



BUILDING KEY SALES SYSTEMS

Learning Guide

**SINGLE SALE VS.
LIFETIME CUSTOMER**

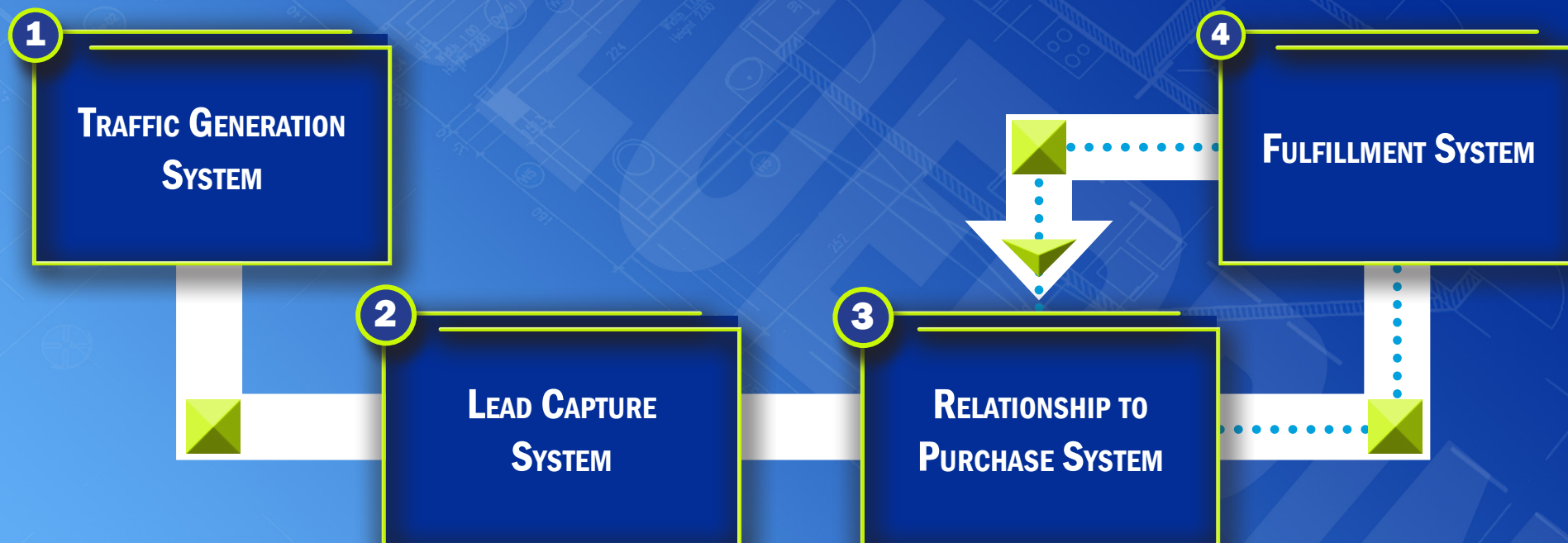
**YOU MUST UNDERSTAND THE
COMPONENT PIECES OF THIS
RELATIONSHIP...BEFORE AND
AFTER THE SALE.**

**CREATING SALES IS MORE THAN
A SINGLE TRANSACTION WITH
YOUR CUSTOMER. IT'S PART OF A
RELATIONSHIP BUILDING SYSTEM.**

**IT TAKES A LITTLE WORK...
BUT, YOU'RE BUILDING A
'LIFETIME' CUSTOMER
BY NURTURING THEM.**



SALES SYSTEM KEY COMPONENTS



INTERDEPENDENT AND ITERATIVE PROCESS

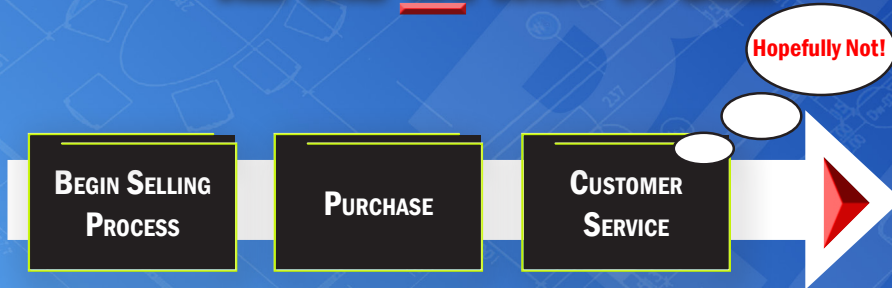


THE WAY WE WANT TO SELL

VS.

THE WAY CUSTOMERS WANT TO BUY

WITH A NATURAL, TRUSTING AND **NURTURING** PROCESS



THE PROBLEM

- NEW CUSTOMER ACQUISITION IS MOST EXPENSIVE WAY OF DOING BUSINESS
- TOTALLY INCONSISTENT WITH HUMAN BEHAVIOR
- LEAVES HUGE AMOUNTS OF MONEY ON THE TABLE
- WE ARE HARDWIRED TO ACT/TRUST IN A CERTAIN WAY

THE NATURAL METHOD

- BUILD A RELATIONSHIP
- MINOR COMMITMENT REQUEST
- ASSESSMENT ADDS TO TRUST
- MORE RELATIONSHIP BUILDING
- BIGGER COMMITMENT

THE RESULT

- ADDITIONAL SALES
- INCREASING SALES DOLLARS
- LONG-TERM CUSTOMER LOYALTY



LIFETIME CUSTOMER SYSTEM

THIS IS VERY A SIMPLE AND NATURAL METHOD OF CREATING LONG-TERM CUSTOMERS, YET MANY BUSINESSES THINK THEY CAN SKIP STEPS AND RUSH RIGHT INTO SELLING.

DOES 'RUSHING IN FOR THE COMMITMENT' WORK IN PERSONAL RELATIONSHIPS? No, AND IT DOESN'T WORK IN BUSINESS EITHER.

THIS SINGLE-SALE MENTALITY FORCES A CONSTANT SEARCH FOR NEW CUSTOMERS, MAY LEAD TO CUSTOMER SERVICE ISSUES, AND CONTINUES TO BE THE SINGLE MOST EXPENSIVE WAY OF DOING BUSINESS.



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.



RELATIONSHIP TO PURCHASE SYSTEM



NURTURE RELATIONSHIP



BUILD DESIRE



SALES EVENT

- **BUILD TRUST AND CREDIBILITY IN YOUR CONTENT, PRODUCTS AND SERVICES.**
- **AVOID PERCEPTION THAT ALL YOU WANT IS TO SELL AND THEN ABANDON.**
- **STRIVE TO BE RELEVANT, INTRIGUING, RESPECTABLE, CARING AND SUPPORTIVE.**

- **DIRECT THEIR INTRIGUE TO HIGHLIGHTED NEEDS.**
- **AGITATE THE GAP.**
- **PARTIALLY FULFILL NEEDS AND EMPHASIZE PROVEN RESULTS.**
- **PROVIDE OPPORTUNITY TO BUY.**

- **GUIDE BUYER THROUGH A STREAMLINED TRANSACTION EXPERIENCE.**
- **UPSELL RELATED PRODUCTS.**
- **MAINTAIN THE GOAL TO CREATE LOYAL AND SATISFIED CUSTOMERS WHO WILL RETURN AND REFER OTHERS.**



FULFILLMENT SYSTEM & MULTI-PRODUCT SALES SYSTEM

How This Works:

NURTURE YOUR PROSPECTS ON CONTENT
AROUND A PARTICULAR PRODUCT.

DID THEY BUY?

Yes GUIDE THROUGH THE FULFILLMENT SYSTEM.

No GUIDE THEM THROUGH NURTURING SEQUENCES
FOR SUCCESSIVE PRODUCTS UNTIL THEY BUY.

