LuxCloud
TRUST · ENABLE · SCALE

10 Step Guide to make more money selling SSL

Here are ten easy, but very useful, steps that you can follow **today** to make more money **selling SSL** Certificates **effectively** and **profitably**.

Step 1	**Add SSL Certificates as a core product on your website**
	Customers usually go to their trusted hosting provider, domain registrar or web designer to purchase an SSL Certificate. If they cannot find SSL Certificates in your product list they will look to your competitors. It is very important to show your customers that you provide SSL Certificates by prominently displaying the availability of "SSL Certificates" as a product on your homepage.

Step 2	**Give the correct tools to your sales people with our invaluable resources**
	We offer you our knowledge and experience so you can promote awareness throughout your customer base. You will benefit from plenty of material available about myLuxCloud. Give the correct tools to your sales people, develop a cheat sheet, customer stories, stats or testimonials that illustrate the value of using SSL Certificates; and update it regularly.

Step 3	**Advertise a multiyear SSL offer**
	A great way to maximize your revenue from SSL is to offer 2-3 year validity certificates; this works on the domain side too. Why limit to one year domain subscriptions or SSL terms when customers are waiting with their credit card and wanting to make a purchase?

Step 4	**Upsell opportunities**
	Always add an upsell to your offer. When customers choose a cheaper SSL Certificate, be sure to encourage them to upgrade to something better (and more expensive). If you take the time to explain the difference (and the value), you'll be surprised at the result. Again, the customer is already in the mood to buy, catch them whilst they are receptive to new ideas

Step 5

Use it on your website

Use and display a certificate on your page, this shows your customers that you care about and value their security; it also instils trust. If you don't show that you are concerned about security, why should your customers think it important?

Step 6

Communicate your offer

The fastest way to start selling SSL efficiently is announcing the availability of SSL to your existing customer base; talking to them over the phone is personal and will make them feel special. You can also spread the news through a newsletter / homepage / social media / email signature banner or any other contact that you have with them.

Step 7

Promotions

Running special offers on your website, ads and customer communications can encourage rapid uptake of your SSL offerings. For example some ideas to promote could be: launching promo, special pricing to create a sense of urgency, special upgrades deals… Once you have a sign up, try to get a customer testimonial – other customers will feel more confident if they know people are buying.

Step 8

Use the correct keywords

Customers are looking for terms such as "SSL" or "SSL Certificate", sell with these keywords, not tech terms (KISS – keep it simple stupid). Try out some Google searches to see which keywords bring the most results; for sure "Secure Sockets Layer" is not one of them. Also, look at your competitors and see how they are promoting this product. If you are doing SEO, make sure your website is working well for that. Make sure you've got a sitemap, and that Google is able to get in there and properly index your pages. Use a custom 404 page to get people back on track if they hit a dead link. And optimize your search results by using 301 redirects, not 302.

Step 9	**Give your customers a choice of SSL Certificate products**
	Add our different SSL products to your offer to give your customers a choice. Explain the features and benefits of the different options so they can make the best choice for their business.

Step 10	**Bundle the certificate with other products**
	SSL is the perfect product for upselling added value on top of web hosting, domains and SharePoint. For example, you can create a "Secure hosting bundle" packaging web hosting + domain + SSL; or bundle a wild card SSL Certificate with other services like SharePoint with Fixed IP. In this way you are able to offer a complete secured SharePoint environment where your customers do not have to worry about any security breaches or interception of critical documents or company information.

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