



21 Ways to Boost Your Conversion Rate

1. Have a written, clear highly visible guarantee
2. Provide quality products/services and be willing to charge accordingly
3. Print a benefits and testimonial list
4. Offers – throw in something unexpected
5. Packaging – the more attractive and expensive your packaging looks the easier it is to sell it
6. Display awards, certificates, qualifications and memberships – it conveys competence
7. Provide multiple ways for customers to order
8. Provide multiple ways for customers to pay
9. Use prospect questionnaires – understand your customer
10. Offer “try before you buy”
11. Promote value, not price
12. Increase your product knowledge
13. Ask for the sale
14. Run competitions
15. Train everyone in your team in sales
16. Provide team incentives
17. Collect all prospect details
18. Create scarcity for offers and impose time limits
19. Give away valuable free content to get back
20. Set sales targets
21. Measure conversion rates

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