

Funnels.com [CHALLENGE]

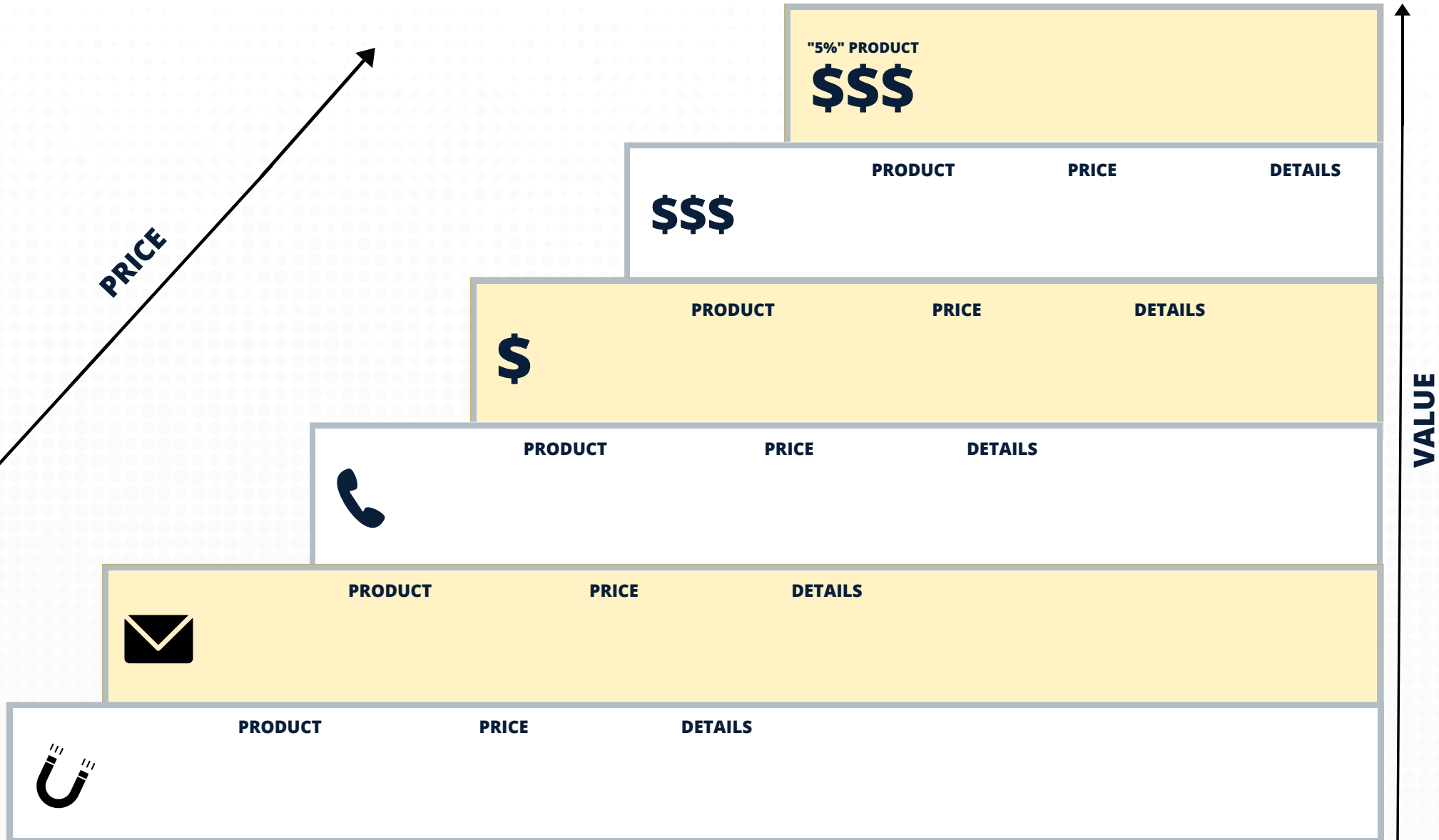


DAY 3

Assignment

THE PRODUCT VALUE LADDER

The fastest way to create exponential increases in sales and profits is implementing an "ascension model", offering your best clients the opportunity to receive more value from you at higher prices. Your goal should be to segment your sales tunnel into a clearly defined pathway consisting of "baby steps" for your clients to advance through with less resistance.



YOUR VALUE MODEL

Your Value Model should clearly articulate which segment of your target market your product or programs serves. This tool should allow your audience to "self select" and determine where they are on their journey (and your Signature Systems shows them how you can help them get to the next step). Every Value model should have a currency that matters, clear steps, symptoms and one key to success for each level.

SYMPTOMS

KEY TO SUCCESS

