

Three reasons why proof helps you sell **PLUS** Three simple tips to increase your conversions

Most people accept that it's easier to convert sales opportunities if we have proof of the value our product or service delivers. But does it really make so much difference that we should put real effort behind gathering and sharing proof on a continuous basis?

The answer is an unequivocal **YES!**

Below you will find three reasons why and three simple tips for how to take advantage in your own business.

The brilliant thing about this is that it cost nothing to create that conversion!

Reason #1 The Law of Social Proof

People are more likely to buy a product or service (or take an action) if they see that their peer group are buying/doing it too.

For example, Robert Cialdini (a famous American psychologist) ran an experiment with four types of signs to see which would most encourage hotel visitors to reuse towels:

Sign #1 cited environmental reasons to encourage visitors to reuse their towels

Sign #2 said the hotel would donate a portion of end-of-year laundry savings to an environmental cause

Sign #3 said the hotel had already given a donation and asked: "Will you please join us?"

Sign #4 said the majority of guests reused their towels at least once during their stay

Amazingly #4 converted 33% more people than #2 - at no cost to the hotel. The second most effective was #3 which uses Cialdini's Law of Reciprocity - i.e. it works because people feel indebted to the hotel for the donation already made.

Simple Tip #1

Analyse who you sell to.

Identify the largest groupings of people with the same traits and then highlight your success with these groups on your website and in your marketing.

For example, if 30% of your customers are surfers then make a feature of this so that other surfers buy from you too.



Reason #2 The Law of Majority

In the same way that Social Proof increases conversion, then proof that the 'majority' of people do something also triggers increased success.

A classic example is the Times Bestseller list for books. Every bookshop at every airport presents their books in 'bestseller' order.



This triggers very quick purchasing decisions. If it's made the list it must be good, if it's top of the list then it must be awesome.

Reason #3 Customer reviews aid conversion

It sounds like a statement of the obvious but check out most websites and you won't find a lot of reviews.

That's because some businesses are worried that negative reviews will hurt them and this stops them from trying to capture positive reviews.

In reality, provided that all reviews aren't negative, negative reviews help too.

68% of consumers trust reviews more when they see both good and bad scores and bad reviews actually improve conversions by 67%.

Simple Tip #2

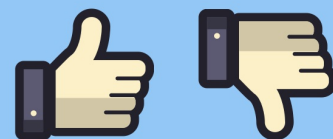
Think of a way you can prove 'majority' for your business.

This could be as simple as saying something like '3 of the last 5 customers bought product X' or '8 out of 10 customers always add this product too!'

Another option, if you sell multiple products, is to create your own 'Best Seller' list (i.e. list your top 10 sellers)

Simple Tip #3

Add a star rating and reviews widget to your website and encourage every customer to leave a review.



Put these on your Home Page where everyone can see them.

If you would like to discuss how to increase your conversion please contact Crispin Manners or Todd Lynch:

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