



Business Builder

Tips & Techniques to Help Your Business Grow

Bundle Products for More Profit

If you want to squeeze as much profit as possible out of every sale, you should consider “bundling” products or services together into packages. Think about what your customers will be doing with the product or service they are buying from you and then bundle several related items together that will compliment or add greater enjoyment to the sale.

Bundling is easy money! You can create bundles of almost any variety to make a little extra profit. Here’s some examples:

> **Computer Stores:** When you’re taking the order for that new computer, make sure you ask your customer what types of tasks they wish to accomplish with their new machine. Then sell them bundles tailored to their tastes– a pair of premium speakers and CD burner for music lovers, a new video card and the hottest games for the gamers, etc.

> **Gift Stores:** If your customer is buying a new mirror, you could bundle a special cleaning cloth and cleanser that would keep it clean.

> **Shoe Stores:** When you sell a new pair of sneakers, bundle together products to keep them clean or maybe a year’s supply of socks.

The possibilities are endless- all it takes is some creativity and you could have all kinds of bundles available for your customers. Think about this– if you have 500 customers a month and you make just \$2 extra profit on each sale, you’ve increased your annual earnings by \$12,000!

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