Geoff Stephen's

3 CIRCLE MARKETING

Backend Sales "Action Plan"

Everything you need to know to
Earn a 6-Figure Income
100% Online!

PRO

WARNING:

Mastery of this information could make you rich!

Action Plan! ~ Back End Sales Strategy

Your checklist shows you what to "tick off", once you've completed all the steps of this month's project. Your Action Plan will help you go through it, without missing any of these steps.

Creating Your Organization System	Because your back end sales strategy is so important for lasting success and profits, it's important to create a system that works for you. There are actually several tools you may find helpful to create your back end sales strategy. **1. Spreadsheets** – Spreadsheets are an exceptional tool to not only track your products, pricing, offers, and messages, they can also track your results. It provides you with a single snapshot of your back end sales strategy. You might create a spreadsheet for: • Product/Services Portfolio • Marketing tactics • Follow up messages • Promotions • Cross selling offers • Up selling offers • Down selling tactics • Analytics **2. Mindmap -** Mindmaps are great for brainstorming processes. They're particularly effective for working out your autoresponder system. **3. Flow chart** – You can use a flow chart to create your back end sales strategy. At the top of the flow chart you'll list your product or service. Underneath, you'll chart the path your back end sales tactics will take. **4. Good old fashioned pen and paper** – Sometimes pen and paper are the easiest tools to work out your plan. Then you can transfer it to your computer or you can keep your plan in a binder for easy access. Regardless of the system(s) you choose to create and organize your back end sales strategy, it's important to create one!
Understanding	Whether you offer products, services or a combination of both,

Your Portfolio	before you can create an effective back end sales strategy you must understand your portfolio. Then and only then can you see how the benefits, price points and your target audience fit together. **1. Make a list** – Before you start brainstorming back end offers, make a list of all of the products and services you offer. Include memberships, information products, tangible products, services, and anything else in your sales funnel. **2. Price points** – Once you have a list of everything you offer, list the price for each. Include any promotional prices you have as well. **3. Benefits –** What benefit(s) does each item offer your target audience. **4. Problem** – What problem does each item solve? **5. Target audience** – Who is the target audience for each item in your portfolio?
Understanding Your Sales Process	Your sales process is where you'll integrate your back end sales strategy and implement your tactics. Look for opportunities to: **1. Up-sell.** When can you offer a higher priced product to your customer? **2. Cross sell.** When can you offer complimentary or supplementary products to your customer? **3. Maximize a down sell.** When a customer opts for a cheaper product than they last purchased or initially put in their cart, what can you do to make the most of this situation? **4. Special promotions** – In addition to selling opportunities, where in your sales process can you introduce special promotions to your customers? Take a look at all four of these situations when creating your back end sales strategy. Create a plan or flow chart for each product with these four situations in mind.
Email Marketing	Making back end sales don't just happen, you have to market

&Your Back End	them. You have to let your customers know they're available. Your biggest asset in your marketing toolbox is email – both special email promotions as well as strategically scheduled follow up messages after a purchase. When looking at creating your email messages evaluate: 1. **Timeliness.** When does it make the most sense to deliver each message? Consider: Thank you messages immediately after a purchase • One week later • Two weeks later • One month later • Three months later 2. **Format.** The format of your email message matters. Will you: • Create a newsletter? • Special promotions? • Personality & Branding. What elements will you add to your messages to create unity, branding and personality? 3. **Message.** What you say is as important as how you say it. Craft your offers carefully. Test your call to action and track your click through rating and conversions.
Special Promotions?	In addition to offering cross selling and up selling offers, you can and should create special promotions for your customers. This helps create a community, loyalty and ultimately sales! When creating special promotions consider: 1. **Time limit.** Will your special promotion have a limited time? This helps create a sense of urgency. 2. **Quantity limit.** Will your special promotion have a limited number available? This helps create scarcity. 3. **Introduction**. Sometimes a special promotion can be a

	something you introduce to all customer across the board. Other times you can introduce a special promotion during the sales cycle. For example, after a customer's third purchase you could have an autoresponder offer them a free one on one coaching hour and a discount on coaching services. Special promotions not only increase sales, they also introduce new people to your product funnel and they offer value to ongoing customers. Plan and profit!

Analytics and Evaluation	Your back end sales strategy isn't a set it and forget it type of system. However, once you have the tactics in place, you don't have to check on it every day. In fact, quarterly is probably perfect – once every three months.
	
	Track:
	
	• **CTR** – Click through rate for:
	  • Email messages
	  • Advertisements
	  • Links and calls to action in information products
	• **Sales & Profits**
	  • For each product or service
	  • For each unique offer
	  • For each customer (Pay attention to the big spenders and create special offers just for them)
	
	Analyze the success of each of your upselling, cross-selling and special promotions. Additionally, remember to add any new products or services to your back end strategy.