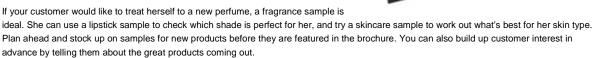# How to boost your sales with samples!

Giving out free samples is the best way to introduce your customers to new products, as it allows them to experience the benefits for themselves.

Trying a product for free gives customers added confidence to order a full-size product, as they have seen for themselves how well it works. This makes buying samples a great investment for you and it's a simple, inexpensive way to increase your sales.

Why not try…?

- Popping a few samples in your handbag and giving them out to people you meet.
- Adding a few samples of products you think your customers will like when you deliver their orders.
- Giving your customers a sample when you hand them the latest brochure.
- Offering samples to new customers as an incentive to place an order

If your customer would like to treat herself to a new perfume, a fragrance sample is ideal. She can use a lipstick sample to check which shade is perfect for her, and try a skincare sample to work out what's best for her skin type. Plan ahead and stock up on samples for new products before they are featured in the brochure. You can also build up customer interest in advance by telling them about the great products coming out.

Once you've left a sample with a customer ask them how they got on with it. A gentle reminder when you're collecting your orders could generate an extra sale of a full sized product.

Remember that you can order your samples when you place your order. You will also be able to order a selection of professional business tools to help you with your business.