



Marketing Funnel and Progressive Agreements

Now that you've decided on your niche, your ideal client, your products and their prices, you're ready to look at setting up your marketing and sales. Ultimately, the key to running a successful business is having a highly predictable sales cycle.

If you know the percentage of sales you make for how many people you reach through your marketing, you can easily budget, predict future income and upscale your business with confidence. In order to get to that point, you need to first create your sales cycle. That's what we're going to be doing in this module. In later modules, we are going to look at how to make refinements based on quantifiable feedback that you are getting from going out and getting results.

Please keep in mind that the sales cycle that you create here is going to your best prototype. It is based on research and your best guesses. It's not going to be perfect! It's not meant to be. You want to start getting feedback based on connecting with your target market and measuring the results so that you know where in your sales cycle adjustments need to be made.

The Marketing Funnel

So often, when I speak to potential clients, they ask me what they are doing wrong in their speeches, introductory sessions, and email content. A question I often get asked is: "How do I explain that coaching is a great solution and that they need it?" It's the question itself that gets you in trouble. Why? Because you are jumping the gun. So often your client is not ready to hear what you have to offer and isn't interested in what you do. You need to tune into their frequency. It's called WII FM. What's In It For Me. (I heard that a long time ago at a sales training, and it made a huge difference in how I looked at marketing. The years before that I had been talking about coaching and how cool it is, and wondered why I wasn't selling anything. Well, turns out I wasn't tuned in!)

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That's where the marketing funnel comes in. It helps you determine where your client is in the process and how to connect with them. If the idea of marketing freaks you out or is in any way troubling to you, here's a reframe that might help you: Marketing and selling really is all about building relationship and serving. If you're into coaching because you love people and want to help them, marketing is actually a GREAT extension of what you already love to do.

Now, of course you need to pay attention to your inner game. What beliefs are you running in the back of your mind that sabotage learning the skill and art of marketing? In the same way you transformed your relationship with money, do you need to transform your relationship with marketing and sales? Please don't take this lightly or try to skip this step (like I tried to do), because I can guarantee it will come back to bite you.

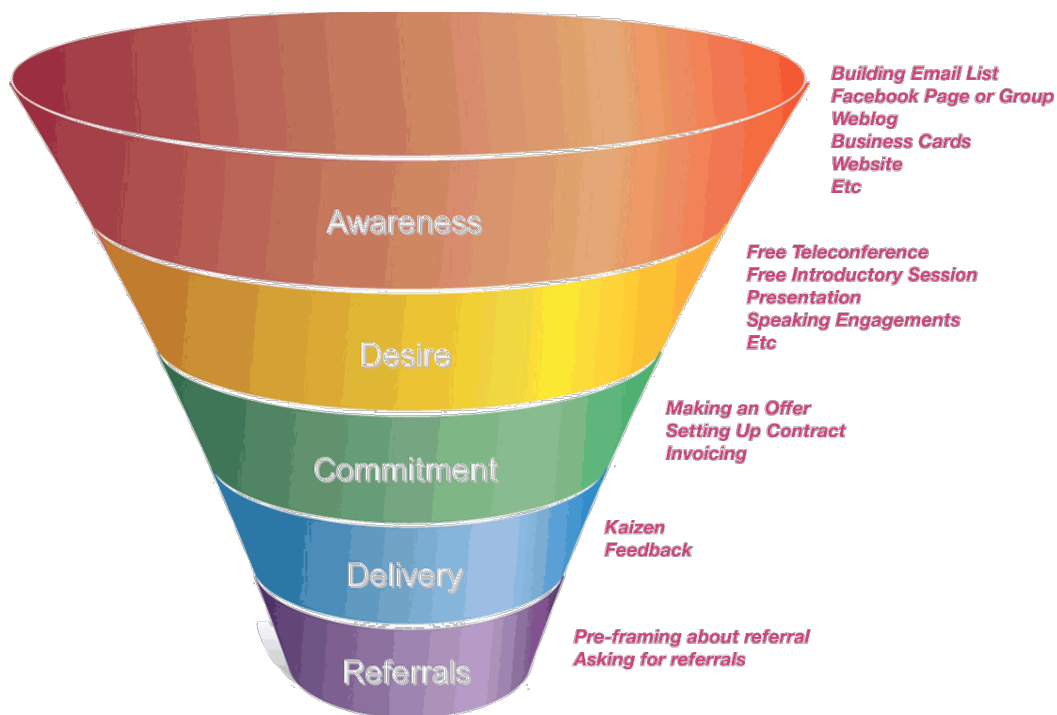
Below is an example of a sales funnel, one that I started out with when I first started my business. I learnt about the sales funnel and the importance of it, and created my own customized sales funnel during a sales training program. The steps I had identified were: "In the bud", "Curiosity", "Pursuit", "Seduction", "Proposal", "Marriage". There. I had a sales funnel. Now what?

The problem was that I was unable to visualize my clients going through each of the phases, and I had no clue how to help my clients drop down through them in such a way that it would – if there was a need! – lead to a sale. All it really was to me, was a concept. I didn't know how to put it into action.

That doesn't mean that there was something wrong with the exercise. It simply needed something extra. And that's what we're going to be working on for you. I want you to have a marketing and sales funnel that is linked to actionable steps and measurable results.

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First, let's take a look at the broad steps of a marketing and sales funnel.



1. **Awareness**

This stage is where your potential client becomes aware of your brand and is introduced to who you are.

2. **Desire**

At this point, the customer has decided they want or need a similar product as yours. They're likely to start reading reviews, studying competition and informing themselves about what alternatives there are.



3. *Commitment*

This is where you help your client weigh the pros and cons, and get them to commit.

4. *Delivery*

Part of the sales funnel is the delivery. Why? Because how you deliver your product will determine whether your client is going to be an advocate or a saboteur of your business. This is an essential stage.

5. *Referrals (or NOT!)*

You want your clients to be comfortable with making referrals, and that actually requires some training and informing how they can do that.

Next to the funnel you'll see the steps that I had initially identified as activities in each of the phases. They give you a good idea of what to be doing in each phase. You also need to know what message you'll be sharing in each of these steps. We're going to cover that in the progressive agreements.



Decision Making

A different way of looking at sales, is that you help your client make an informed decision. If you look around you – especially if you are on Facebook! – you’ll see a great deal of marketers who try to ram their product down your throat. Preferable, they want you to buy without having spoken to them and if you do and you resist buying, you will hear things like: “You must not want it bad enough. Are you not committed to yourself? Oh, my bad, I thought you said you’d do whatever it takes.”

In my book, that is not ethical. And I’d like to teach you a different way that show more integrity and respect to your customer. Since you are on the program with me, my guess is that you’d prefer it that way. ☺

As I mentioned, marketing and sales is all about helping your client make an informed decision as to how they can solve their problem. It really is that simple. As you go through this module (and the modules to come), you may want to revisit your principles to incorporate new insights and perspectives that you gain here.

The way we can support our client in making a decision that is right for them, is through progressive agreement. A concept coined by Dan Kennedy, a well-known strategic advisor and business coach.

The Progressive Agreements

As mentioned before, if your potential client has never heard of you and you try to immediately sell them into one of your coaching programs then the likelihood of losing that client is very high. The leap will be far too big. There’s no trust, they don’t know what you can do for them, and they may not even have agreed to the fact that they have a problem that needs to be solved.

Essentially, Dan Kennedy states that the decision making progress of a potential customer follows a series of progressive agreements. What this means is that your client doesn’t just make one big decision. Instead, they go through a series of agreements, each of them getting closer to the point of sale.



Knowing these agreements and pinpointing where your client is, will help you figure out how and what to communicate with your client.

What do these agreements look like? Here's a few insights about progressive agreements:

- There are about 5-7 progressive agreements to get a sale
- It honors the natural buying cycle
- There's no need for high pressure sales
- You're helping someone to buy

Example of a progressive agreements for coaching:

1. Potential customer agrees he/she needs help
2. Customer agrees to benefits of coaching
3. Customer has given a name to the problem
4. Customer agrees he/she needs help solving the problem
5. Customer agrees the investment is worth it

Example of my progressive agreements (for the coaching program)

1. Potential customer agrees that being stuck in coaching conversations sucks
2. Customer agrees that there is a different way / something has to be done
3. Customer agrees that mastery requires practice and feedback
4. Customer agrees that he/she can't do it alone
5. Customer agrees that the solution offered covers what is needed / will get him/her the desired results (agrees to quality of product)
6. Customer agrees that investment is worth it

Creating A Fully Customized Purchasing Funnel

You are going to create a fully customized sales cycle integrated with the progressive agreements. Based on that, you'll be mapping out how you are going to communicate with your potential client in each of the stages of the funnel and how to get them to agree. And you'll have a call to action after each agreement.



Step 1 – Bridging the gap

We're going to use the NLP pattern of Chaining Anchors so you can *feel, see and hear* the path your potential customer goes through.

1. You start out with the present state and the desired state. When your client first hears of you, what is their present state? And what is the desired state that allows them to make the buying decision? (This is not the desired state they'll be in once they've completed your program, it's the desired buying state!) You can use spatial anchors (either on chairs or simply on a specific space on the floor), leaving a gap in between to create the intermediate steps.

Step into the present state. What do you see, hear and feel? What are you saying to yourself? Write your answers down on a piece of paper as step 1.

Step into the desired buying state. What do you see, hear and feel? What are you saying to yourself? You can write this down, but you don't know the number of the step yet. It depends on the steps that come in between.

2. Now go back to the present state. From here, look at the desired buying state and take a step towards it. How do you feel about your present state? Who is there with you? What are they saying or showing you? What are you saying to yourself? How do you call this state? (Make sure you feel it fully and completely, play with the submodalities to make it even stronger). Write this down (VAK) as step 2.

Bringing it back then to the desired buying state; Step into the desired state and take 1 step back towards the present state. What is the step before that, right before you buy? What feelings come up? What are you saying to yourself? Write these down.

3. Now you have 4 steps. Go through the same process to find the steps in between that connect the present state to the desired buying state. Make sure that the steps are small enough.
4. When you are done, walk through all of the steps to experience the buying process. Do you need to make any adjustments? What can you

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do to make the states even stronger? (You want the states to be accessed at a level 8 or higher out of 10.)

If you have an ideal client that is now your customer, you can interview them to get information about their decision making process. What states did they go through? What did you say to them that helped them in that process. If you don't, then you can use the "as if" frame to go through these steps.

Step 2 – Setting the progressive agreements

You now have all of the steps of your sales cycle, and the states your potential client will be going through. What we want now is to find the agreements that allow your client to go from one step to the next.

1. Step into the present state of your sales cycle. Ask yourself the following questions: "What conclusion do I need to make in order to get to the next step? What do I need to agree to? What do I need to believe?" Write this down.
2. Repeat step 1 until you have all of the progressive agreements of your sales cycle.
3. When you have all of the agreements, test your sales cycle by walking through it and "meta-stating" yourself with the agreement. How smoothly can you walk through? Any objections?
4. If objections come up, what needs to be addressed first? Any reframes or additional agreements needed?

Step 3 – Determine the media you'll use to communicate

You have laid out your sales cycle with the progressive agreements. Now you can take a look at the way you will communicate with your potential client for each of the steps. You don't have to do it all, it is actually better if you choose 1 or 2 sales paths to focus on rather than doing everything.

In terms of communicating, what do you prefer? Presentations? Speeches? Keynotes? Blogging? Using video or audio? Do you prefer talking to people in person rather than through the internet or phone? In other words, how do you love to communicate? What gets your creative juices flowing? (Make sure you

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choose what you love, not what you feel is the safest option! If you are trying to make sure you are safe or you find yourself feeling comfortable “hiding”, then let’s discuss that during a training call or find someone who can coach you on that)

Here’s my sales path:

1. Blogging or Webinars – Content focuses on steps 1,2 and 3 of my progressive agreements (Use of Facebook ads to advertise to my target audience)

The idea here is to provide value and nothing else. I don’t do any selling here. I can track who reads it and re-target to those who click on several of the blogs. That way I know to target to people who are interested. (We’ll go over using Facebook for advertising later)

2. Video Sales Letter – Show the solution to their problem. This covers step 4 and 5. Offer strategy session.
3. Email series – Email series specifically for those who have watched the Video Sales Letter. Continue with step 4 and 5. Offer strategy session.
4. Strategy session – Invitation to strategy session / private growth session. Personalize the present and desired state, and – if ready – make an offer. If they’re not ready, I don’t make an offer. In that case I help them figure out their next step (they may not have gone through the progressive agreements yet).