



## **How To Package Your Products and Services**

### **To Incite Consumer Interest**

It can be tricky offering a special. It's easy to lose money, and you already charge fairly, right? Doesn't a discount mean that you have to accept **less money** in return for your hard work?

Not at all, but don't blindly reduce what you charge.

You may believe products are easier to discount than services, especially if you simply pass on your bulk purchase savings to your customer. But services are a horse of another color. We don't want to work more for less. If you're selling products - like make-up, vitamins, or even vacuum cleaners - the shows, demonstrations, and deliveries are services, too.

In product sales, you need to account for service fees in your product mark-up so you can afford to do business.

Packaging your services makes more sense than discounting your products when it comes to offering real value for your customer. These days, and this season in particular, people want **you** to make a smart purchase *easy for them*.

Think about the things your current customers typically ask for within relatively short time frames. For instance, in my experience, I know that when a car won't start and a battery needs to be replaced, it won't be long before the alternator and starter go out. One of those three usually starts the ball rolling, and within a short time, it's highly likely that all three will need to be replaced.

That would be an example of a situation that can be smartly packaged. Most people would wait till each goes out individually, but wouldn't it be smart to sell them together? A package deal in this instance might be:

- Sell one or more items at a discount if they purchase them together on the spot.
- Offer to test the other items when one needs replacement.

A plumbing service might think about checking the drain lines and washers of the entire bathroom when a sink drain is called about. The coupon could read:

*From now until Thanksgiving, when you call us to clean out a drain line, we'll check your entire bathroom (or home) for additional drainage issues and leaks at no additional charge.*

Charging by the hour, offering a 15 minute pressure test on a home may be a reasonable offer. Additional issues can be repaired and the customer benefits because the forethought was there to handle everything at once during a very busy season. They'll remember that next time. (Get a review!)

An interior designer might take additional measurements and pictures for a future project when hired for one thing, and then be able to reduce some of the production time for the next event because the records are on file. What is the designer really out if time is saved and a follow-up sale is virtually ready-to-go in the same promotion?

- Restaurants bundle meals and offer them for a flat price.
- Tire sales offer buy three, get one free promotions.
- A CPA will often package some schedules together for a flat rate.
- Salons often offer one price for an entire spa treatment.

The trick is to look at your additional offer as a way to prepare for another sale. Your fair treatment and foresight will bring a one-time customer back through your doors for another purchase.

What can you bundle, and what can you *afford* to bundle, that helps your customer during the holidays?

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