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

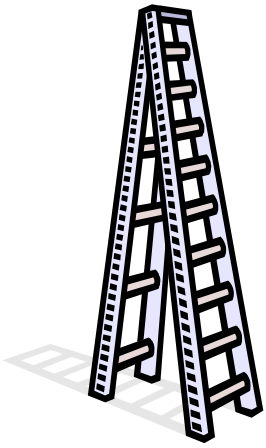
Prospects view their relationship with you a bit like an **A-framed ladder**. The more intimate your relationship, the more likely the conversion but when they first land on your website, they don't really know you, and it is here you lose most of them.

Levels of intimacy

Very close.....

Close.....

Not close.....



Perception of risk

.....Low

.....Medium

.....High

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. If you can prevent leakage between these two points then the higher your conversion rate.

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.

There is a new kid on the block. The *PIMP funnel* (coined by **Andy Jenkins**) aims to tackle the leakage to produce more **customers** at the tip of the funnel.

The *PIMP funnel* (Prospect Incubation and Monetization Process) leaves nothing to chance, focusing on the visitors' perception of risk is at the beginning, overcoming their anxiety using non-monetised "incentives" which don't pressure them into a buying decision – at this point.

The traditional *sales funnel* sees conversions happening from strong lead generation (SEM, SEO, PPC, affiliate, joint ventures) while relying on the self motivation of the website visitor to react in line with AIDA. Companies will typically spend 75% of their budget on getting found because they believe the website will then do the rest.

This puts a terrific onus on the website to deliver but visitors quickly log off if what they see isn't relevant or enticing, immediately. Conversions happen because visitors are intrigued to explore further.

First impressions matter and a website should positively blaze with **no pressure to buy**!

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

It understands the primary reason blocking a visitor from taking a buying action is the concept of risk – Is it right for me? What if it doesn't work? Is this the right version for me? Risk is an in built factor in all sales funnels.

With the exception of straight e-commerce websites (where people are tuned in before they arrive on the website), for most other types the fatal combination of pushing too early for the sale (before they've got to know you) and not lowering the risk barrier early enough, will undo all the good work from lead generation.

With the *PIMP* funnel, you never allude to "money", only on building the expectation of increasing value **at zero risk** as they enter the funnel. It focuses on engagement and **removing risk from the first click.**

So use any means possible (multiple offers, enhance the relationship, FREE advice and downloadable articles, membership, etc) carefully staged through the funnel, to develop 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'.

To learn how to *PIMP* your sales, call me on **01925 262800** or email me at: **gerryw@flyingveemgt.co.uk.**

Clicks are great. Sales are better.