

# Succeeding at the Point of Sale





# What are YOU doing at the Point of Sale?

- Webinar?
- Sales Video / Sales Page?
- Application / Conversation?
- Live Event Offer?
- ??



# Dropping the Ball Right at the Finish Line





# How Might YOU Be Dropping The Ball?

---

- Not asking for the sale?
- Not leaving enough time to make the sale?
- Not setting the sale up for success?
- Not having the elements of a good offer?
- ??



# What's ONE Specific Area You Are Going To Focus On?





# What's ONE Specific Area You Are Going To Focus On?

---

- High Leverage
- Next 90 Days
- Active Funnel / Process
- What's not working?



# The Good News... We Don't Need To Create Anything New





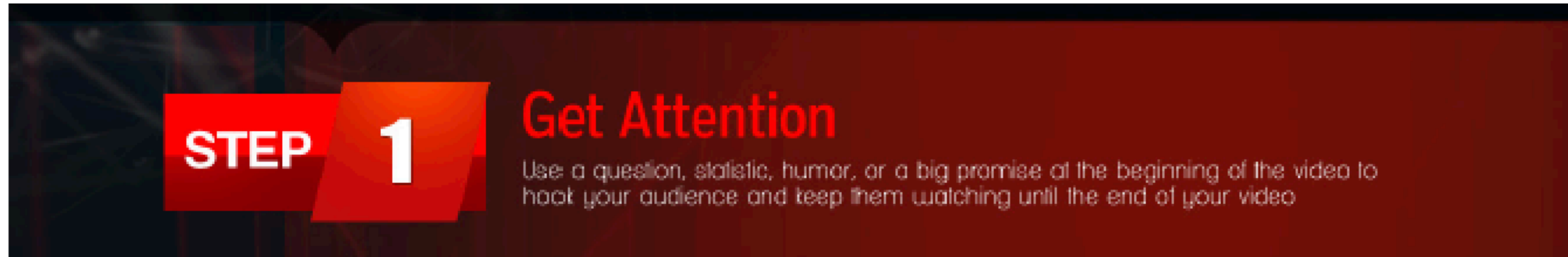
# Point of Sale Framework





# Point of Sale Framework

---



**STEP 1** **Get Attention**

Use a question, statistic, humor, or a big promise at the beginning of the video to hook your audience and keep them watching until the end of your video

- **Hook**
  - Question
  - Statistic
  - Humour
  - Big Promise
  - Avoid Big Mistake
  - Proof Statement



# Step 1 - Get Attention

---

- **Hook**
  - Question - Provocative
  - Statistic
  - Humour
  - Big Promise
  - Avoid Big Mistake
  - Proof Statement



# Step 1 - Get Attention

---

- **Hook**
  - Question - Provocative
  - Statistic
  - Humour
  - Big Promise
  - Avoid Big Mistake
  - Proof Statement



# Question - Provocative

---

- How, Why, What, When, Who?
- How Can You Get Pregnant When You're Feeling So Stressed Out All The Time?
- Why Did Your Tummy Suddenly Turn "Flabby" on Your 50th Birthday?
- When Is The Last Time You Actually Felt Like "You" In What You're Wearing?
- How do you make sure you've chosen a good market and that your business will be successful BEFORE investing time and money?



# Step 1 - Get Attention

---

- **Hook**
  - Question - Provocative
  - **Statistic**
  - Humour
  - Big Promise
  - Avoid Big Mistake
  - Proof Statement



# Statistic

---

- Your own, Industry, Myths
- If 80% of Businesses Fail In The First 5 Years - It's Because They DON'T Do This ONE Thing...
- 67% of High Achieving Women Do This (But Sadly Most Women Don't Even Know About It)
- How To Cut Your Legal Costs By 73.6% in Less Than 12 Months (And STILL Get Every Piece of Advice You Need)



# Step 1 - Get Attention

---

- **Hook**
  - Question - Provocative
  - Statistic
  - Humour
  - Big Promise
  - Avoid Big Mistake
  - Proof Statement

# Humour

---

- Where appropriate, depends on your Brand Personality
- This Unicorn Changed The Way I Poop!
- Poop Like Royalty!
- Protected by More Pre Nups Than Any Other Car!
- We Turned a Child Who Couldn't Hear Into a Typical 2 Year Old Who Doesn't Listen!
- We Took a Young Woman With Severe Memory Loss and Helped Her Forget She Ever Had It!
- Our Price Always Seems To Bring On a Cold Sweat



# Step 1 - Get Attention

---

- **Hook**
  - Question - Provocative
  - Statistic
  - Humour
  - **Big Promise**
  - Avoid Big Mistake
  - Proof Statement

# Big Promise

---

- Pleasure Island, Your Super Power / Survey Results / Language
- How to\_\_\_\_\_ Without \_\_\_\_\_ Even If \_\_\_\_\_.
- How To Build a Large Email List Without Spending Money Even If You're Starting Completely from Scratch.
- How To Revamp Your Wardrobe With Just 3 Scarves, Without Needing To Buy ANY Other Accessories, Even If You've Never Been a "Scarf Person" Before.
- Get Your Pre-Baby Body Back in 30 Days!



# Step 1 - Get Attention

---

- **Hook**
  - Question - Provocative
  - Statistic
  - Humour
  - Big Promise
  - **Avoid Big Mistake**
  - Proof Statement

# Avoid Big Mistake

---

- Pain Island, Survey Results / Language
- How to \_\_\_\_\_ Without \_\_\_\_\_ Even If \_\_\_\_\_.
- Are You \_\_\_\_\_ ?
- How To Stop Your Strata Meetings Ending in Chaos, Without Putting Your Head on the Chopping Block, Even If Everything You've Tried Hasn't Worked So Far.
- Are You Making This Big Mistake When it Comes To Getting Noticed For a Promotion?



# Step 1 - Get Attention

---

- **Hook**
  - Question - Provocative
  - Statistic
  - Humour
  - Big Promise
  - Avoid Big Mistake
  - **Proof Statement**

# Proof Statement

---

- Experience / Results - You, Your Customers, Other
- I'm going to show you step by step how we went from 0 to 650 email subscribers per day in less than 30 days (and how that SAME process now generates 19,000 leads every month for free).
- Discover How Two Teachers SAVED \$3,000 a Year on Their Power Bill and Managed To Install Solar For Just \$10 a Week (Using Their Savings To Take a Family Holiday To Bali)!



# Point of Sale Framework

---

STEP

2

## Identify the Problem

Everything you sell must solve a problem. The bigger the problem, the bigger the demand to solve it.

- Pain Island
- “Problem” part of the Problem / Solution Dance

## Step 2 - Identify The Problem

---

- Survey Results / Common Issue Related To Your Hook
- When you sit on the porcelain throne this muscle puts a kink in the hose and stops the Ben and Jerry's from sliding out smoothly.



# Point of Sale Framework

---

STEP

3

## Agitate the Problem

It is not enough to simply identify the problem you will be solving. You must agitate it. What happens or what is the worst case scenario if this problem goes unchecked.

- Make the pain worse
- Make the pain CLEAR
- Worst case scenario

## Step 3 - Agitate The Problem

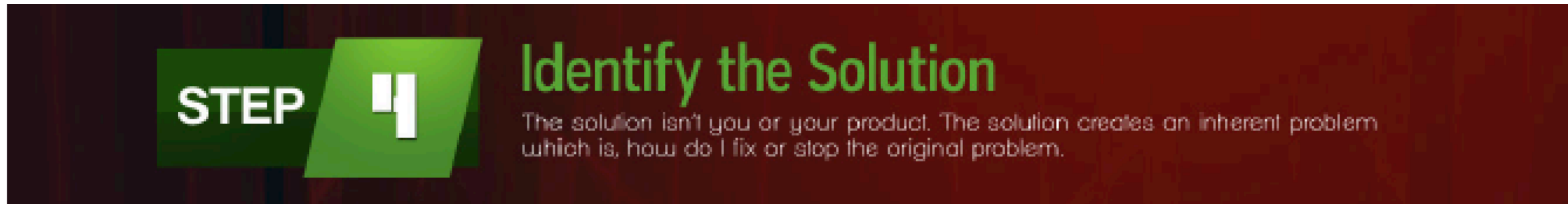
---

- Ripple effect / underlying / catastrophise
- When you sit on the porcelain throne this muscle puts a kink in the hose and stops the Ben and Jerry's from sliding out smoothly...
- Is that a problem? I don't know... are Hemorrhoids a problem? Sitting at this angle can cause bloating, constipation, hemorrhoids and a butt load of other crap.



# Point of Sale Framework

---



**STEP 4** **Identify the Solution**  
The solution isn't you or your product. The solution creates an inherent problem which is, how do I fix or stop the original problem.

- The Solution is NOT You or Your Product!
- GENERICALLY solve the solution first
- Add value and get your main solution point across BEFORE the skepticism kicks in!
- “Solution” part of the Problem/Solution Dance

## Step 4 - Identify The Solution

---

- How can you solve the problem generically?
- Use your expertise but without naming specific brands, process, products etc
- But what happens when you go from a sit to a squat?  
Voila! This muscle relaxes and the kink goes away faster than Pegasus laying sweet sherbet “dookey.” Now your colon is open and ready for battle! That’s because our bodies were made to poop in a squat...

# Point of Sale Framework

---

A graphic for Step 5 of the Point of Sale Framework. It features a dark red background with a blue square containing the word 'STEP' and a larger blue square containing the number '5'. To the right of these squares, the text 'Introduce the Product' is written in a light blue font. Below this, in a smaller, lighter font, is the instruction: 'It is time to introduce what you are pitching. Include a big promise or guarantee with your introduction.'

**STEP 5** **Introduce the Product**  
It is time to introduce what you are pitching. Include a big promise or guarantee with your introduction.

- Ta Da!
- Introduce with a direct link to the Solution
- Use a Big Promise or Guarantee when Introducing



## Step 5 - Introduce The Product

---

- Join the dots... be VERY clear here
- That's because our bodies were made to poop in a squat...
- And now there's a product that let's you squat in your own home... introducing the Squatty Potty. No, the Squatty Potty is not a joke. And yes, it will give you the best poop of your life, guaranteed.

# Point of Sale Framework

---

A graphic for Step 6 of the Point of Sale Framework. It features a dark red background with a pink rectangular box on the left containing the word "STEP" in white. To its right is a pink parallelogram containing the number "6" in white. Further right, the text "Results and Benefits" is written in pink. Below this, a paragraph of white text explains the step: "What can your product do, and how will it actually benefit your end user. Can you demonstrate any unique features or selling points? To decide if each result or benefit your product offers is worth sharing, ask yourself 'so what?' after each."

**STEP 6**

## Results and Benefits

What can your product do, and how will it actually benefit your end user. Can you demonstrate any unique features or selling points? To decide if each result or benefit your product offers is worth sharing, ask yourself "so what?" after each.

- What can your product DO?
- Explain HOW it's a benefit
- Make relevant to their life

# Step 6 - Results and Benefits

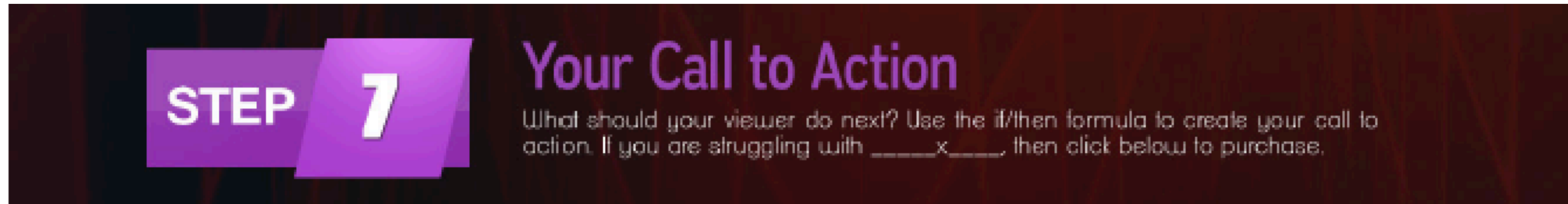
---

- Literal and Underlying
- Big Wants
- Pleasure Island (and just a little bit of the Boat)
- How can you DEMONSTRATE this?
- Kink. Unkink. Kink. Unkink.
- Spend too much time on the pot? Squatty Potty makes you go TWICE as fast or your money back
- Maybe you're sore from squeezing out too much Rocky Road, the Squatty Potty gives you a smooth stream of Froyo that glides like a virgin swan. Plus when you're done it tucks neatly out of site, due to it's innovative patented design.



# Point of Sale Framework

---



**STEP 7**

## Your Call to Action

What should your viewer do next? Use the if/then formula to create your call to action. If you are struggling with \_\_\_\_x\_\_\_\_, then click below to purchase.

- What do you want them to do next?
- ASK them to buy!

# Step 7 - Your Call To Action

---

- Be directive and explicit
- REPEAT multiple times
- So, if you're \_\_\_\_\_
- So, if you're a human being who poops from your butt, click here to order your Squatty Potty today at [SquattyPotty.com](https://SquattyPotty.com)
- Elements of your Offer

# Point of Sale Framework

---

A graphic for Step 8 of the Point of Sale Framework. It features a dark purple background with a lighter purple rectangular area on the left containing the text 'STEP 8' in white. To the right of this, the text 'Social Proof' is written in a light purple font. Below this, in a smaller white font, is the text: 'If your viewer hasn't purchased your product yet, they just don't believe it will work for them. Include endorsements, testimonials, case studies and reviews in your video to provide social proof.'

**STEP 8**

## Social Proof

If your viewer hasn't purchased your product yet, they just don't believe it will work for them. Include endorsements, testimonials, case studies and reviews in your video to provide social proof.

- Show it's safe - others have done this
- Endorsements, testimonials, case studies, other people's results



## Step 8 - Social Proof

---

- How can you make this a NO BRAINER!
- Clients, Press, Studies
- Qty, Words, Awards etc
- And if you don't believe a prince, how about... Your Doctor! Shark Tank, HuffPost, NPR, Men's Health... they're all crazy about the Squatty Potty... not to mention the 2000 Amazon users who gave the Squatty Potty 5 Stars
- End on Call To Action!

# Point of Sale Framework

---

- Stu's framework a good one too...
  - Step #1 - Hook
  - Step #2 - Story
  - Step #3 - Three tips
  - Step #4 - Summary
  - Step #5 - Call to Action

# Point of Sale Framework

- Stu's framework a good one too...
  - Step #1 - Hook
  - Step #2 - Story
  - Step #3 - Three tips
  - Step #4 - Summary
  - Step #5 - Call to Action

## 8 STEP SALES VIDEO FORMULA

How to Write, Produce and Create the  
**ULTIMATE Sales Video in 8 Steps!**

- STEP 1 Get Attention**  
Use a question, statistic, humor, or a big promise at the beginning of the video to hook your audience and keep them watching until the end of your video.
- STEP 2 Identify the Problem**  
Everything you sell must solve a problem. The bigger the problem, the bigger the demand to solve it.
- STEP 3 Agitate the Problem**  
It is not enough to simply identify the problem you will be solving. You must agitate it. What happens or what is the worst case scenario if this problem goes unchecked.
- STEP 4 Identify the Solution**  
The solution isn't you or your product. The solution creates an inherent problem which is, how do I fix or stop the original problem.
- STEP 5 Introduce the Product**  
It is time to introduce what you are pitching. Include a big promise or guarantee with your introduction.
- STEP 6 Results and Benefits**  
What can your product do, and how will it actually benefit your end user. Can you demonstrate any unique features or selling points? To decide if each result or benefit your product offers is worth sharing, ask yourself "so what?" after each.
- STEP 7 Your Call to Action**  
What should your viewer do next? Use the if/then formula to create your call to action. If you are struggling with \_\_\_\_\_, then click below to purchase.
- STEP 8 Social Proof**  
If your viewer hasn't purchased your product yet, they just don't believe it will work for them. Include endorsements, testimonials, case studies and reviews in your video to provide social proof.

**JAMES WEDMORE**  
Grow Your Business with Online Video



# Point of Sale Framework

- Alexi's framework...
- Stu's framework a good one too...
  - Step #1 - Hook
  - Step #2 - Story
  - Step #3 - Three tips
  - Step #4 - Summary
  - Step #5 - Call to Action



# Point of Sale Framework

- Alexi's framework...
- Stu's framework a good one too...
  - Step #1 - Hook
  - **Step #2 - Story**
  - **Step #3 - Three tips**
  - Step #4 - Summary
  - Step #5 - Call to Action



# How and Where You Use It...

---

- Webinar



# How and Where You Use It...

---

- Webinar

## The 7 Elements of a Winning Webinar

1	My Topic	Compelling and relevant to my audience and my Marketing Mountain
2	Positioning Myself	My credentials, my story, why I'm here
3	Positioning My Audience	Are they in the right place?
4	My Content	Slides, Stories, Engagement, Teaching, Case Studies
5	The Transition	Script my transition content
6	The Offer	Include all elements of a successful offer
7	Q&A	What are the FAQs?



# How and Where You Use It...

---

- Webinar
- Event
- Sales Email
- Sales Page with Video
- Email sequence
- Blog

# Implementation - Your Turn

