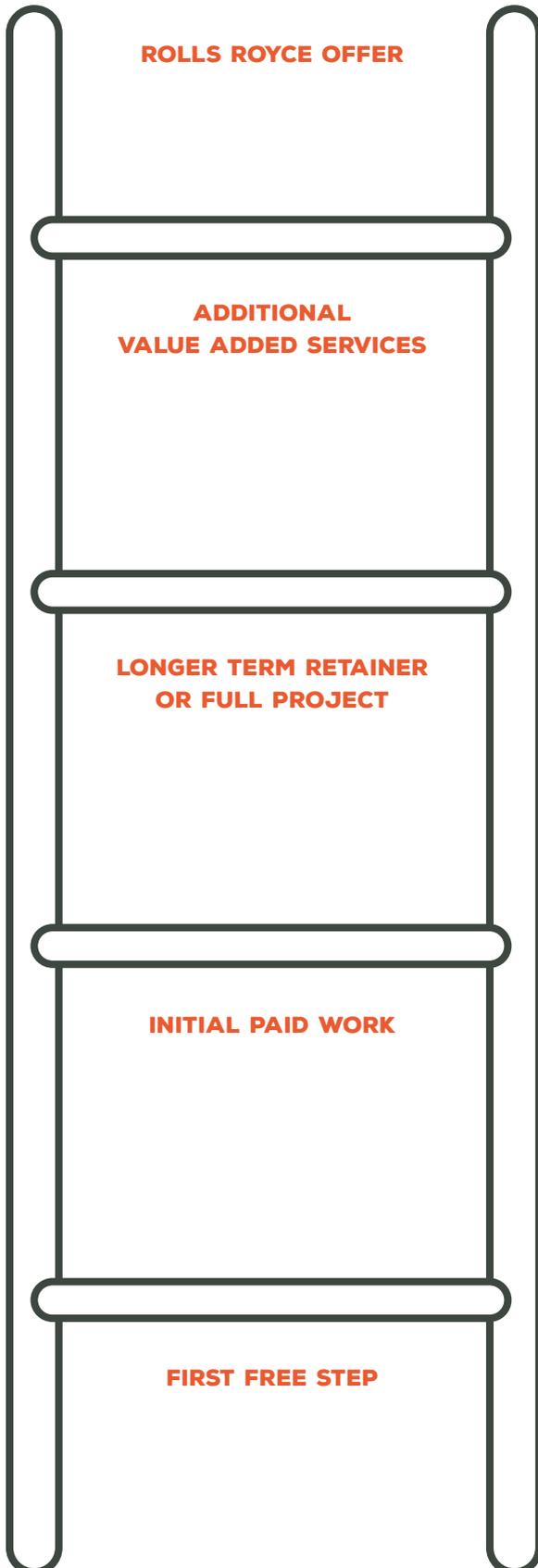


SALES LADDER



BUILD A SALES LADDER AND SELL UP

A sales ladder is a series of steps created to enable your customer to buy from you comfortably and easily. The easy steps enable you to build trust with your customer and to gradually encourage them to buy more from you.

FIRST FREE STEP

A quick win - an easy, free step to build trust. This could be anything from a review to a health check or brainstorming session. It is your first opportunity to have a sales conversation; to understand your client's needs and to educate them on making an informed decision about the next steps up your ladder.

INITIAL PAID WORK

This is your customers first commitment allowing you to prove your value and build trust. It could include a small, inexpensive piece of work such as a scoping workshop or a plan of action to solve a particular problem.

LONGER TERM RETAINER OR FULL PROJECT

This rung involves a commitment to a longer-term plan. It might be an ongoing retainer, a full project implementation, or a complete package of services.

ADDITIONAL VALUE ADDED SERVICES

Here you could add additional services, a maintenance contract or a pay-as-you-go package. This involves a longer term commitment from your client.

ROLLS ROYCE OFFER

This is your best offering, your top-price, top-value package. Add in as much additional value as you can. This might involve some personal time with you as the director of the business. This offer can also be aimed at customers who want to take the fast-track - they have the budget and want the benefits now - jumping straight to the top of the ladder!

DESIGN YOUR OWN LADDER

Take the sales ladder concept and design one specifically to suit your business. You may have a lower price option which requires commitment from the customer over a longer period of time, or a higher priced option for a shorter-term commitment. Give your customers a choice.

From Quick Wins in Sales and Marketing by Jackie Jarvis