



Strategies for Converting Prospects into Customers

Strategy	Description	Examples
Special & Introductory Offers	Discounts for new customers; free product or service for a limited time	Discount coupons for first haircut; free overnight shipping for first month
Sampling	Giving prospects a chance to try your product or service at no charge	Food tastings at a store; free 30-day trial version of software
Daily Deal Sites	Offers featured for one day on a website such as Groupon or LivingSocial	Half off when you purchase three oil changes
“Beta” Testing	Selected customers test products before sale to the general public	Often done with technology but can be applied in many industries
Positive Reviews by Influencers	Asking people who others look to for advice to use and review your product or service	Reviews by journalists, celebrities, well-known industry insiders, or peer leaders

