

Sales Cycle Worksheet

The purpose of this worksheet is to help you thoroughly understand your market and your prospects as they move through the sales/learning cycle for your niche. Plus we want to know specifically what they need at each stage of that cycle.

AWARENESS

This is where the prospect becomes aware of the problem. This could be because you made them aware, but more than likely they have a sense that they need help, but they may not be actively seeking a solution. If they are actively seeking a solution then they are at a later stage in the Sales Cycle.

Helping them clarify and understand the problem is the role you would play at this stage.

The question on their mind at this stage is...

“What is my problem and why should I solve it?”

PROBLEMS IN MY NICHE:

Name the top 5 problems that my prospects have...

KEYWORDS USED IN THE SEARCH ENGINES FOR THIS STAGE:

Name 5 search phrases prospects might use at this stage. Hint... they probably relate to the problem.

WHAT THEY NEED AT THIS STAGE:

Make your best guess as to what they need at this stage.

To create awareness you want to help them understand the problem and how it is affecting them. Examples and concrete, verifiable stories about the problem can help convince them that they actually have the problem.

QUALIFYING QUESTIONS:

What questions could you ask at this stage to remind them of their problem and get them to take action?

INTEREST

Now that they are aware of their problem, this is where you create interest in them finding a solution. The best way to create interest is to introduce the **benefits** of solving their problem in very concrete terms.

The question on their mind at this stage is...

“Is there a solution to my problem?”

SOLUTIONS IN MY NICHE:

Name the top 5 solutions that people buy in your niche...

KEYWORDS USED IN THE SEARCH ENGINES FOR THIS STAGE:

Name 5 search phrases prospects might use at this stage. Hint... they probably still relate to the problem. If they already know about specific solutions they are at a later stage in the Cycle.

WHAT THEY NEED AT THIS STAGE:

Make your best guess as to what they need at this stage.

To create interest you want to help them understand in general terms that there are solutions to the problem. You don't need to name names yet. Just begin to suggest possible solutions and perhaps share stories of people who solved the problem.

QUALIFYING QUESTIONS:

What questions could you ask at this stage to pique their interest and get them to take action?

EMOTIONAL CREDIBILITY

They say **people buy on emotion and justify the purchase with logic**. This is where you connect emotionally by helping them to "feel" the benefits. You'll talk about how your solution will change them and how they will feel after they "own" your solution. This is where you can tell your story

about how a solution changed your life. Even better let someone else say it... Testimonials of people talking about how happy they are with the solution... work well here.

The question on their minds (perhaps unconsciously) at this stage is...

“How will I feel when I solve my problem?”

Name 5 search phrases prospects might use at this stage. Hint... they might relate to the emotions someone is feeling at this stage. Or they might be looking for reviews and social justification.

WHAT THEY NEED AT THIS STAGE:

What is the underlying emotional need that they want to satisfy. Don’t be afraid to get “touchy feelie” at this point. More than likely it will relate to security, fun, satisfaction, health, convenience, ego gratification, prestige, but ultimately they want to believe it will make them happier in some way.

To create emotional credibility you want to get them to imagine, even visualize, how they will feel once they solve their problems. Stories and concrete examples go a long way in connecting people to wanting the solution.

QUALIFYING QUESTIONS:

What questions could you ask at this stage to get them to visualize how they will feel when they solve their problem?

PRODUCT CREDIBILITY

Now they are ready to hear about your particular solution in detail. You can begin to talk about "features" but remember features don't sell... the **benefits** of those features do. Always say "so what?" to your features until you can turn them into concrete benefits. Your prospects only want to know "what's in it for them."

The question on their mind at this stage is...

"What makes your solution better than the others?"

Name 5 search phrases prospects might use at this stage. Hint... they might relate to the specific solutions you found in the Interest stage. They might also relate to features they are looking for.

WHAT THEY NEED AT THIS STAGE:

Again this is where they justify the purchase with logic. They do want to know how your solution is better than the next guy. Talk about the features that make you unique and special. But always end with the concrete benefits of that feature. They want to hear about awards, unique features, how your solution is better technically, or any special knowledge you have about the subject.

Name 5 features they might be looking for in the solution.

Name 5 BENEFITS of the above features.

QUALIFYING QUESTIONS:

What questions could you ask at this stage to get them to believe your solution is better? Or perhaps, draw them out and see what kind of features are important to them. Even better, ask about what benefits they are ultimately looking for.

INVOLVEMENT

This is where they have become committed to learning more about the solution. Perhaps they are not ready to buy but they know they want more... This is where you can ask them to sign up for your list, join your Facebook page, or follow you on Twitter. You can also give them an ebook that explains in more detail the problem and the solution. Be sure to get their email in exchange.

The question on their mind at this stage is...

“How do I learn more?”

Name 5 search phrases prospects might use at this stage. Hint... they might relate to “joining the club” and might be looking for niche-related forums, or groups that are talking about the problem/solution.

WHAT THEY NEED AT THIS STAGE:

They are looking for a newsletter sign-up, Facebook like button, or Twitter follow button. They might also like an ebook that gets them a little deeper into the subject and educates them. Having an ebook will enhance your credibility as an “expert” in the niche.

Name YOUR involvement stage options at this point, i.e. email, FB page, etc.

QUALIFYING QUESTIONS:

What questions could you ask at this stage to get them to join your “club” or become a “fan.”

INCENTIVE

Incentives urge prospects to make a decision now. It can also remove any doubt a prospect might have at this point. A money-back guarantee for example helps take the "riskyness" out of making that final decision. A special, limited time promotion or discount... or an added bonus can help motivate them and create urgency too. Now, this incentive doesn't have to be from you. If you are promoting someone else's solution, you can use their guarantee or incentive.

The question on their mind at this stage is...

“Why should I buy now?”

Name 5 search phrases prospects might use at this stage. Hint... they might relate to discounts, guarantees, or special promotions, or events.

WHAT THEY NEED AT THIS STAGE:

It's simple... they are looking for a reason to buy now.

Name some incentives you (or your monetization partners) might offer at this stage.

QUALIFYING QUESTIONS:

What questions could you ask at this stage to "close the deal" and get them off the fence and to take action.

DECISION

This is where final guarantees and assurances of quality and shopping cart integrity are very critical. Hardly anyone can sell online without a money-back guarantee anymore. If you are working with monetization partners, you can mention their guarantees at this point. Or perhaps add your own credibility by sharing your experience with the product.

But generally most of the PREselling is over. You should be able to just **ask for the order**.

The question on their mind at this stage is...

"How do I buy now?"

Name 5 search phrases prospects might use at this stage. Hint... they might relate to very specific products or services they are looking for.

WHAT THEY NEED AT THIS STAGE:

They are looking for buy links... or perhaps final guarantees.

Name some closing statements or call to action statements you can make at this point.

QUALIFYING QUESTIONS:

What questions could you ask at this stage to introduce them to your "buy" links.

Competition

How well do you know your competition?

Name your Top 5 Online Competitors and give their website addresses

What main products are your competitors selling?

What is the "value proposition" for each of your top 5 competitors? What makes them unique?
What benefits do they offer?

How many indexed pages do your top 5 competitors have in Google. (Go to Google and type in "site:www.domain.com" into the search box)

What are the Page Rank and Alexa Rank of your Top 5 competitors?
