

# How to Sell Appliances

## Reasons Why People Buy Appliances

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

They want to get chores around the house done faster.

They want to save time so they can enjoy other things in life.

They want to use less effort doing everyday routine jobs.

They want to put their household duties on auto-pilot.

They want to use less energy so they can save it for fun.

## Types Of Appliances To Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

refrigerator	microwave oven	can opener	electric knife
stove	washing machine	deep fryer	mixer
freezer	dryer	mini-grill	crook pot
dishwasher	air conditioner	coffee machine	waffle iron
miscellaneous	food disposal	toaster	vacuum sealer
blender	oven	food processor	food steamer

### **Words Or Phrases That Sell Appliances**

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, p's; etc.

Here are some targeted words and phrases:

saves time	digital	gadget	little effort
quick	energy efficient	done in minutes	does all the work
push button	in many colors	easy to clean	makes tasty food
automatic	fire safe	heats fast	no mess
time-saver	handy	cools fast	multiple settings

### **Graphics Or Images That Sell Appliances**

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

People smiling while using the appliance.

The beneficial results of what the appliance does.

Pictures of the appliance in many different colors.

The appliance in a professionally decorated room.

A picture of people enjoying things they love because of the appliance.

### **Stories That Sell Appliances**

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

A demonstration video of how easy the appliance is to use.

A story how a person was able to spend more time with their family and less time doing chores.

An instructional video on how easy it is to clean.

A story of how a person who made a tasty 5 course meal in under an hour.

### **Backend Products To Sell With Appliances**

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

Cookware that matches the appliance.

Food storage ware containers.

A longer warranty.

On site repair servicing.

### **Bonus Or Content Ideas That Sell Appliances**

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

How to cook certain recipes with the appliance.

Reviews of other types or kinds of appliances.

How to repair the appliance by yourself.

Organizational ideas for storing your appliances.

### **Keywords And Phrases That Sell Appliances**

Tons of people like to promote their products in the search engines or with pay per click ads because they are a good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

appliance parts	appliance discount	small appliances
appliances	kitchen appliances	used appliances
(type of appliance)	home appliances	appliance electronics
(brand of appliance)	appliance service	cooking appliances
(name of appliance)	major appliances	new appliances
appliance repair	electric appliance	appliances online
appliance store	household appliances	appliances discount

### **Special Offers That Sell Appliances**

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or a extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

A discount on attachments or add ons for the appliance.

A gift certificate for a grocery store.

Free handy kitchen utensil gadgets for little jobs.

You'll beat any competitors price.