

CONVERSION MACHINE

MODULE 4

Execution

VIDEO 4 Transcript
Sales Framework

Sales Framework

In this lesson you'll learn the elements of your sales framework.

This sales framework could be applied to a meeting, a landing page or any customer touch point that is focussed on demonstrating value and generating a conversion.

The framework will be completed with data from your customer theory, and therefore from data you've collect and analysed.

Now the truth is there is no one size fits all solution for sales. There is no landing page layout that everyone can follow and there is no one design for the perfect call to action or lead magnet.

However! There is a recipe, a sales framework, where I've found in my experience, if you include all of the element included you greatly increase your chances of creating high converting messaging.