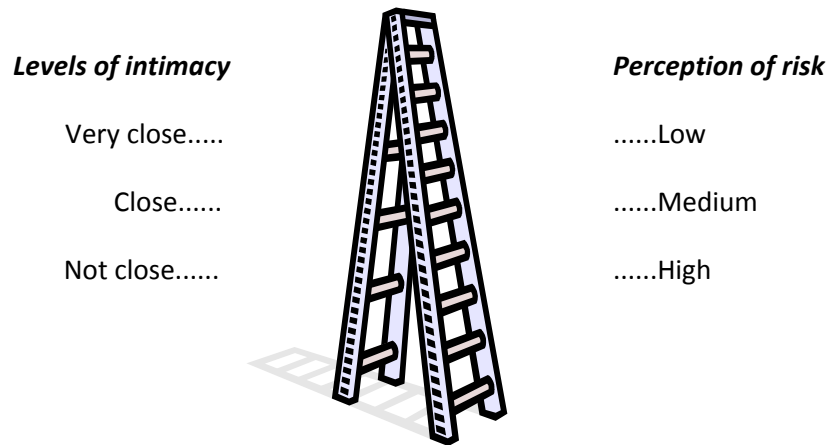


Pimp My Sales

The biggest barrier to sales conversion occurs at **the first click** a visitor has to make on your website.

Prospects view their relationship with you a bit like an **A-framed ladder**. The more intimate your relationship, the more likely the conversion but when they first land on your website, they don't really know you so it's here you're most likely to lose them.



Now turn the A-frame ladder upside down and you have the typical *sales funnel* where **prospects** feed in at the top and **customers** emerge at the bottom. Achieving a higher conversion rate means preventing leakage between these two points.

The traditional sales funnel is based on AIDA (awareness, intent, desire, action) where the **prospect** follows a process involving research, comparison, getting details and customisation, that allows them to tune out “competitive white noise” and focus on the relevant parts of your website proposition. As long as you give lots of clear information, the more likely the conversion. That's the theory!

But there's a new kid on the block that'll **convert 3x as many prospects** as your typical funnel.

The *PIMP funnel* (coined by **Andy Jenkins**) tackles the leakage upfront so that more **customers** emerge from the bottom.

The PIMP funnel (Prospect Incubation and Monetization Process) leaves nothing to chance, assuaging the visitors' perception of risk **at the beginning**, overcoming their anxiety using non-monetised “incentives” and not pressuring them into a buying decision - or even thinking in financial terms.



The traditional *sales funnel* sees conversions relying heavily on the self motivation of the website visitor to react in line with AIDA. With companies typically spending 75% of their online budget on lead generation, the website has a lot of work to do to convert these leads into sales.

This puts a terrific onus on the website to deliver but if visitors don't instantly see your website as relevant or enticing, they log off. Conversions only happen when visitors are intrigued to explore further.

If you want more conversions your website should positively blaze with **"no pressure to buy!"**

This is where the *PIMP* system works so much better.

It understands that risk is the primary reason blocking a visitor from taking a buying action – Is it right for me? What if it doesn't work? etc.

Countering risk becomes an in-built feature in the *PIMP* funnels which never allude to "money", only on building the expectation of steadily increasing value - **at zero risk** as they enter the funnel. By focusing on engagement it **removes risk from the first click**.

So use any means possible (multiple offers, enhance the relationship, FREE advice and downloadable articles, membership) carefully staged through the funnel, to create a closer relationship before exposing online visitors to your "main attraction" where the monetization and customer retention tools come into play.

Results using *PIMP* show **triple the conversion rates** over traditional sales funnel methods, and are far more attuned to today's sceptical prospects'. Clicks are great. Sales are better.

To learn how to *PIMP* your sales, call me on **0800 86 202 86** or email me at:

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