

Strategies to **INCREASE**  
**SALES**, discover **more**  
**PROFIT** and ...



... set your course in  
the **right DIRECTION**.

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“Are you drowning in a river of decisions  
about your **E-COMMERCE SOLUTIONS**?

Let **NORTHSTAR SOLUTIONS**  
throw you a **LIFELINE!**”



- ☒ **LOW FEES**
- ☒ **GREAT SERVICE**
- ☒ **RICH FEATURES**

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## DESIGN YOUR WEB SITE TO SELL

Make sure you have easy-to-find *Buy Now* buttons on every page -- because it's never certain what page customers may land on when they come to your site ready to make a purchase. You should also display your prices in a prominent, easy-to-understand manner. Another critical aspect to securing more purchases is to make sure that your checkout process is extremely customer friendly ...



Studies have shown that when a checkout process has multiple steps or is otherwise difficult for customers to use, there is a higher likelihood they may change their mind about their purchase. To help ensure each customer follows through on their purchase decision, your checkout process should use technology that conveniently provides customers with immediate feedback during their purchase -- without them having to submit multiple pages or use the back button on their browser to correct and resubmit information.

A professional web site is also very important because, next to your software itself, it's what customers see when they evaluate if you are a legitimate, professional business. In fact, without a good web site, potential customers may never even see your software, so spend time making sure your web site is the best it can be. To do that, you should ask others that will be objective for their honest opinion and, if necessary, hire a professional graphics/web designer.

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## OFFER BUNDLES & QUANTITY DISCOUNTS



If you sell multiple products, then bundles are a great way to increase sales, particularly if you are able to package complimentary products together. This is also strategic if you have a product that does not sell as well as another, but would make a nice “bonus” to the more popular one. If that is the case, you can offer the less popular one as a “free bonus” when the more popular one is purchased; or you can bundle them together and offer a discount when they are purchased at the same time. This can help entice some customers into finalizing their purchase, and it often provides more profit than would have been achieved if the products had been sold individually.

Quantity discounts should also be part of your sales strategy. If you offer packages, say a 5 pack, 10 pack, 25 pack, etc., some customers may only want 20 licenses (no more, no less). So, they'll want to negotiate a rate between two ten packs and one 25 pack. It is not advisable to tempt customers to negotiate your price because it can result in lost sales or, at the very least, add administrative overhead. This example shows how you can avoid such problems:

Quantity	2-4	5-9	10-24	25-49	50+
Unit Price	\$39.97	\$38.97	\$37.47	\$34.97	\$32.97

As shown, this strategy demonstrates higher quantities have larger discounts, eliminates any gaps in the quantities being offered, and it reduces the risk of you having to negotiate prices and possibly losing a sale.

**“NORTHSTAR SOLUTIONS**  
has been providing **E-COMMERCE**  
**SOLUTIONS** for over a decade  
and in recent months we have  
**grown** like never before.”



We would like you to be a part of our  
**GROWING SUCCESS!**

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## STRATEGICALLY USE COUPONS

Everyone likes a good deal, and coupons are a nice way to offer items on sale without risking leakage from normal sales. In other words, rather than run a sale that each and every customer will know about and receive (even if they arrive at your store ready to pay full price), you can target specific customers (for example, ones that may have purchased something from you in the past) and entice them to make more purchases of other products or upgrade an existing product at a discount.



This works equally well for reseller discounts, educational discounts, discounts you want to give to friends and family, etc. Ideally, you should have the ability to put a coupon code within the URL you provide. This ensures customers have a much more seamless purchase experience with their coupon since it prevents them from having to remember or type the coupon code, and it makes linking from your site or an e-mail message as smooth as possible. Also, once the coupon discount is triggered, customers should be immediately shown the discount in their cart total to help give them that “feel good experience” about their purchase decision. The psychological benefit of seeing a discount in the cart total during checkout can be especially enticing to potential customers that need that little extra incentive to finalize their purchase.

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“Everyone’s smiling about our **great**  
**FEATURES**, *friendly* **CUSTOMER**  
**SERVICE**, and **BEST RATES** ever!”



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## OFFER CD's TO CUSTOMERS

In addition to offering you more profit, CD's give customers that like to "touch and feel" an otherwise intangible product more peace of mind and confidence that their purchase is actually for something of value to them.



Providing CD's also helps reduce technical support for people that lose their "download", all the while providing a valuable service to the many customers that would like a backup CD for their purchase. Offering CD's does not have to be a labor-intensive job for you, because any good e-commerce provider should offer you an easy way to just complete a few fields in your product details to take advantage of this feature. The entire process, from capturing the order from the customer, to affixing an attractive color label with your product name on it, to packaging the CD in a heavy mailer, to mailing the CD can -- and should -- be conveniently managed for you.

Also be sure that the process involves your product being dynamically retrieved via FTP from a URL that you indicate to ensure your customers always get the latest version of your software. With that strategy, you don't have to worry about keeping the source up to date except to simply keep the download file current at your own web site.

When offering CD's, you should also have full control over how they are offered to customers and what price is charged. You should also have the option to control whether they are added to a customer's cart by default with the option to remove them (opt out), or not initially in the cart and offered as an option during the checkout process (opt in).

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**“DISCOVER ...**



**... NorthStar 3.0**, a proven,  
*state-of-the-art* **E-COMMERCE**  
**SYSTEM** used by hundreds of  
software businesses worldwide.”

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## THINK GLOBALLY



No matter what country you are from, you should always consider your customer base from both within and outside of your own country. To ensure that you give all your potential customers a clear understanding, and therefore the best feeling possible about their purchase, it is essential that you, or your e-commerce provider, present the prices of your software in the currency the potential customer is most familiar with.

To accomplish this gracefully, the e-commerce technology used should automatically detect the preferred currency customers like to see by examining their browser settings and/or the IP Address where they are from and then display prices in the appropriate currency. To ensure the currency conversion process is highly accurate, this feature should access data from a reliable source, such as the *European Central Bank* or *U.S. Federal Reserve*, and it should do so in real time. Also, the ability to override the suggested currency and display prices in one of many other currencies should be available, as some customers may be in another country; but otherwise want to see prices displayed in the currency they are most familiar with.

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**“NORTHSTAR SOLUTIONS**  
has the *best fees ever*. In fact, one  
of our prominent **features** is that  
we take our **small portion ...**



... and leave ***you*** the **REST.”**



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NorthStar Solutions has been providing e-commerce solutions to literally hundreds of software businesses worldwide for over a decade. We believe that our past and present success is directly related to each provider we work with and, more importantly, we actively practice that philosophy by consistently making sure that we provide reliable, professional e-commerce services for our clients – day after day, year after year.

While we're proud of our past achievements, we also continually find ways to improve. In 2007 we released *NorthStar 3.0*, a proven, state-of-the-art e-commerce system that delivers real-time order processing, a friendly control panel to manage sales and products, and an exceptionally customer-friendly checkout process built on modern AJAX technology to ensure each and every sale is efficiently captured for you.

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**COME GROW WITH US!** In recent months we have grown like never before as news about our fantastic new features and best rates ever has become known. We want you to be part of the mutual success. When you partner with us, you immediately become a valued client and we will work with you to help make the transition from your existing solutions as easy as possible.

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