

# A SALES STRATEGY BLUEPRINT

FOR FIRMS IN CONSULTING, ADVISORY, COACHING, MENTORING, B2B SERVICES, B2B PRODUCTS, B2B PROGRAMMES SELLING DIRECT TO ANOTHER BUSINESS; WHO HAVE CLARITY ON THEIR PERFECT-FOR-THEM AUDIENCE

FEEL GOODS	1. LONG	2. MEDIUM	3. SHORTS	4. MICRO
<p>Objective of a Feel Good is to book a Free Good:</p> <p>This means your audience (now) understands their problem.</p> <p>They understand you solve this problem and curious to know more about 'HOW' you solve the problem</p>	<p>How-To How-They How-We</p> <p>Videos Articles Ebooks PodCasts Training Webinars</p> <p>&lt; 90-Minutes</p> <p>1 a month</p> <p>Call To Action</p> <p>Book a Free Good (Trial Good)</p>	<p>Structured Methodology, Stories, Case Studies</p> <p>Videos Articles Ebooks PodCasts Training Webinars</p> <p>&lt;16 Minutes</p> <p>&lt; 1 a week</p> <p>Call To Action</p> <p>Book a Free Good (Trial Good)</p> <p>Learn more in Long Media</p>	<p>Problems Stories Current Affairs Data Research</p> <p>Video Articles Posts Lists</p> <p>Interaction goes to Medium and/or Long Media</p> <p>&lt; 6 Minutes &lt; 1 a day</p> <p>Brand Owned Channels: Blog Email Social</p>	<p>Splinters Headlines Sound bytes from Shorts, Medium, Long.</p> <p>Interaction goes to Shorts, Medium, &amp; Long Media</p> <p>&lt; 30 seconds 1 -2 a day</p> <p>Brand Owned Channels: Blog Email Social</p>

<p><b>FREE GOODS</b></p> <p>Objective of a Free Good is to book a Trial Good: Your solution is a good fit for how I want to fix my problem.</p>	<p>Structured, facilitated face-to-face</p> <p>Free Goods and Trial Goods can sometimes combine into one.</p> <p>The Audience gets a safe, small experience of you/your solution that aids their decision making to invest in solving their problem with your solution.</p>
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<p><b>TRIAL GOODS</b></p>	<p>Trial period, Modular Product, and/or a paid for experience that facilitates an ongoing customer relationship.</p>
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<p><b>INVEST IN GOODS</b></p>	<p>A meaningful transaction has taken place. Sale is made</p>
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<p><b>REFER GOOD</b></p>	<p>Great services results in Word of Mouth business. Advocacy Programmes, Upsell, Cross Sell products.</p>
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more flow, less force



[teachabrandtofish.com/freeworkshop](https://teachabrandtofish.com/freeworkshop)