

An iceberg floating in the ocean. The tip of the iceberg is above the water line and is labeled 'MARKETING SPEND'. The much larger part of the iceberg is submerged below the water line and is labeled 'CURRENT REVENUE'. Three arrows point to different parts of the submerged iceberg, each labeled 'GROWTH IN REVENUE': one points left from the left side, one points right from the right side, and one points down from the bottom tip.

MARKETING SPEND

CURRENT
REVENUE

GROWTH IN
REVENUE

GROWTH IN
REVENUE

GROWTH IN
REVENUE

A step by step guide to
Generate 27 -70% more
revenue without
increasing your
marketing spend



The KILLER Sales Tool
EMOTION

DAVID LOCKWOOD



Hi,
My name is David Lockwood. I help business owners who want to work smarter but need to know how to unlock the further potential in your business.

I am an experienced business coach who helps you recognise and manage the levers that delivers better sales, profits and cashflow, and I share with you the secrets to optimise and grow your business the right way.

Let me share one of my secrets with you.

Have you been to see your digital marketing expert and they recommend you spend more, many thousands of \$ to generate new leads.

Did your generated leads from prior campaigns convert to revenues and at an acceptable ROI?

Drive more A Grade clients to your business and generate 27- 70%* more revenue

Consider this, how much have you actually invested over the years in online campaigns? If your return on investment (ROI) has been underperforming, it's probably not the ad spend or the campaign that's the issue, it's because your sales process is not connected with the emotional levers of what really sits behind why a customer engages with your business.

Let's jump inside to find out the steps to take and how to use emotional connections as the killer sales tool as a way of unlocking your business potential and to get the financial freedom you've been working towards achieving.



* Actual sales results from David's clients within the 1st 12 months of coaching



A new digital marketing proposal to generate leads can some times be like burning cash or leave you feeling like you've wasted your hard earned dollars



Have you been spending all your time with leads who have no idea what they need or want, and they suck your valuable time just looking and looking



Have you been spending your time selling to a potential customer but they never seem to connect

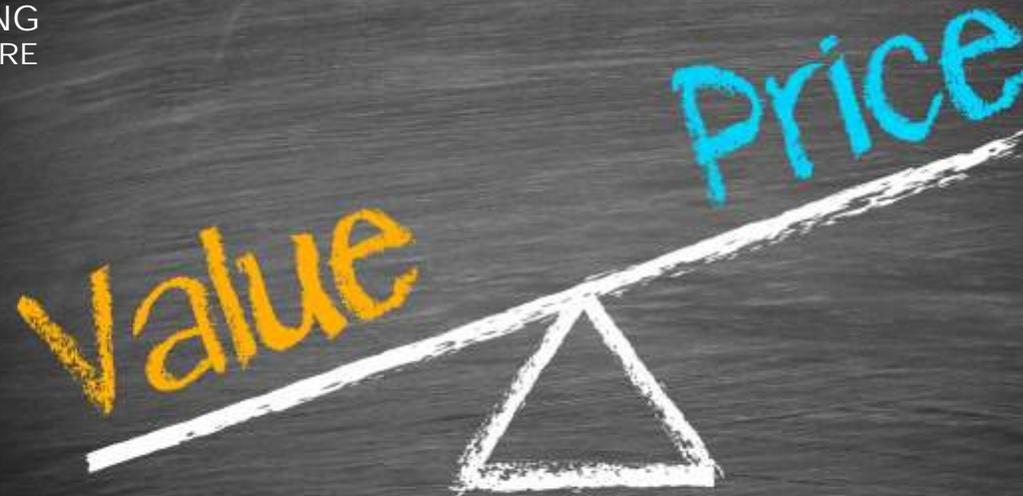


Features and benefits are all very factual things - they describe the product/service and what it does or how it works. In the buying process a customer determines if their problem or pain point can be solved by your offer. Features and benefits are often compared then traded against competitors products/services. And if features and benefits are the same, then PRICE becomes the only option to differentiate what you are offering.

Have you asked yourself "what are you actually selling?" and how is it going to help your customer achieve and gain more for themselves; What we want to create is a win:win outcome for your customer and your business.

If your business is in a competitive landscape, and knowing that the internet provides FACTS everywhere about you and the competition, then other than price, the only sales tool you have left is emotion.

Emotion is difficult to measure and value but if you get it right, customers feel good and satisfied and more often than not, they will rationalize away pricing differentials.



Each emotion has a VALUE bigger than the price itself.

STEP 1 IDENTIFY THE EMOTION

- ☑ I want to belong
- ☑ I need it now
- ☑ I deserve this
- ☑ I can't make a mistake
- ☑ I don't want to take a risk
- ☑ I am proud
- ☑ I want to support you
- ☑ I don't want to miss out
- ☑ I want to stand out
- ☑ Brand loyalty
- ☑ Time poor/instant gratification
- ☑ Recognition/self validation
- ☑ Fear/rejection
- ☑ Trust
- ☑ Leadership/making a statement
- ☑ Makes me feel good or happy
- ☑ Fear/sense of belonging
- ☑ Centre of attention/individualism



STEP 2 HOW TO IDENTIFY WHO YOUR "A" GRADE CUSTOMERS ARE - DO THEY...

- ☞ **Accept** the invoiced price and pays on time
- ☞ **Acknowledge** you delivered the outcome you promised
- ☞ **Agree** to recommend your business to others
- ☞ **AND** Have you created an offer around quality and service or innovation which represents what is valuable to your customers and an ongoing loyalty to what is unique about your business
- ☞ **Appreciate** the efforts you go to to solve their problem
- ☞ **Avoid** asking for discounts
- ☞ **Allow** respectful two way communication so that your advice/recommendations are valued



STEP 3 IDENTIFY WHAT DRIVES YOUR CUSTOMERS TO ENGAGE WITH YOU

To better describe which emotions are associated with our A Grade customers and their reasons for buying from us, we need to identify and list out their "pains" or "frustrations".. Our aim is to provide a service or solution that takes them away from these areas, and then list the emotional connectors (Step 1) that delivers our customers with their wants or aspirations.

What do you need to find out- you need to ask the hard questions!

What are the issues that cause your customers frustration?

- 1
- 2
- 3
- 4
- 5

What are the solutions that your customers want?

- 1
- 2
- 3
- 4
- 5

What are the issues that cause your customers fear?

- 1
- 2
- 3
- 4
- 5

What are the solutions that your customers aspire to have?

- 1
- 2
- 3
- 4
- 5

Don't worry if you are not sure, your customers will tell you if you ask them...but be prepared to listen to ensure you hear what they are saying



UNLOCKING
YOUR FUTURE



STEP 4 CREATE YOUR SALES PROCESS AND MARKETING BRIEFS

At the start of this guide, we shared some of the problems that occur when business owners spend too much money on advertising that is wasteful or simply, did not work.

But by working a little smarter, we can hopefully recognise and better understand the process to connect the emotional aspects of why a customer engages with you to spend their money. These steps will help your business play at the next level up.

And your marketing messages become more targeted and purposeful - after all, every business should want to attract more customers that appreciate the higher level you have set your business at.

What perhaps sounds like a simple science, is not always straight forward. I have implemented this Killer sales tool inside the businesses I coach. If you would like some help to see how this process can grow your revenues by 27% - 70%, then book a call to let us see how I can to get you started on your journey to financial freedom.



Book Here