

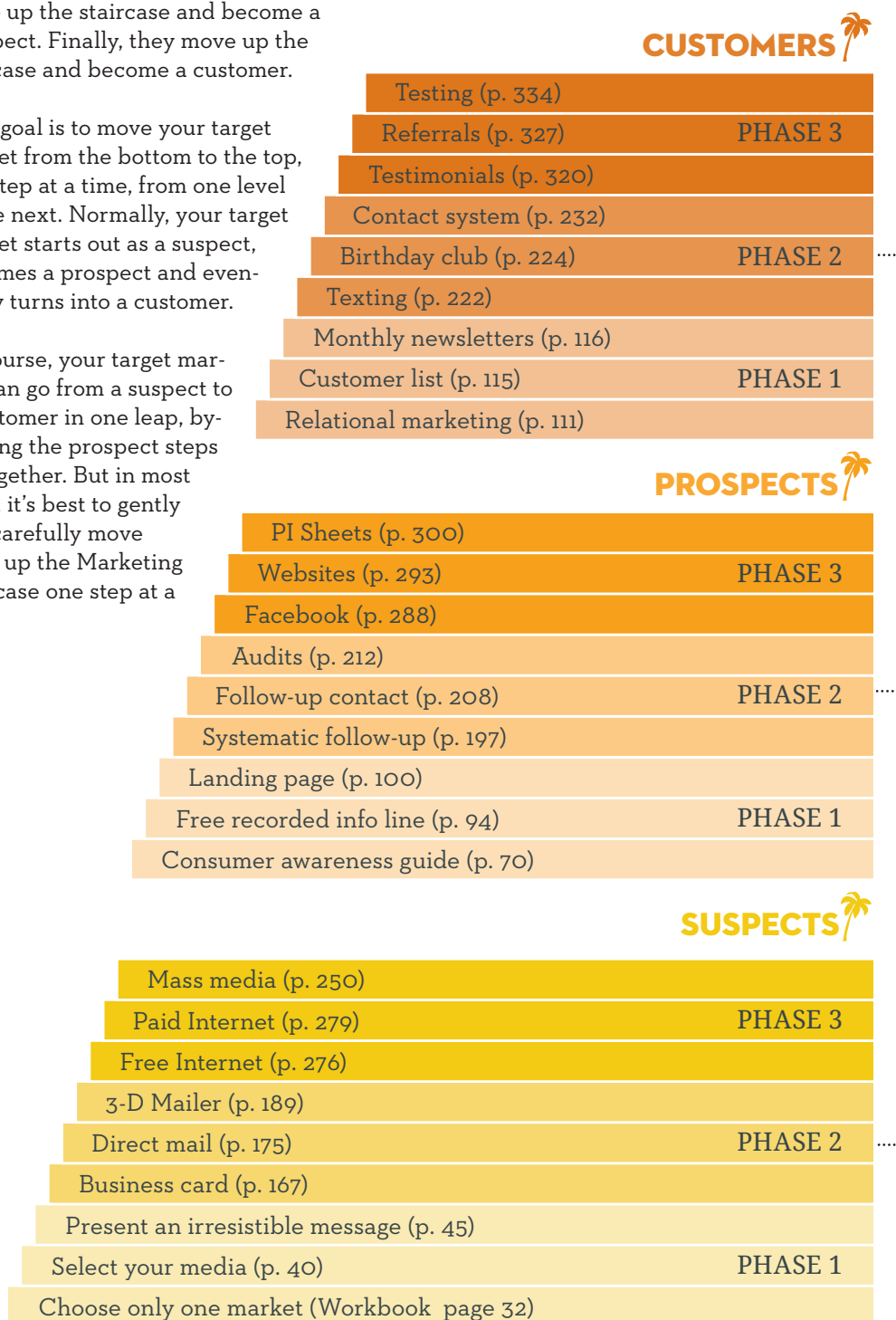
THE MARKETING STAIRCASE™ (OVERVIEW)

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

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, by-passing 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.



Note:
In this phase (Phase 1/book 1), we will focus on the areas on the BOTTOM portion of the pyramids.

In Phase 2 (Book 2), we will focus on the MIDDLE portion of the pyramids.

In Phase 3 (Book 3), we will focus on the TOP portion of each pyramid.