

CONVERSION MACHINE

MODULE 4

Execution

VIDEO 4 Worksheet
Sales Framework

Sales Framework

Hey everyone and welcome.

In this lesson you are going to learn the elements of a high converting 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.

Below you'll learn:

- What elements make up your sales framework
- What parts of your customer theory or which data points should be used as an input to each element
- How those elements are constructed into a landing page design. The framework could also be used to write a sales letter, lead magnet and a phone script etc.

Sales Framework

Elements of your sales framework

- Title
- Sub Title
- Imagery
- Sales Letter
- Product Tour
- Customer Success Story
- Offer
- Risk Removal
- Fear Of Not Buying
- FAQ

For each element I will explain what it is and it's purpose. I will then point to a data points you have collected which will act as inputs to create each section of the sales framework.

Title

The title is the 'why' for your product or service. Focus on your customers one big pain or one true goal.

- Taken from your Customer Theory - Value Proposition - Headline
- Customer development interviews
 - Answer to question: "What's the main reason you want to [achieve their one true goal]?"
 - Answer to question: "What made you want to try/work with [name of your company or product/service]?"
- Live chat
- Customer surveys
 - Answer to question: "What problem or challenge does [your product/service] solve for you?"
 - Answer to question: "How has your life/business changed thanks to [your product/service]?"
- Welcome emails
 - Answer to question: "Reply to this email right now and tell us one thing that you're stuck with."

Sales Framework

Sub Title

The sub title is the 'what' your product or service does and how it uniquely enables it. Focus on how your product or service enables the customer one true goal uniquely.

- Taken from your Value Proposition - Subheadline
- Taken from your Brand Positioning Statement - Differentiator

Imagery

Represent the Title and SubTitle with imagery or graphics.

- Taken from your Value Proposition - Image / Visual representation

Sales Letter

This is a story, a journey of one hero who goes through your 'Customer Journey', through the stages in your customers typical buying process and achieves their one true goal, removing their one big pain point.

Your sales letter should use a person, a real customer or yourself who struggles and then through your 'Brand Hook', your unique recipe, overcomes their one big pain point and achieves their one true goal.

Sales Framework

- Taken from your Brand Positioning Statement - Brand Hook
 - Taken from your Brand Positioning Statement - Brand Promise
 - Taken from your Brand Positioning Statement - Differentiator
 - Taken from your Value Proposition - Credibility
 - Prove that what you are saying has worked for other people, that you are able to solve your customers one big pain. This could be testimonials or customer letters, or even a customer video.
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- Taken from your Value Proposition - Obstacles to purchasing
 - Website and exit intent polls
 - Answers to exit intent polls, what was stopping them from checking out/buying etc
 - Customer development interviews
 - Answer to question: “What did you like or dislike about the process?”
 - Live chat
 - Reservations or objections they had, questions that kept being repeated.
 - Customer surveys
 - Answer to question: “What questions or doubts did you have before you purchased [your product] that you couldn't find an answer to?”
 - Taken from your Customer Persona - Mindset

Product Tour

Show all the features of your product or service as benefits.

- Taken from your Customer Theory - Value Proposition - Bullet Point List

Sales Framework

Customer Success Story

Showcase a successful customer, this is as proof that your 'Brand Promise' is real and can work for people 'like them'. Your customer story should represent your customer as portrayed in your customer persona. That way prospects will feel aligned with that persona.

- Taken from your Value Proposition - Social Proof

Offer

List your features as benefits again but in a condensed format and ask for the call to action.

Your offer and the buy/checkout button. Ensure to use safety factors where possible, like ssl logos and credit cards that you accept if the conversion is a payment.

- Taken from your Customer Theory - Value Proposition - Call To Action & Bullet Point List
 - Taken from your Welcome Email responses to "What are you struggling with?" and Brand Positioning Statement - Brand Promise and Brand Hook

Risk Removal

Offer some kind of customer guarantee, you should be confident in your offering and convey this confidence to your prospect, this could be by offering cancel any-time contracts for example or a 30 day money back guarantee.

- Taken from your Customer Theory - Value Proposition - Guarantee

Sales Framework

Fear Of Not Buying

Explain to the prospect what the results of not buying could be, the continuation of their one big pain, not being able to achieve their one true goal. People's fear losing a dollar more than earning a dollar (this is also known as loss aversion). People respond better to telling them what they're missing out on over telling them what benefits they stand to gain. What benefits are they risking missing out on that your product or service enables?

FAQ

Here you can list any common or recurring questions that do not fit into the sales letter and answer them in an FAQ.

- Taken from your Value Proposition - Obstacles to purchasing
 - Website and exit intent polls
 - Answers to exit intent polls, what was stopping them from checking out/buying etc
 - Customer development interviews
 - Answer to question: "What did you like or dislike about the process?"
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Landing Page Example

Let's look at how to apply the sales framework to a landing page.

Open up landing-page.jpg from the worksheet zip file, this is the landing page from this course sale. I have annotated it to show which sections represent elements from the sales framework.

Sales Framework

Here is a checklist with questions to ask yourself once the landing page is complete:

- Does the target keyword match the search intent of the visitor?
- What is the purpose of the page? Does it match your expectations?
- What is the one core task you should complete to progress down the sales funnel? What is the call to action?
- Why would I want to spend money with this company, one big pain solved or one true goal achieved?
- How does the company remove that pain, how uniquely?
- Do the images support and align with the pain or goal?
- Is there enough product information, product tour?
- Is it clear what the hierarchy of information is?
- Is the most important information and messaging before the call to action? Is the call to action to early in the page?
- Does the call to action copy match the headline?
- If I entered the page from an advertisement, is there message match and visual match?
- Is there unnecessary information on the page that gets in the way of the core task or call to action?
- Is there any social proof or credibility of the offer?

So you have a new customer theory from data you've collected and analysed.

You know the words and phrases your customers use to describe their pains and needs.

And you have an idea of their typical buyers process, their customer journey to help create the hierarchy of your sales messaging.

Next up we'll learn a process for copywriting, wireframing and design. So you can take your new customer and brand assets and execute them into new design and code changes to test.