

THE MARKETING STAIRCASE™ (OVERVIEW)

Marketing is like climbing a staircase. Suspects are at the bottom of the staircase. Prospects are in the middle. Customers are at the top.

PI Sheets (p. 300)

In most sales—especially the larger sale—your target market starts out as a suspect at the bottom of the staircase. Then, they

move up the staircase and become a prospect. Finally, they move up the staircase and become a customer.

Your goal is to move your target market from the bottom to the top, one step at a time, from one level to the next. Normally, your target market starts out as a suspect, becomes a prospect and eventually turns into a customer.

Of course, your target market can go from a suspect to a customer in one leap, bypassing the prospect steps all together. But in most sales, it's best to gently and carefully move them up the Marketing Staircase one step at a time.

CUSTOMERS 7 Testing (p. 334) Referrals (p. 327) PHASE 3 Testimonials (p. 320) Contact system (p. 232) PHASE 2 Birthday club (p. 224) Texting (p. 222) Monthly newsletters (p. 116) PHASE 1 Customer list (p. 115) Relational marketing (p. 111)

PROSPECTS

าย a	3	Websites (p. 293)	PHASE 3		
а		Facebook (p. 288)			
		Audits (p. 212)			
		Follow-up contact (p. 208)	PHASE 2		
	S	Systematic follow-up (p. 197)			
	La	nding page (p. 100)	page (p. 100)		
	Fre	e recorded info line (p. 94)	PHASE 1		
С	Consumer awareness guide (p. 70)				

SUSPECTS

	Mass media (p. 250)			
	Paid Internet (p. 279)	PHASE 3		
	Free Internet (p. 276)			
	3-D Mailer (p. 189)			
]	Direct mail (p. 175)	PHASE 2		
B	usiness card (p. 167)			
Present an irresistible message (p. 45)				
Sele	ct your media (p. 40)	PHASE 1		
Choose only one market (Workbook page 32)				

(Phase 1/book 1), the areas on the BOTTOM

In Phase 2 (Book 2), we will focus on the MIDDLE

In Phase 3 (Book 3), we will focus on the TOP

(b) Audio 007