

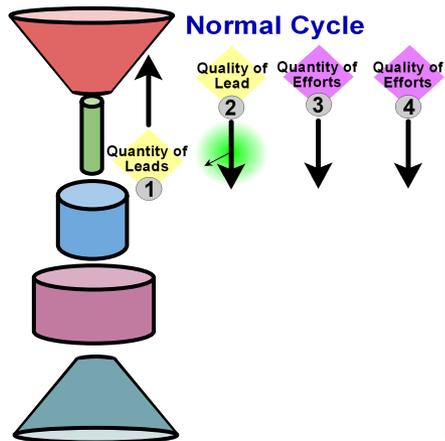
Area 2: Pre-Sales

Move leads to conversion

How do we convert more cold prospects into hot prospects faster?

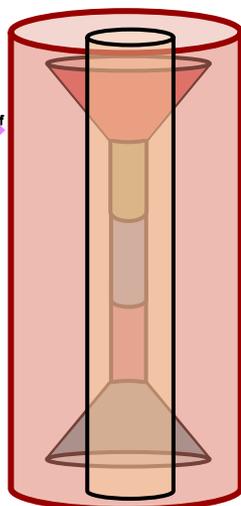
Most companies do not have Area 2: Pre-Sales. Most combine Pre-Sales and The Sale together. This is a mistake which costs companies a lot of money. The real tragedy is that we never get a bill for all the money we've lost.

Often The Reality



In most situations our businesses do not have matching size funnels and cylinders. This ends up costing us a great deal of money. We are only as strong as our smallest cylinder or funnel.

The Ideal



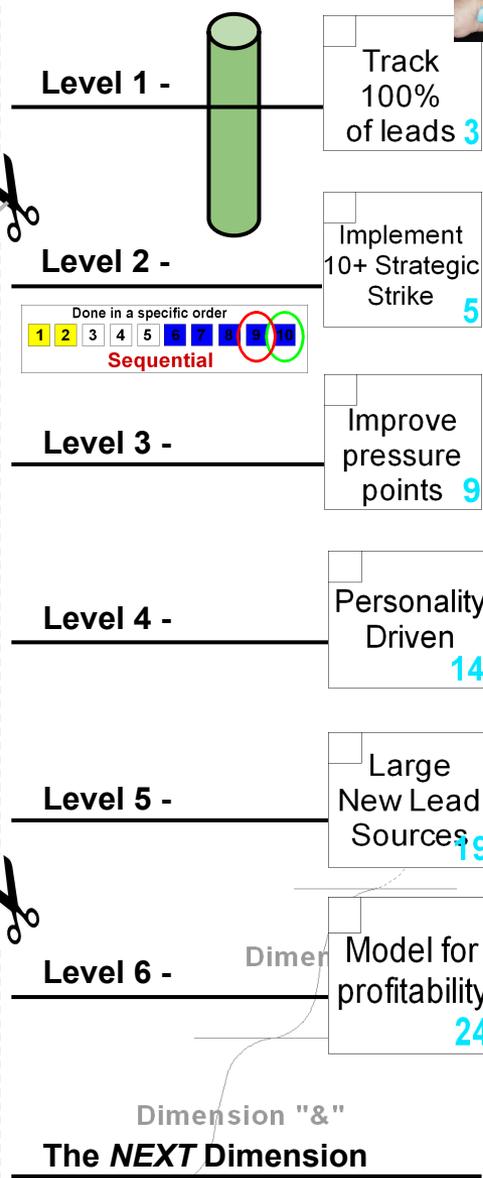
When both funnels and cylinders match in size, we run the most profitable business possible. Ideally our leadership cylinder should be slightly larger and our partnership cylinder much larger.

Area 2: Pre-Sales

Top / Front

Area 2: Pre-Sales

Move leads to conversion



Track all important data and direct lead to best area to work lead.

Develop a turnkey system which automatically follows up on all leads generated.

Know our numbers! One small behavioral can double our business. Hard to believe but true.

Are we selling and communicating to people based on their personality?

One great partnership can help us accomplish more in 30 days than some companies do in 30 days.

Do we have a proven systems to generate the right number of leads consistently?

Have we mastered all the above to everything that we know we should be doing? Once we do, we'll jump to the next dimension.

