

Building Key Sales Systems Checklist

What products/services do you currently have ready to roll out? List below.

Move your new Prospects through the 7 Step 'Lifetime Customer System'

The seven steps in the Lifetime Customer System will generate quality traffic and allow you to build relationships with those who show sincere interest. You will not be focused on selling initially, but you will be nurturing those relationships like a small seedling. Continue to nurture, encourage reassessment of the relationship and build desire in your product. Then, present your first offer/request for a minor commitment. Nurturing to Fulfillment is an iterative process that will systematically generate increased sales and loyal customers who give referrals.

Check off each step when you have created the appropriate system - do not skip steps.

- 1. **Traffic Generation System** (for the optin page related to the first product to roll-out)
 - What are you going to do to generate traffic to your optin page?
 - Social Media
 - Blog posts around specific keyword topics
 - Advertising (PPC, etc.)
 - Articles
 - Marketing through Affiliates How? _____
 - Other _____
 - Other _____

- 2. **Lead Capture System** (gather contact information from interested participants)
 - How will you capture Leads onto your List from the Traffic generated?
 - Optin pages
 - Optin form on your Facebook Business page
 - Other _____
 - Other _____

Relationship To Purchase System (Steps 3-5 below)

3. Nurturing

- How are you going to build your prospect relationship (trust and credibility)?

- How are you going to ask for a minor commitment?

- After you build the relationship, what is your bigger commitment request going to be?

- Which of the following methods will you use?

- Send 5 mailings (spaced 2-3 days, using different modalities)
- Post short video
- Hold a webinar
- Post a report
- Provide a tool/app

4. Building Desire (The process of taking a perceived need and amplifying that need in the minds of potential customers.)

- How are you going to “Build Desire”

- Send 3-5 mailings
- Identify issue
- Agitate the gap
- Partially solve needs
- Show social proof that your product/service fulfilled the need
- Lead them to your sales page

5. Sales Event-Did Your Customer Buy?

- Have you designed a transaction and checkout process that is positive and reassuring?

- Have you designed in Upsells?

- Yes.** Use Fulfillment System (steps 6 and 7 below)
- No.** Use **Multi-Product Sales System** (reiteration of activities in steps 3-5, then present new product offer)

- What auto responder system will you use to move your non-buyers through the rinse and repeat cycle automatically _____

- What Autoresponder sequence for subsequent products are you going to run your prospects through.
 - #1 _____
 - #2 _____
 - #3 _____
 - #4 _____
 - #5 _____

- If you do not have multiple products, go find some that you can put into these systems

Fulfillment System (Steps 6-7 below)

6. Overdeliver and Impress

How are you going to...

- Give Customers more than what they expected.

- Provide excellent Customer Service?

- Provide Post-purchase reassurance?

- Determine your Next product to sell them and how are you going to present it?

- Deliver the product purchased?

- Encourage consumption of the product/course/service they purchased?

- Reduce refunds?

7. Get Referrals

- How are you going to get referrals from your Customers?

- Provide an Affiliate link so they can promote you?

- Obtain Testimonials from satisfied Customers
