

## Make It Easy To Buy From Your Site

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Convincing your prospects to purchase from you is a hard job, but have you ever thought that you're making the process twice as difficult for both parties if your prospects are convinced but don't know how to buy from you? No matter how good you are at convincing your prospects, they won't buy if they find the process cumbersome.

First, you will want to check that people can find your order form easily and hassle-free. You can write a clear, concise paragraph to direct your prospects to your order form so that you can minimize the chances of them getting lost. You can also reduce the chances of losing prospects by putting a prominent link to your order page from every other page on your site.

Also, do you offer multiple payment options? Some people may feel comfortable paying via Paypal, some may only want to pay with their credit card and others might want to send a cheque. The more options you offer, the better your chances of covering your prospects' desired payment method.

After all, it wouldn't make any sense to sell hard to a prospect only to find that they won't be able to pay you when they want to.

On the other hand, you will want to prove that you are a credible merchant. Is your order form secured using encryption technology? You would want to look into SSL for this. You can also offer a money back guarantee so that people will feel confident about buying from you. How about after sales support? Who do they contact when they have problems after purchasing?

Alternatively, you can add customer testimonials, your contact information, address, and so on to boost your prospects' confidence. Make them feel safe about buying something from you, a total stranger to them on the other end of the Internet.

As a conclusion, it would be very pitiful if you sold hard and sold well to a prospect and something goes wrong when he or she is ready to pay. Eliminate any chances of that to maximize your profits!