

Forum:[Hack Forums](#)

Thread: [\[TUTORIAL\] The relevance of presentation](#)

Puppeteer - November 27, 2014, 2:45 am

Introduction

One of the things that I do not tolerate is a bad presentation. Think of yourself: would you ever buy or even evaluate a product from a company with a bad look? As our world goes on and on, everything is always more centered to the appearance than the product itself. It's bad but it's the truth. I always aim to make my products as advanced and reliable as possible and so you should but do NOT underestimate the relevance of the presentation.

I've studied much and with my knowledge of human psychology I understood those little things the can make the difference.

The Presentation

Unfortunately you could have the most amazing product ever but if you can't present and actually sell it you can just toss it away and stop.

I'll write down the points you should follow for the best presentation of your product, they will be divided in two sections: a "Selling" and an "After Sale".

Selling

Look:

You want to sell your product on a website of your own. Do not rush to get up a onepage website or a downloaded theme for your blogspot website. Buy a domain with a nice name, if it has some related word in it then it's good but it's even better when you get a short, good sounding and catchy name.

Consider that unless you can design and code a website yourself, you will have to hire someone to do it for you. It all depends on the niche but do not be that kind of person who thinks he could get a perfectly done facebook style website for 50\$. Also add the costs of the pictures/videos of the products. More photos (videos are even better) – more trust gained.

Customer involvement:

We rely on the customer to live, he's the one paying us the bills. We want him to have the best experience ever and we want him to remember and to advice our website to other people. Here's a little list of features you can't miss: Feedback – the feedback feature is a must have. For instance you are looking at a gaming keyboard but it's not totally convincing you.. you see feedbacks of people saying it's awesome and that they recommend it: doubles the chance you buy it.

Gift package – You can't imagine how many times I've seen in my life people that see there's a gift option and decide to buy 1 more product for a friend/gf/family/whatever. A photo of the package is a must – classy and simple with options to choose colors.

Customization – If possible (it depends on the product) add a customization option like engraving, colors, dimensions and so on. This will let the customer to make the product more of its own.

Quick question option – This is a plus feature but tends to help as people could change their mind if they don't understand something about the product.

Anonymous package – It depends on what you sell but it could be highly appreciated by some customer.

Postal office hold – I don't know how it is called in your country but some customer (mostly young – married) would love to pick up the package directly from the postal office instead of having it delivered to the house and find it open by a family member.

Free shipping:

I decided to put it under the section and not in the list because it's not to be underestimated.

How can you make your customers pay for the shipment with an order of over 50\$? I've seen sites selling high priced stuff and adding that damn 9.90\$ shipment price. It's not about the money but about principle. A smart one would insert the shipment cost within the margin of the product and don't charge a cent and trust me when I say that I saw a lot of people cancelling the order cause of the shipment price.

After Sale

Support:

A must. I personally provide my customers with the highest quality support ever. Always available and tempestive.

A lot of companies have their prices pumped up mostly for the amazing support service. You don't repair, you replace. You release updates and notice your customers). Get involved and make the customer feel like he's talking to a friend.

Coupons:

Hell yeah, give em coupons! Customers love coupons. It's your choice but I highly suggest it because with a coupon available, most people will use it.

Maintenance:

Maintenance is one of the most important thing in everything. A good maintenance guarantee the best life of the product and prevent disasters. Take a server for example: do your maintenance or be fu*ked up soon or later.

Conclusions

I hope this helped you on your business, always take care of the customer as he's the one that pays for your stuff.

NEVER underestimate the presentation of your product, we want the brain to be attracted from what the eyes see.

Notes

English users: sorry if got you cancer with this, I'm sure there are errors and I appreciate if you point em out to me so I can correct em.

- I will update and improve this thread as new things comes to my mind.

sonex - November 27, 2014, 3:52 am

Yet another great motivational thread. Thank you!

ReiZier - November 2, 2017, 1:30 pm

(Nov 27, 2014 04:52 AM)sonex Wrote: [\[CITE\]](#) Yet another great motivational thread. Thank you!

Ye man he is really good, i know i will need them but im trying to find a how to start making money

think

Twist. - *November 2, 2017, 6:27 pm*

Some very useful pointers mate. I like this business oriented perspective this provides to a newbie.

Bzrk_ - *November 3, 2017, 8:11 am*

Yes some useful key tips that is wat I need thank man

TheRevolution - *November 4, 2017, 3:18 am*

Thanks mate for this!! <3