



SALES & MARKETING BLUEPRINT

1 MY REVENUE STREAMS

2 MY SCALE STRATEGY

[Use 15 Scalable Models Tool]

3 MY TARGET MARKET

[Use Perfect Client Decoder Tool]

4 WHERE TO FIND THEM

[Where/what they visit, shop, read, commune, work, learn...]

5 HOW TO REACH THEM

[Use Marketing Methods Tool]

6 MY MESSAGING

[Speak to the Pain/Dream of Your Avatar]

7 NURTURE PROSPECTS INTO LEADS

[Emails, Webinars, Gifts, Phone Calls, Relationship Building]

8 CLOSE THE SALE

[Use 4W Statement Tool, Sales Conversation Tool, Consultative Sales Script Tool. Also: Sales Page, Email, Phone Call, Meeting, Webinar, Event]

9 BUILD LONG-TERM RELATIONSHIPS

[Premium Customer Service, Added Value, Many Touch Points, Gifts, Surprise & Delight...RESULTS]

10 UP-SELLS/CROSS SELLS

[What Complimentary Products/Services Does Your Client Want/Need?]

11 BUILD A REFERRAL COMMUNITY