

SALES SYSTEM CHECKLIST





INTRODUCTION

Before you launch your new product or service to the world, you'll want to go through this final checklist to make sure that everything is fine-tuned with your sales system.

Sharon Hayes



SALES PAGE

ITEM TO CHECK	WHO?	COMPLETED?
Is it readable?		
Do these items stand out: <ul style="list-style-type: none"> - Headline - Sub-headline - Benefits - Price - Order Link 		
Is headline tight?		
Is PS at bottom solid?		
Is there lots of white space?		
Are all graphics professionally designed?		
Is “you” used versus “I”?		
Is guarantee clearly visible?		
Is there contact information for problems?		
Do all links work?		

ORDER PAGE

ITEM TO CHECK	WHO?	COMPLETED?
Is it clear what people are buying?		
Is the guarantee repeated?		
Are SSL certificates shown?		
Is there contact information for problems?		
Is shipping and/or taxes clearly displayed?		
Does the country drop down menu work?		
Do other drop-down menus work?		
Place test order?		

POST-PURCHASE PAGE

ITEM TO CHECK	WHO?	COMPLETED?
Does this provide delivery information?		
Does it tell them what to do next?		

AUTORESPONDERS

ITEM TO CHECK	WHO?	COMPLETED?
Autoresponders		
Are these set up for new buyers?		
Have they been tested?		
Do all links work?		

FULFILLMENT SERVICE

ITEM TO CHECK	WHO?	COMPLETED?
If you have a physical product, is everything integrated?		

