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Incentives To Make Your Customers Spend More

Every business wants to make the most of each customer that comes through the door and while many businesses attempt to make their employees cross sell additional products and services many customers don't fall for this very overused technique of making extra money. Since customers are looking for things that benefit them, sometimes it is much simpler to offer the customers an item that they really want as an incentive to get them to purchase more.

This is a technique that is commonly used by charities and organizations who are trying to get donations. Many times they offer consumers a certain item or items if they donate over a certain amount with better and better gifts for each level of donation. This encourages people to donate more without having to ask them to. It is coercion that is motivated solely by that person's desire for the donation gift at a specific level and therefore they push themselves to donate more.

Utilizing this same technique to sales within your business can easily help to encourage customers to spend more money and getting them to spend more will help you increase the profit you make per customer and will help customers to spend more without feeling like they are being pushed into it. When they see that T-shirt with the funny saying on it or that travel bag with your logo imprinted on it, they will decide they really want to spend enough to get that item for free. The items itself will provide the motivation to spend.

This motivates them to buy an extra pair of pants or pick up an extra pair of socks to help make up that amount specified. Sales people will not mind encouraging customers to spend a little more to get that gift, and many even buy something that they do not even want or need just to meet that goal and receive their free gift.

Ironically offering sales incentives to customers is a good way to get your business message out as well, because each item has your business name and logo printed on them, which will help increase your business exposure. Making customers believe that spending more was their idea is what works best about promotional incentives. They aren't forced on the customer, just suggested to them, which makes them feel a lot more comfortable with making that additional purchase.

There is a large variety of [printed pens](#) available for you to choose from by logging onto penspromotional.org.uk. You can design your [pens promotional](#) in the color, type and style that best suits your business.

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