


Play Blueprint: Sales Offer Broadcast

Why Run It: To convert hot or warm leads

Who It's For: Product and Service based businesses

 Implementation time: 15-25 min depending on the number of offers and sequences you run

Play Snapshot

Building an automated sales offer is one of the quickest ways to usher in revenue to your business. The process of building the right sales offer is part art and part science. For example, other variables, sometimes outside of the offer itself, determine and influence the likelihood of a positive purchase decision. Take in these two separate scenarios.

Prospect A: Has been receiving your valuable email content from you for 5 months and you haven't asked them to buy anything yet, but they have formed a relationship with your nurture content.

Prospect B: Has received 3 emails from you over the last month, all of which are a different sales pitch to buy a different product or service.

Which of these prospects is more likely to buy and why? I think most of us would agree, it would be prospect A. Why? Because it's important to build a relationship and authority in a marketplace before you ask for a sale. It is helpful to think in this way when it comes to asking for a sale. Everytime I send an email with value and nurture that makes the receiver of said email's life better, I earn a little bit of trust in my business's hypothetical "Trust Account". While conversely, each time I ask for a sale or for them to take an action that benefits me (my company), I am withdrawing from this "Trust Account". Ask yourself, have I built up enough value and trust equity to effectively "withdraw" from my account and create the outcomes I am looking for with this automated sales offer? If the answer is yes, then the right offer is going to be powerful!

Running this play consists of deciding what your sales offer is, segmenting your contact list, setting up your automated email sequences to ensure perfect timing, to help overcome buying objections, and to show the value in the offer you created.

[Quick Start Guide !\[\]\(cf531ed27e91483460120fcc057b3901_img.jpg\)](#)

[In-Depth Action Plan !\[\]\(d3102649f02e825ddb76dc3de0190154_img.jpg\)](#)

Measuring Success + What's Next 

Our experts can build this play for you! 
