" special report free • Immediate online access to 149 Secrets to Women's Health AND The 21-Day Weight Loss Plan • Plus 13 valuable free reports! 		
<p>13 FREE Reports with your 2-year Subscription!</p> <p>Plus: For your prompt reply you'll get these 2 reports online:</p>		
GOOD DEAL	Your Price	Add to Cart
1-year Trial Offer for just \$39.95	\$39.95	ADD
<p>You save \$30 off the regular price and receive:</p> <ul style="list-style-type: none"> • 12 monthly issues of <i>Women's Wellness Today</i> • Biweekly email updates from Dr. Lark to keep you up-to-date on recent health breakthroughs and news in between issues • Complete, unlimited access to drlark.com where you'll find valuable articles, delicious recipes and more. • "The Women's Pharmacy" special report free • Immediate online access to 149 Secrets to Women's Health AND The 21-Day Weight Loss Plan • Plus 13 valuable free reports! 		
<p>YOURS FREE!</p> <p>Plus: For your prompt reply you'll get these 2 reports online:</p>		

The main point in this example is in the last two screenshots where they give you the “Best Value” at \$79.90, but they’re willing to downsell to a “Good Deal” at \$39.95 if that’s what it takes to make the sale.





Cross-Sells

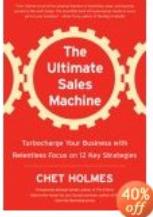


Amazon does a really good job of offering additional products to purchase that are similar to the product already purchased.

Here is an email that I received after I bought the book "Accelerants".

Dear Amazon.com Customer,

We've noticed that customers who have purchased or rated [Accelerants: Twelve Strategies to Sell Faster, Close Deals Faster, and Grow Your Business Faster](#) by Michael A. Boylan or other books in the "Business/Economics" category have also purchased *The Ultimate Sales Machine: Turbocharge Your Business with Relentless Focus on 12 Key Strategies* by Chet Holmes. For this reason, you might like to know that *The Ultimate Sales Machine: Turbocharge Your Business with Relentless Focus on 12 Key Strategies* is now available. You can order your copy for just \$14.97 (\$9.98 off the list price) by following the link below.

 [The Ultimate Sales Machine: Turbocharge Your Business with Relentless Focus on 12 Key Strategies](#)
Chet Holmes
List Price: \$24.95
Price: \$14.97
You Save: \$9.98 (40%)

 [Add to Shopping Cart](#)

Brian Tracy, author of *The Way to Wealth*
Chet Holmes is one of the greatest teachers of marketing, sales, and business success in the world today. This incredible book will supercharge results in every part of your business.





In the email it actually stated, “We’ve noticed that customers who have purchased or rated “Accelerants” by Michael A. Boylan or other books in the Business/Economics category have also purchased “The Ultimate Sales Machine”.

So right there they’re sending out this suggestion to not only people like me who actually purchased “Accelerants”, but more than likely to a greater list, and they state that by saying “...who have purchased or rated (that book) or other books...”. So it appears that anyone who purchases books in the business and economics category is grouped into their own sub-category and it’s quite possible they were sent this email.

More to Explore

SEARCH INSIDE!

Simpleology: The Simple Science of Getting What You Want
Mark Joyner

The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich
Timothy Ferriss

Think Two Products Ahead: Secrets the Big Advertising Agencies Don't Want You to Know and How to Use Them for Bigger Profits
Ben Mack

Add to Shopping Cart

Add to Shopping Cart

Add to Shopping Cart

- Save 40% on the Significant Seven: Our Monthly Editors' Picks
- Book news and views every day in the Amazon Daily Books Blog
- Listen to interviews and exclusives on Amazon Wire, an original podcast brought to you by Tylenol
- Order 3 books under \$10, get a fourth free
- Enjoy up to 75% off books in our Bargain Books Store

Sincerely,

Amazon.com
<http://amazon.com>

After I click on the “Add to Shopping Cart” link in the email, I’m taken to the Amazon website and the page that not only tells about this new book, but also highlights even more





books. (It appears that the “Add to shopping cart” link is coded so that it logs me in to the website and possibly takes me right to my account.)

The “More to Explore” books have either been purchased by other people interested in the “Accelerant” book, or are the big sellers right now within the Business/Economics section.

Better Together

Buy this book with [Simpleology: The Simple Science of Getting What You Want](#) by Mark Joyner today!

Buy Together Today: \$30.58

+ [Buy both now!](#)

Customers who bought this item also bought

The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich by Timothy Ferriss ★★★★★ (230) \$11.97	Think Two Products Ahead: Secrets the Big Advertising Agencies Don't Want You to Know and How to Use Them for Bigger Profits by Ben Mack ★★★★★ (26) \$14.93	Power of An Hour: Business and Life Mastery in One Hour A Week by Dave Lakhani ★★★★★ (19) \$16.47	Instant Income by Janet Switzer ★★★★★ (11) \$16.47
---	--	--	---

[Explore similar items: Books \(50\)](#)

Notice that Amazon bundles two of their products together to get people to buy them as a bundled pair. Do you realize that they’re just bundling these together and customers don’t even save any money. They’re just making it easier for customers to make an impulse buy.

In the next section is a technique that has been wildly successful for not only Amazon, but for many other companies who have copied this, and that’s to have a section for “Customers who bought this item also bought”





where they have other books and they list what other people are purchasing. In a way it's almost like social proof where the people who have purchased the first book have already approved of and purchased these additional books, so they must be good.

Customers viewing this page may be interested in these Sponsored Links ([What's this?](#))

[focus](#)

www.lensworld.com Save up to 70%. Free Shipping On orders over \$89.

[Trade Currency Online](#)

www.Forex.com Free \$50,000 practice account with charts, news, research & analysis.

[Cold Calling Is Dead](#)

www.nevercoldcall.com Read the new ebook that explains why cold calling doesn't work!

Further down the page, Amazon has yet another box—"Customers viewing this page may be interested in these Sponsored Links". These are sponsored links that are either people or businesses paying to have their ad shown, or these are affiliate programs where Amazon is getting paid each time someone clicks (as in a cost-per-click), they're getting paid for a cost-per-action (someone goes to the site and signs up), or they're getting an affiliate pay, as in a commission if someone purchases.





READY TO ORDER?

Wait! Add \$10.03 to your order to qualify for FREE Super Saver Shipping. [See details](#)

[Proceed to Checkout](#)

[Sign in](#) to turn on 1-Click ordering.

Show gift options during checkout

As you can see here, Amazon is reminding people, “Hey, you’ve got to order another \$10.03 to qualify for FREE Super Saver Shipping.” In most cases, books are not going to be \$10.03. They’re going to be \$14, \$16, \$18, more than \$20. Amazon is getting people to go back in and continue shopping. Customers are going to be spending an additional \$16 to possibly save \$3-\$4 on shipping.

Get the Amazon.com Visa® Card INSTANTLY and Get \$30 Back

	Your current subtotal:	\$14.97	Get \$30 back
	Amazon.com Visa savings:	-\$30.00	<small>Small business owners and students may prefer: Amazon.com Business Visa Card Amazon.com Student Visa Card</small>
	Your cost after savings:	\$0.00	
	Savings remaining:	\$15.03	

In this screenshot you can see that Amazon also has their own Visa card. It is likely that they’ve gotten together with a Visa card company and come up with a program where customers receive their own Visa cards with the Amazon logo on it, so the Amazon logo is forever in their wallet or purse. Again, it is likely that Amazon has some agreement





where they are making a certain amount of money for each customer they send to Visa and possibly even a cut of the percent of money the Visa card makes.

This is a perfect example of an additional hidden sale of joint-venturing with another company to gain more money from the customer. The Visa company and Amazon continue to promote and market to the existing Amazon.com Visa card holders or members.

The following are other companies who use the “**Amazon technique**” of showing to purchasing customers, the products that others have been interested in who also bought that same product.



Overstock.com®
Your Online Outlet™

Your entire order ships for just \$2.95 –
order today!

My Account | Need Help?
For best offers, [sign in](#) or [register now!](#)

SHOPPING AUCTIONS TRAVEL CARS OMUSE

furniture | home | bedding | clothing | jewelry | watches | electronics | sports | entertainment | worldstock | other stores

SEARCH All Products GO 0 item(s) in cart CHECKOUT

Jewelry

Categories

- Rings
 - Diamond Rings
 - Silver Rings
 - Gemstone Rings
 - All Rings
- Necklaces
 - Diamond Necklaces
 - Pearl Necklaces
 - Silver Necklaces
 - All Necklaces
- Earrings
 - Diamond Earrings
 - Pearl Earrings
 - Gemstone Earrings
 - All Earrings
- Bracelets
 - Diamond Tennis
 - Silver Bracelets
 - Gold Bracelets
 - All Bracelets

Search within Jewelry: GO

- Wedding Jewelry
 - Engagement Rings
 - Bridal Sets
 - Diamond Bands
 - All Wedding Jewelry
- Men's Jewelry
 - Men's Wedding Bands
 - Men's Bracelets
 - Cuff Links
 - All Men's Jewelry
- Other Jewelry
 - One-Of-A-Kind
 - Heart Jewelry
 - Estate Jewelry
 - Designer Jewelry
 - Jewelry Sets
 - Children's Jewelry
 - Religious Jewelry
 - Body Jewelry
 - Loose Diamonds
 - Other Jewelry

Christmas in July
15% OFF ALL JEWELRY
SHOP NOW >

Diamond Bands
\$169.99 and up
SHOP NOW >

For the Silver Lover
up to 71% off
SHOP NOW >

Unique One of a Kind Jewelry
SHOP NOW >





AT Overstock.com we can see a cross sell with a warranty upsell. On this screen I chose “Estate Jewelry”...

Estate Jewelry

You are here: [Home Page](#) > [Jewelry & Watches](#) > [Jewelry](#) > [Estate Jewelry](#)


15% OFF ALL JEWELRY AND WATCHES

Refine By

Category	Price	Metal	Style	More Ways To Shop
<ul style="list-style-type: none"> • Rings • Necklaces • Earrings • Brooches & Pins • Bracelets 	<ul style="list-style-type: none"> • Under \$800 (29) • \$800 - \$1500 (22) • \$1500 - \$2000 (17) • \$2000 - \$3000 (34) • \$3000+ (26) 	<ul style="list-style-type: none"> • Yellow Gold (73) • White Gold (23) • Platinum (20) • Rose Gold (9) • Sterling Silver (1) • Two-Tone (1) 	<ul style="list-style-type: none"> • Fashion (12) • Dangling (2) • Flower (2) • Beaded (1) • Drop (1) • Hoop (1) 	<ul style="list-style-type: none"> • Top Sellers

[View All](#)

Sort By: Page 1 of 3 [Next](#) [»](#) Items Per Page:

...then “Platinum”.

[Jewelry & Watches](#) > [Jewelry](#) > [Estate Jewelry](#) > [Rings](#)

Platinum Old Mine Cut Diamond Antique Wedding Ring

List Price: \$6,500.00 Our Price: \$3,049.99 Sale Discount: \$457.50

Your Price: \$2,592.49 You Save: \$2,907.51 (53%) Catalog #: 10574903

Quantity:

[Add To Cart](#)

You can remove this item later if you'd like.

Limited Inventory! Sell out Risk: VERY HIGH

In Stock if you order today: Leaves our warehouse in 1-4 business days.*

[Add Two-Year Platinum Protection Plan for \\$199.99](#)



Place mouse over picture below to change view above.



[Be the first to Write a review](#)

Product Description:

- Click for Ring Sizing Help
- Old mine cut diamond engagement ring

[Click to read more details](#)

18k White Gold 1-7/8ct TDW Old Mine Diamond Ring (H, VS2)

Save: \$7797.01 (54%) List Price: \$14447.00 Our Price: \$6649.99

14k Gold 2ct Old Mine Diamond Ring

Save: \$3350.01 (52%) List Price: \$6500.00 Our Price: \$3149.99





[Add To Cart ▶](#)

Customers who bought this item often buy...

 <p>18k Gold Synthetic Ruby Antique Leaf Pin</p> <p>Save: \$376.01 (50%) List Price: \$750.00 Sale Price: \$373.99</p>	 <p>14k Gold and Diamonds Dice Charm</p> <p>Save: \$572.51 (51%) List Price: \$1,125.00 Sale Price: \$552.49</p>
---	--

After choosing the “Antique Wedding Ring”, I was taken to this page. Overstock, too, has a “People who viewed this also viewed:” section. What I did find very interesting was the selection of items in the “Customers who bought this item often buy...” section. I’d be really curious to know if there are many impulse purchases off of choices that seem to be so random.

Overstock.com®
Your Online Outlet™

Your Entire Order **Ships for \$2.95**

My Account | Need Help?
For best offers, [sign in](#) or [register now!](#)

[SHOPPING](#) [AUCTIONS](#) [TRAVEL](#) [CARS](#) [OMUSE](#)

furniture | home | bedding | clothing | jewelry | watches | electronics | sports | entertainment | worldstock | other stores

SEARCH All Products [Advanced Search](#) [Customer Support](#) [FAQ](#) [Check Out](#)

Checkout Process:

1. Review Cart 2. Account Login 3. Billing

Ordering from Overstock.com is:

DID YOU KNOW?

85% of all products on our site have **25 or less** in stock!
Your item may sell out soon. [Buy Today!](#)

Warranty Reminder

Click here to add Two-Year Platinum Protection Plan on your Platinum and 1ct TDW Emerald-Cut Diamond Three Stone Ring (H-I, SI1-SI2) for only \$129.99

[Close](#)

your shopping cart

Remove	Catalog #	Product Name	QTY	Pricing
<input type="checkbox"/>	10569799		1	Site Price: \$5499.99 Discount: \$825.00 You Pay: \$4674.99 ONLY 1 LEFT!



HIDDEN SALES PROJECT



When I went back and chose the Tiffany Band, I got a “Warranty Reminder”.



Sign up for the Overstock.com Rewards Visa card today and save. Upon approval save 5% and receive \$1 shipping on the first order made with your Overstock.com Rewards Visa. [Click here](#)

There was also the option to open a Visa card.



The screenshot shows the Overstock.com homepage with a banner offering "TAKE AN ADDITIONAL 15% OFF ALL JEWELRY AND WATCHES". Below the banner are links to shop jewelry, men's watches, and women's watches. A shopping cart icon indicates "1 item(s) in cart". A pop-up window in the bottom right corner reminds the user of items left in their cart, specifically a "TDW Diamond Tiffany Band" for \$5499.99, and offers to proceed to checkout or close the window.

When I exited out of the site and came back later, they let me know I still had “great items in (my) cart”. This is a great idea for keeping that purchase desire alive.





VICTORIA'S SECRET

VICTORIA'S SECRET

SEARCH GO ▶ SIGN IN

HOME CATALOGUE QUICK ORDER SIGN UP FOR EMAIL CUSTOMER SERVICE YOUR ACCOUNT SHOPPING BAG
BRAS PANTIES SLEEPWEAR CLOTHING SHOES SWIM BEAUTY SALE & SPECIALS PINK

CLOTHING

Must-haves
New Arrivals
Trend Tops
Corduroy Collection
Very Velour
Lux Linen
The Leather Look
VS Fashions
Best of Summer
It Handbags

Dresses
All Dresses
Bra Top Dresses
Sexy Dresses
Daytime Dresses

Sweaters
All Sweaters
Sweatercoats
Cardigans & Wraps
Crewnecks & V-necks
Turtlenecks

Tops & Tees
Bra Tops
Tees

FALL FASHION 2007 150+ sexy new styles

FREE GARMENT BAG With select career purchase. ▶ Details

► SUITS & SEPARATES

SPECIAL OFFER \$15 off a \$100 order, \$30 off a \$150 order,
\$75 off a \$250 order, \$150 off a \$500 order.
Enter offer code **VSHOP** at checkout. ▶ Details





VICTORIA'S SECRET

SEARCH GO SIGN IN

HOME CATALOGUE QUICK ORDER SIGN UP FOR EMAIL CUSTOMER SERVICE YOUR ACCOUNT SHOPPING BAG
BRAS PANTIES SLEEPWEAR CLOTHING SHOES SWIM BEAUTY SALE & SPECIALS PINK

CLOTHING

Must-haves
New Arrivals
Trend Tops
Corduroy Collection
Very Velour
Luxe Linen
The Leather Look
VS Favorites
Best of Summer
It Handbags

Dresses
All Dresses
Bra Top Dresses
Sexy Dresses
Daytime Dresses

Sweaters
All Sweaters
Sweatercoats

Cardigans & Wraps
Crewnecks & V-necks
Turtlenecks

Tops & Tees
Bra Tops
Tees
Sexy Tops
Sweatshirts & Hoodies
Shirts & Bodysuits

Shorts

Crops & Capris

Pants
All Pants
Pants by Fit
The Christie Fit
The Kate Fit
The Marisa Fit
The Bridget Fit
Career Pants
Casual Pants
Yoga & Lounge Pants

Jeans
All Jeans
Jeans by Rise
Low Rise

May We Also Suggest



Belted cardigan sweater

A fashion-forward, nipped-in style in luxuriously thick and oh-so-cozy lambswool. Removable belt. Two front pockets. Imported lambswool/kid mohair/nylon/acrylic.

Sizes XS-XL #213-939 \$78.

Rollover to see enlarged colors:


select a color size
quantity

◀ PREVIOUS | NEXT ▶

▶ LARGER VIEW
▶ SIZE CHART

Blue London Jean

The Hipster Bootcut Jean with VS Uplift™ in stretch
Sexy is built right in with patent-pending technology, a special back powernet panel that subtly enhances your shape as it fits and supports. Front zip. Wide double-button waist. Imported cotton denim/spandex.

- Bootcut
- Sits just below the waist
- Slim fit
- Five-pocket styling

30" inseam. Sizes 0-16. #205-297 \$88.
32" inseam. Sizes 0-16. #205-298 \$88.
34" inseam. Sizes 0-16. #205-299 \$88.

Click to change color in photo:


length select a color size quantity

▶ SELECT MORE AT A TIME

May We Also Suggest



Riding boot

An updated classic rides tall. Inside zip. Imported leather. 1" heel.

Sizes 5-11; 6 1/2 - 8 1/2. #201-588 \$128.

select a color size quantity

▶ SELECT MORE AT A TIME

▶ LARGER VIEW

▶ ADD TO WISH LIST ▶ ADD TO BAG 





Victoria's Secret follows the same smart strategy. With their suggestions of items under "May We Also Suggest", they're helping those who have a tough time coordinating outfits to complete the look and to keep the customer's money with them.

The quality and numbers of the companies below further reinforce the successfulness of what we're calling: the Amazon technique.



You might also be interested in:



More
Boys'
Short-
Sleeve
Shirts
or all
products
from
Quiksilver

We Recommend



[Quiksilver Busta Button Up Short-Sleeve Shirt - Kids'](#)
Price: \$19.17

[DC Kids' Chip Short-Sleeve Shirt - Boys'](#)
Price: \$30.56

[Burton Corp T-Shirt - Short-Sleeve - Boys'](#)
Price: \$15.95

"You might also be interested in:"...



HIDDEN SALES PROJECT



grandinroad[®]
affordable style

Customers Also Purchased...

Savannah Chaise

9' Umbrella Canopy
with Aluminum Frame

Outdoor Patio Lamp

“Customers Also Purchased...”

eToys[®] .com *Childhood Dreams Delivered™*

Other Similar Items:

[Transformers:
Movie Leader
Optimus Prime](#)
Price: \$39.99
FREE SHIPPING
OFFER SEE DETAILS

[Transformers:
Movie Leader
Megatron](#)
Price: \$39.99
FREE SHIPPING
OFFER SEE DETAILS

[Transformers:
Movie Helmet
Optimus Prime
Voice Changer-
Real Movie Voice](#)
Price: \$34.99
FREE SHIPPING
OFFER SEE DETAILS





“Other Similar Items:”...

[♦ QVC Homepage](#)



Customers who bought these item(s) also bought:



E02922 • \$24.50
iHome 2Go - Go Anywhere Speaker System for iPod or MP3 Players



A12750 • \$53.50
Victor Costa Occasion Floral Printed Cotton Sateen Jacket



A60946 • \$17.77
Laura Geller Vanishing Act Concealer Duo with Brush



E02647 • \$286.32
Pentax 3x Zoom 10 MP Dig Camera w/ 2.5" Diag LCD&Shake Reduction



E03347 • \$59.34
iHome HomeSpeakerSystem for iPods w/AM/FM Radio/Clock & Alarm



J05202 • \$30.00
Artisan Crafted Sterling Black Onyx Earrings

“Customers who bought these item(s) also bought:”...





([Big Mugs!](#) > [Drinkware](#) > [Travel Mugs](#))



Based on the item above, here are some alternatives we thought you might be interested in...

[Similar](#)

[More Upscale](#)

[Lower Min-qty](#)

[Faster](#)

[Lower Price](#)



[Bottle Suit with Zipper](#)
\$3.79 to \$1.59
Min qty: 100
Ready to ship in : 6 business days.*



[Hemisphere Travel Mug](#)
\$3.75 to \$2.35
Min qty: 144
Ready to ship in : 6 business days.*



[Acrylic Travel Mug](#)
\$3.29 to \$1.97
Min qty: 72
Ready to ship in : 6 business days.*



[Insulated Mug - 22 ounce](#)
\$2.89 to \$1.82
Min qty: 144
Ready to ship in : 6 business days.*

“Based on the item above, here are some alternatives we thought you might be interested in...”



HIDDEN SALES PROJECT



Customers who bought items in your cart were also interested in the following items:



[16 oz Steel Tumbler with Color Trim](#)
as low as 2.27



[Budget Beach Chair](#)
on sale from 6.49



[Eclipse Zippered Travel Wallet](#)
on sale from 2.85



[Mini Flashlight Tool - Silver](#)
as low as 0.59



[Paper Presentation Folder - Linen](#)
as low as 0.72



[Ruled Stainless Tumbler - 16 oz.](#)
as low as 2.29



[Soft Mouse Pad - House](#)
as low as 1.59



[Stainless Steel Travel Mug - 15 oz.](#)
as low as 2.17



[Stainless Steel Tumbler - 15 oz.](#)
as low as 2.42



[Stress Pals](#)
as low as 1.38

“Customers who bought items in your cart were also interested in the following items:”...



Callaway Golf Big Bertha 454cc Titanium Drivers



Order Options:

Qty. Selection
1

Add to Cart

Regular Price: \$375.00

Your Price: \$199.99

Shipping: \$0.00 (Free Shipping)

Tax: \$0.00 (No Tax)*

*excludes WA residents



HIDDEN SALES PROJECT



May We Also Suggest...

 Callaway Golf HeavenWood Hybrids
The Callaway Big Bertha Heavenwoods combine the ease-of-use of a wood with the ultimate in playability and replace those hard-to-hit long irons. available in 1H - 5H and replace the corresponding 1 - 5 irons. Men's, women's, senior's and lefties' available.
[info/order](#)

 Callaway Golf Big Bertha Golf Balls - Dozen
A whole new 2-piece Big Bertha golf ball with a proprietary core formulation yielding an ultra-low compression, highly-resilient core for even softer feel and more distance.
[info/order](#)

 Callaway Golf (04) Big Bertha Fairway Woods - Graphite
The Big Bertha stainless steel fairway woods feature refined 3-piece construction for great ball flight and precision like the pros.
[info/order](#)

“May We Also Suggest...”

Here's a company that uses the “Amazon Technique” in their cross sell.

Kodak

Consumer Products





KODAK EASYSHARE 5100 All-in-One Printer has been added to your cart.



(Discounts will be reflected at checkout)

Customers who bought this product also bought:

[Proceed to Cart & Checkout](#)

Please note - a USB 2.0 cable is required!

Regular Price	Add to Cart
---------------	-------------



KODAK USB 2.0 Inkjet Printer Cable A/B

Connects printer and computer. Not included with printer. 5.9 ft.

\$24.99

Preorder



KODAK Two-Sided Printing Accessory / Duplexer

Provides the convenience of two-sided printing.

\$79.99

Your printer comes with ink cartridges, but why not
order an extra set now?

Regular Price	Add to Cart
---------------	-------------



KODAK Color Ink Cartridge

5-ink color cartridge. Pigmented inks for vivid photos.

\$14.99



KODAK Black Ink Cartridge

Provides crisp, sharp black text documents.

\$9.99



KODAK Color Ink & Black Ink Cartridges

Contains black and color cartridges in a cost-savings combo pack.

\$22.99

Backorder

Try our best paper for showcasing and framing your
pictures!

Price

Add to Cart



**KODAK ULTRA Premium Photo Paper / 5 x 7 in. / High Gloss /
20 sheets**

\$8.99



**KODAK ULTRA Premium Photo Paper / 4 x 6 in. / High Gloss /
20 sheets**

\$6.99

Backorder

[Proceed to Cart & Checkout](#)

(Discounts will be reflected at checkout)

“Customers who bought this product also bought:”...

Crate&Barrel





“Crateandbarrel.com puts a slightly different twist on the upsell by showing you “coordinating items”.

The homepage of Crate & Barrel's website. At the top, there are links for ORDER TRACKING, MY ACCOUNT, ASSISTANCE, and a search bar. Below that is a navigation bar with links for SHOP, GIFT REGISTRY, GIFT IDEAS, TRENDS, CATALOGUE, STORES AND EVENTS, GIFT CARDS, and a shopping cart. The main banner features the Crate & Barrel logo and the text "Everyday BestBuys". Below the banner are four promotional boxes: "Everyday Design" (showing a chair and lamp), "Shop New Best Buys Catalogue" (showing a desk and chair), "Gift Registry" (showing plates and glasses), and "That's Entertainment" (showing a television and media unit). At the bottom, there is a sign-up form for email news, sales notices, and ideas, and links to Shop, Gift Central, and About Us.

A section titled "Browse What's New" featuring six categories: "New for the Table" (dinnerware), "New for the Kitchen" (cookware), "New in Furniture" (furniture), "Graphic Bags and Umbrellas" (accessories), "New in Home Accessories" (home accessories), and "New in Bedding and Bath" (bedding and bath linens).





At this point I chose to “Browse What’s New”. Notice in the photos above how they group items together, planting those seeds for additional upsells. Since home decorating is not everyone’s specialty, they are doing the decision-making process for us by coordinating items together and showing the customer what they should purchase

A screenshot of a website's product catalog. On the left, there's a sidebar with categories: "New Pillows, Curtains, Rugs", "New Wall Décor" (which is highlighted in blue), "New Home Accents", and "New Lighting". The main area shows a grid of products under the heading "New Wall Décor". There are two rows of four items each. The first row includes "First Light Print I" and "First Light Print II" (both \$169.00) from the "Furniture Collection", and "Collegamento Print I" and "Collegamento Print II" (both \$129.00) from the "Furniture Collection". The second row includes "Grooved Mirrors" (\$29.95 - \$49.95), "Tanner Wall Frame" (\$24.95), "Wall Frames" (\$12.95 - \$24.95), and "Curved Triple Frame" (\$19.95). At the top right of the grid, there's a link "View all 20 items in New Wall Décor | 1 2 >".

After choosing “New Wall Décor”, I chose the “Collegamento Print I”.





Email A Friend | Print Page | Back to List >



Collegamento Print I
\$129.00

Linear abstracts have a sophisticated collage feel for decorating modern spaces. Square prints are cleanly framed in black edged with red.

- Lithograph prints
- Beveled black wood frame with red edge
- Double white mat
- Made in the USA
- See dimensions below

Crate and Barrel Exclusive Furniture Collection

[Before You Buy](#)

[About Our Furniture](#)

[View Larger](#)

Coordinating Items



Jerry Table Lamp
\$249.00

[View More Items](#) >

Item			
Item Name	Price	Notes	
Print I, 24" sq. x 3"D SKU 173150	 View Larger	\$129.00	[i] Shipping Charges [i] Care Information

More Collegamento Items			
Item Name	Price	Notes	
Print II, 24" sq. x 3"D SKU 173185	 View Larger	\$129.00	[i] Shipping Charges [i] Care Information

[Go To Details](#)

Coordinating Items Back to Top				
 Jerry Table Lamp \$249.00	 Oak Park Desk/Table \$999.00	 Oak Park Desktop Organizer \$299.00	 Oak Park Library Cabinet \$699.00	 Tanner Office Chair \$399.00
 Bijou Leather Chair \$999.00	 Bijou Leather Ottoman \$549.00	 Oak Park Two Drawer File \$699.00	 Oak Park Compact Office \$1,099.00	 Collegamento Print II \$129.00

Notice the promotion of “More Collegamento Items”, and the “Coordinating Items” section at the bottom and how items





are even repeated on the same page. Crate & Barrel continually tries to put the look together for you.

Bundling



Better Together

Buy this book with [The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich](#) by Timothy Ferriss today!

Buy Together Today: \$28.44

A promotional graphic showing two books side-by-side: 'The Hidden Sales Project' and 'The 4-Hour Workweek'. A plus sign is placed between them. To the right is a yellow button with the text 'Buy both now!' and a small icon.

Once again I want to point out that Amazon bundles two of their products together to get people to buy them as a bundled pair, and yet they're not even saving any money. They're just making it easier for customers to make an impulse buy.





This screenshot is a perfect example of how McDonalds bundles their products into Value Meals. Notice how large the pictures are on the left, while the Dollar Menu occupies a much smaller section on the right.

One thing I'm curious about. If you added up the individual prices of the products that are in the value meals, do you save any money by purchasing the bundle? Do you know?





Choose a Plan

1 DVD at-a-time	Unlimited	Unlimited	Most Popular!	Unlimited
Limit 2 per month + 5 hours instantly on your PC	Unlimited 1 DVD at-a-time	No monthly limit + 10 hours instantly on your PC	2 DVDs at-a-time	3 DVDs at-a-time
\$4.99	\$9.99	\$13.99	\$17.99	\$23.99
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<i>Free Trial</i>	<i>Free Trial</i>	<i>Free Trial</i>	<i>Free Trial</i>	<i>Free Trial</i>

Secure Server Continue

Netflix uses the strategy of capturing your email address first before they show any prices.

You'll notice above that the \$17.99 plan has been pre-selected for you. Netflix seems to understand the sales strategy of offering the customer at least 4 choices, and putting the choice they want the customer to choose in the #3 position. There will always be those customers who have to choose the highest priced option, and there will be those who choose the lowest price they can, but the vast majority of customers will choose the option that is just under the highest priced one.

This is a great strategy to try to implement into your business. Create different sales options with your intended best seller sitting in the #3 position (out of 4).





Choose a Plan

MOST POPULAR UNLIMITED PLANS [See all plans](#)

Plan	Description	Price
	3 DVDs at-a-time Unlimited	<input checked="" type="radio"/> \$17.99 / mo + tax
	2 DVDs at-a-time Unlimited	<input type="radio"/> \$14.99 / mo + tax
	1 DVD at-a-time Unlimited	<input type="radio"/> \$9.99 / mo + tax
		<input type="radio"/> \$16.99 / mo + tax
		<input type="radio"/> \$13.99 / mo + tax
		<input type="radio"/> \$8.99 / mo + tax

All plans include a monthly E-Coupon, good for one free in-store movie or game rental!

We offer plans ranging from \$4.99 to \$23.99. [See All Plans](#)

Blockbuster is another company that uses the bundling strategy. Here they're using it for their movie plans. Once again, a plan has already been pre-selected for you.





Charter



Cable TV

Great entertainment for everyone.

Get Price

Bundle Offers

Cable Big + HSI 5Meg + Telephone \$119⁹⁷ per month

Enjoy tons of great entertainment and expanded programming, download, shop, surf and game with a blazing-fast speed, plus unlimited local and long distance calling.

- Enjoy tons of great entertainment and expanded programming
- Find what you want to watch with the Interactive Program Guide
- Download, shop, surf and game with a blazing-fast speed
- Up to three times as fast as DSL† and 90 times faster than dial-up††
- 10 e-mail boxes with 1GB of storage per mailbox, plus 20MB of Web space
- Unlimited local and long distance calling
- 10 popular calling features including Call Waiting and Caller ID
- Voicemail at no additional charge
- 24/7 customer service and product support. No equipment to buy and 30-Day Money Back Guarantee
- Promotion term 12 months

[Add to Cart](#) [Learn More](#)

Thank You Gift

The more services you order online, the more gifts you receive!

Order 1 Service

College Gear Gift Card

Order 2 Services

Domino's Pizza and DVD

Order 3 Services

Restaurant Gift Card and DVD





Charter Cable offers a number of different bundled packages ranging in price from \$69.97 to \$139.97 and in a number of different combinations of cable, high speed internet, and telephone. In the example above, you see a package with all three services for \$119.97.

Charter Cable also offers packages of thank you gifts that are directly tied into the number of services you order. Here again, it is likely that agreements have been made between the companies represented and it is not costing Charter any additional money to offer these gifts.

Do some investigating in your area to see what kinds of businesses you can share promotions with in order to offer your customers gift packages for the purchase of your products or services.

Exit Traffic Strategies

Here are 3 actions you can try to get your exit traffic going:

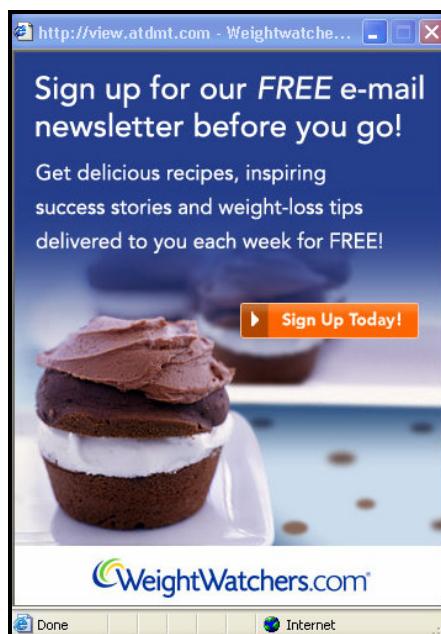
1. Get them to join your list. Give them a great offer as they are leaving to join your list. You can then continue selling them the original product or introduce other products for them to purchase.





2. You can introduce a similar product to them in an exit pop up as they are leaving. This can be a product of yours or someone else's.
3. You can ask them why they didn't buy and why they are leaving. This can give you valuable insight into your product and why people are not buying. This allows you to change or improve the product or simply change the sales letter or sales process and address the issues they bring up.

Here are examples of exit ads that companies are showing as potential customers leave their site.





WeightWatchers does a great job here of trying to at least capture the visitor's email before they exit out of the site. WeightWatchers can then continue to market to these people, and possibly gain them as a customer in the future.

Listen Up)))

The screenshot shows the homepage of the Listen Up website. At the top, there is a banner with the text "NEW! Listen Up))) The Personal Sound Amplifier TURNS ORDINARY HEARING INTO EXTRAORDINARY HEARING" and an "AS SEEN ON TV" logo. Below the banner, there are several images: a man adjusting a radio, a close-up of the Listen Up device and earbuds, and a man and woman in bed. A video player window on the left shows a thumbnail of a man and the text "Listen Up V3 0:12". Below the video player is a "SECURE SITE CLICK TO ORDER" button. In the center, there is a price offer "WITH COMFORT-FIT EAR BUDS FOR ONLY \$14.99 +s&h". To the right, a callout box says "Listen to TV without disturbing others". At the bottom, there is a testimonial "SO POWERFUL, YOU CAN HEAR A PIN DROP ACROSS THE ROOM!" and a "60 DAY MONEY BACK GUARANTEE".





http://www.buylistenup.com/templates/ideavill...

Listen Up

**WAIT! SPECIAL PRICE
ONLY AVAILABLE TODAY**

SAVE \$5 NOW

**NOW ONLY
\$9.99 + 6.99 s&h**

ORDER NOW

**So powerful
you can hear
a pin drop
from across
the room.**

60 DAY MONEY BACK GUARANTEE

Here's a product my daughter was very interested in owning until she found out it cost \$14.99. (That would have dipped too far into her allowance!) Upon exiting the site, you can see that the price dropped \$5. Great strategy, but she still decided it was too rich for her blood!

Free Course



"Sign-up today for my FREE course entitled "Successful Marketing Strategies". Several times a week I'll provide you with valuable marketing information and strategies that have been proven and tested by hundreds if not thousands of successful businesses of every type, size and locale. You can opt-out at any time (but I seriously doubt you ever will) ... and don't worry, we respect your privacy and will not share your information with any 3rd parties." -Dan Kennedy

Registration

Name:

Email:







Here's the exit ad you see when you turn down Dan Kennedy's free 3-month subscription to his newsletter because you don't want to pay for the shipping and handling. It gives him an opportunity to still capture your email and continue marketing to you.

In Closing

You've been hit with a whole bunch of tactics and techniques that businesses use online and in the real world. Besides this ebook, there are tons of videos to watch and audios to listen to. I don't want you to be overwhelmed and try to do them all. Your goal is to pick your favorite one and take action and implement it as fast as you can.

I wish you all the best.

Jeff Dedrick



