

MARKETING *Benchmarks*

6 solid pointers on order forms

Heed these six tips, writes noted copywriter Ugur Akinci, and your order form will serve you as a dynamic sales tool, instead of zooming straight – at considerable cost to you – into your customer’s waste basket:

- **Make sure to summarize all the benefits** your customer can expect from his order.

Your order form is your mailing package’s last chance to close the sale. Treat it that way. You cannot state too many of your benefits too often. Use check boxes, which involve your customer in the sales process.

- **Specify all your payment options.**

The more ways, the better off you will be. Use check boxes to list options such as a toll-free phone number your customer can use for a secure credit-card order ... the address he should use to reply by mail ... a fax number ... remittance to a super-safe PayPal account ... online payment ... every other transaction path you offer.

- **List every single product in your offer** with its price. (If you are offering special prices, show them, plus what your customer saves by ordering before a certain date. Include an Order Total line, plus lines for sales taxes (if any) and delivery charges. (If you are offering free delivery, say so!)

- **Show all the shipping options you offer, and their costs.** A great way to boost sales is to offer bargain rates for multiple purchasers, or for transactions costing more than \$X.00.

- **Preprint customer information** to save him the bother of filling in the order form. Leave ample room for him to print corrections and additional information about himself, such as his phone or fax numbers ... E-mail address ... credit-

card information.

- **Carefully design credit-card information requests.**

Start with a check box before a statement “Please charge my credit card:”

Follow immediately with check boxes that conveniently allow your customer to choose among the credit cards you offer. List them by name (e.g., Visa, MasterCard, American Express, Discover, Diners Club).

I don't want to get any more mail

addressed to Mrs. Bunnie Alice-Parry.

— Mr. Bernie Elliss-Perry

Underneath, leave plenty of space for 16 small squares in which your customer can hand-print his complete credit-card number, plus four squares (labeled “month” and “date” for the card’s expiration date. It is not necessary to ask the customer for his back-of-card security code.

Finally, always include a separate line for the customer’s signature, which authorizes you to bill his account for the transaction.

- **Prominently**, print your name and address, phone and fax numbers, E-mail address, and Web URL on the business side of your order form. Doing so

1) Identifies you as a legitimate business

2) Opens paths your customer can use to talk with you – and perhaps order again

3) Keeps your gate open for customers who lose their reply envelopes.



The Castle Press

1222 North Fair Oaks Ave
Pasadena, CA 91103
626-798-0858
www.castlepress.com

1007 Broxton Avenue, Suite 212
Los Angeles, CA 90024
310-824-5201
cpwest@castlepress.com

The Castle Press

has provided excellent printing and marketing solutions to direct-mail advertisers for more than 70 years. To learn at no cost or obligation how it could help you maximize profits, please phone, or email: info@castlepress.com