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Selling Products Gets Easy When You Close The Store More Often

Having worked in the profession of selling for many, many years, I can certainly say products that are available 24/7 are tougher to sell, as opposed to those that get the TLC of a new product launch treatment.

Let's first take a look at a study that was talked about in one of Robert Cialdini's recent books. Basically, there were two lines of 100 guys standing in front of two different photocopiers, presumably in two different rooms. What they did was ask a woman to barge in line and see if there was any resistance.

Obviously there was. But what's interesting to note is that only 50% of the people would let her jump the queue in one case, while 90% let her do so in the other. What was the difference. In the 90% line she gave them a reason to let her in. As the story goes, she only said 'let me in because I have copies to make'. Pretty lame reason.

Essentially, people buy for a variety of different time-sensitive reasons. And many times they buy for other people's reasons just to help them out.

Certainly, a whacky reason to whip out a credit card, but it works.

In the absence of reasons to buy anything, except for let's say food, clothing and shelter, things don't get sold. Because without reasons products don't get talked about.

A new product launch on the other hand by virtue of it being new, a product and probably something that will make its way into the marketplace in a glorious way, aka a launch, is worthy to consider buying sooner than later.

Most mid-tiered buying decisions are heavily influenced by those we know, like and trust well in advance of any new product launch. Sales numbers explode with time sensitive promotions.

Customer testimonials and even a good dash of social proof also helps conversions.

This [New Product Launch](#) information is a value beyond compare. While you're at the website, don't forget to pick up a copy of the 7 Day [Product Launch Formula](#) free report.. Unique version for reprint here: [Selling Products Gets Easy When You Close The Store More Often](#).

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