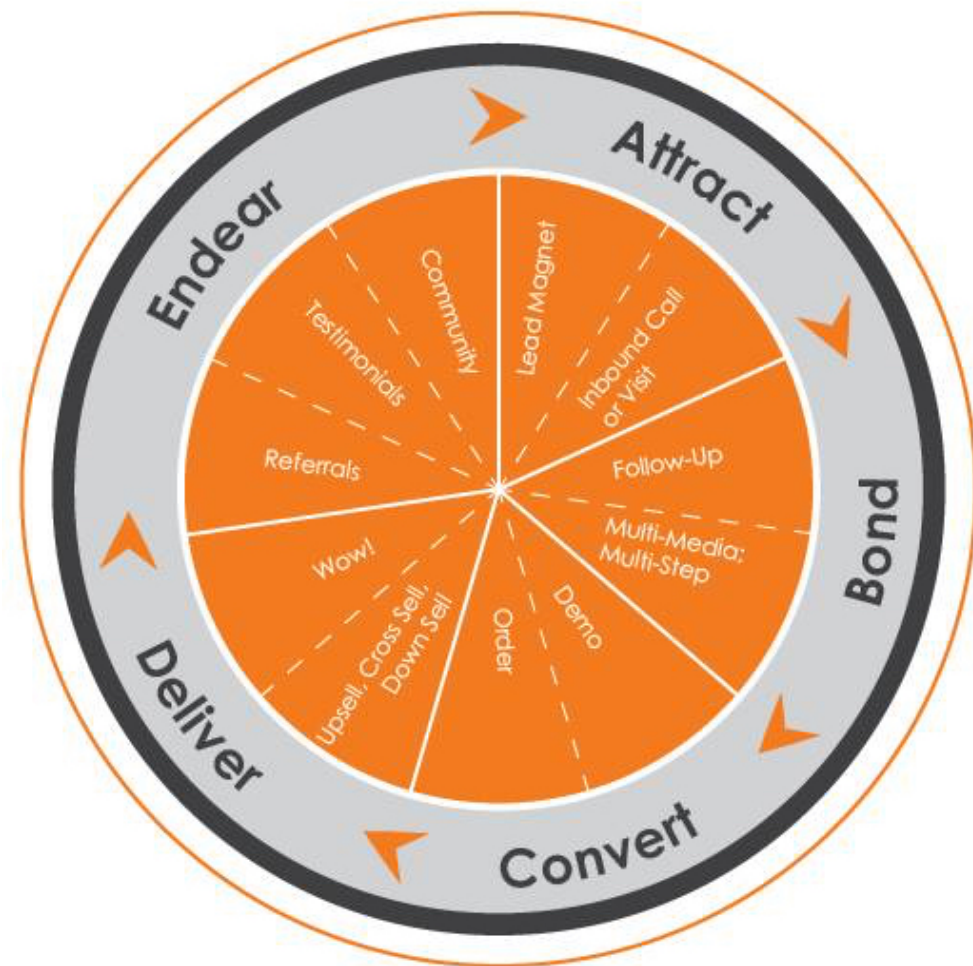


The New ABCs of Selling



To learn more about how The Sales Whisperer® can revitalize your business with automated, integrated sales and marketing solutions visit TheSalesWhisperer.com.

Process Before Login



The Sales Whisperer® ABCDE™ Marketing, Selling & Profit-Producing System

A - Acquire

1. Visitors
2. Leads

B - Bond

1. Multi-Step
2. Multi-Media

C - Convert

1. The Order
2. The Upsell

D - Dazzle

1. "WOW"
2. Shock-N-Awe

E - Endear

1. Referrals
2. Testimonials

Project: _____

Ideal Route

1

Cause _____

WIIFT _____

Effect _____



Ideal Route

2

Cause _____

WIIFT _____

Effect _____



Ideal Route

3

Cause _____

WIIFT _____

Effect _____



Ideal Route (Upsell #1)

4

Cause _____

WIIFT _____

Effect _____



Offer Upsell #2

WIIFT _____

Pro Tip

You'll know they're done buying when they stop buying. As long as they are buying...keep offering them things to buy at a higher price.



Offer Upsell #3

WIIFT _____

Ideal Route

5

Cause _____

WIIFT _____

Effect _____



Reminders (Circle All That Apply)

6

Days Prior: 7, 5, 3, 1, 0

Types of Reminders: Email, SMS, Voice, Print, Voice Broadcast, Personal Call/Email

Alt 1

They don't open first email

Alt 2

They open but don't click

Alt 3

They click but don't register



Wait 15 Min
&/or One
Day



Cause _____

WIIFT _____

New subject line: _____

1: "Hey, It's me again."

2: "Is everything okay?"

3: "Looks like your registration didn't come through. Here's the link again."

Alt 4

They don't attend



Wait 1-2
Hours Then
24 Hours



Cause _____

WIIFT _____

New subject line: _____

1: "Sorry you couldn't make it."

2: "Here's what you missed..."

3: "The replay is up for 24-72 hours..."

Alt 5

They attend but don't buy



Wait 1-2
Hours Then
24 Hours



Cause _____

WIIFT _____

New subject line: _____

1: "Was it something I said?"

2: "Okay. You got me. Here's what I'm willing to do."

3: "Uncle. I'm crying Uncle! My last and final and best offer..."

THE **SALES** WHISPERER®

The Sales Whisperer®
ABCDE Sales &
Marketing System™

A - Acquire
1. Visitors
2. Leads

B - Bond
1. Multi-Step
2. Multi-Media

C - Convert / Cash
1. The Order
2. The Upsell

D - Dazzle
1. "WOW"
2. Shock-N-Awe

E - Endear
1. Referrals
2. Testimonials