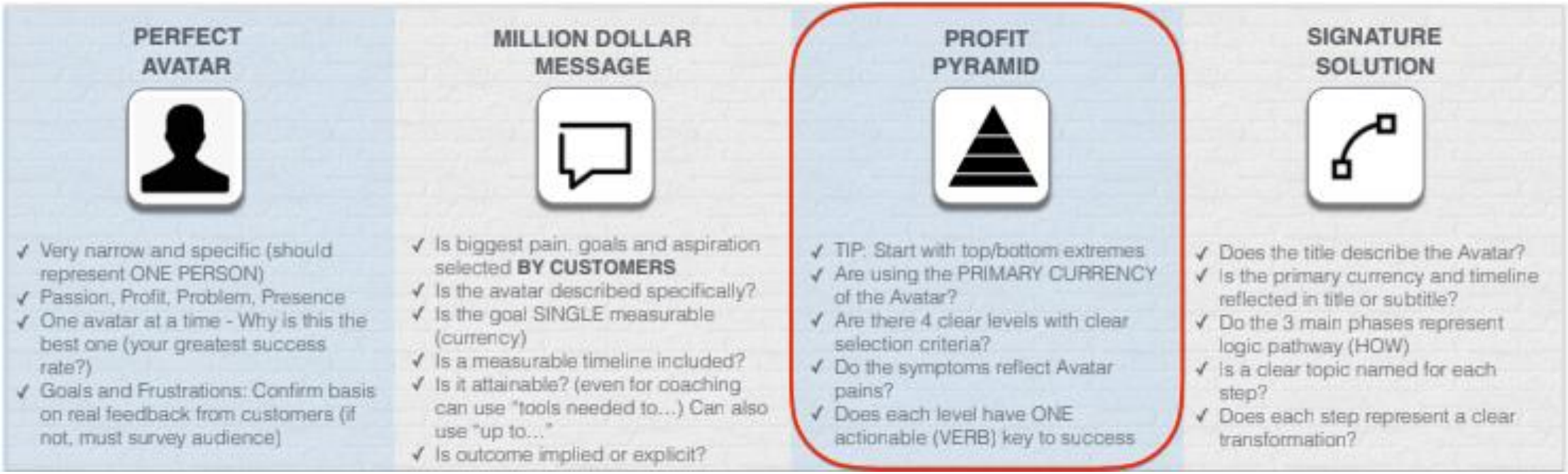
BCEx

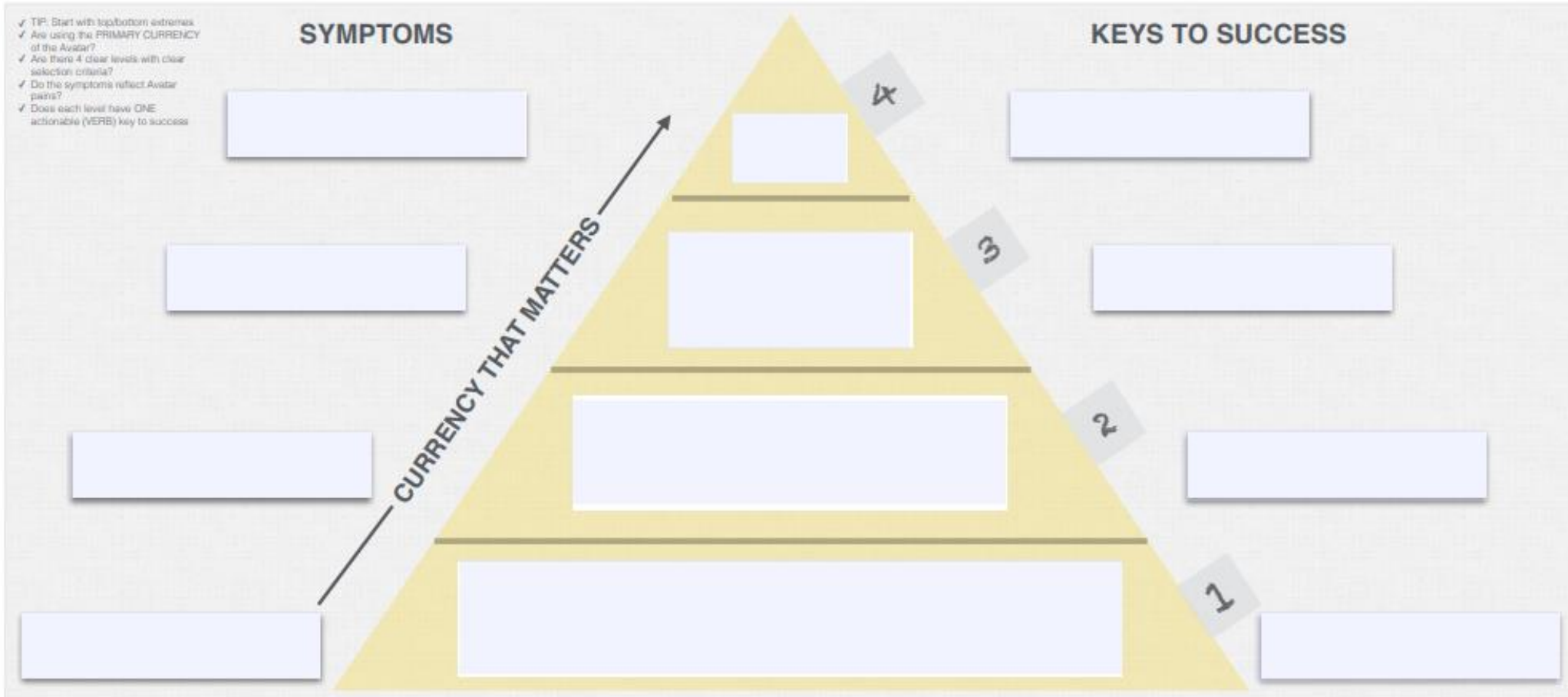
Putting it All Together

Profit Pyramid



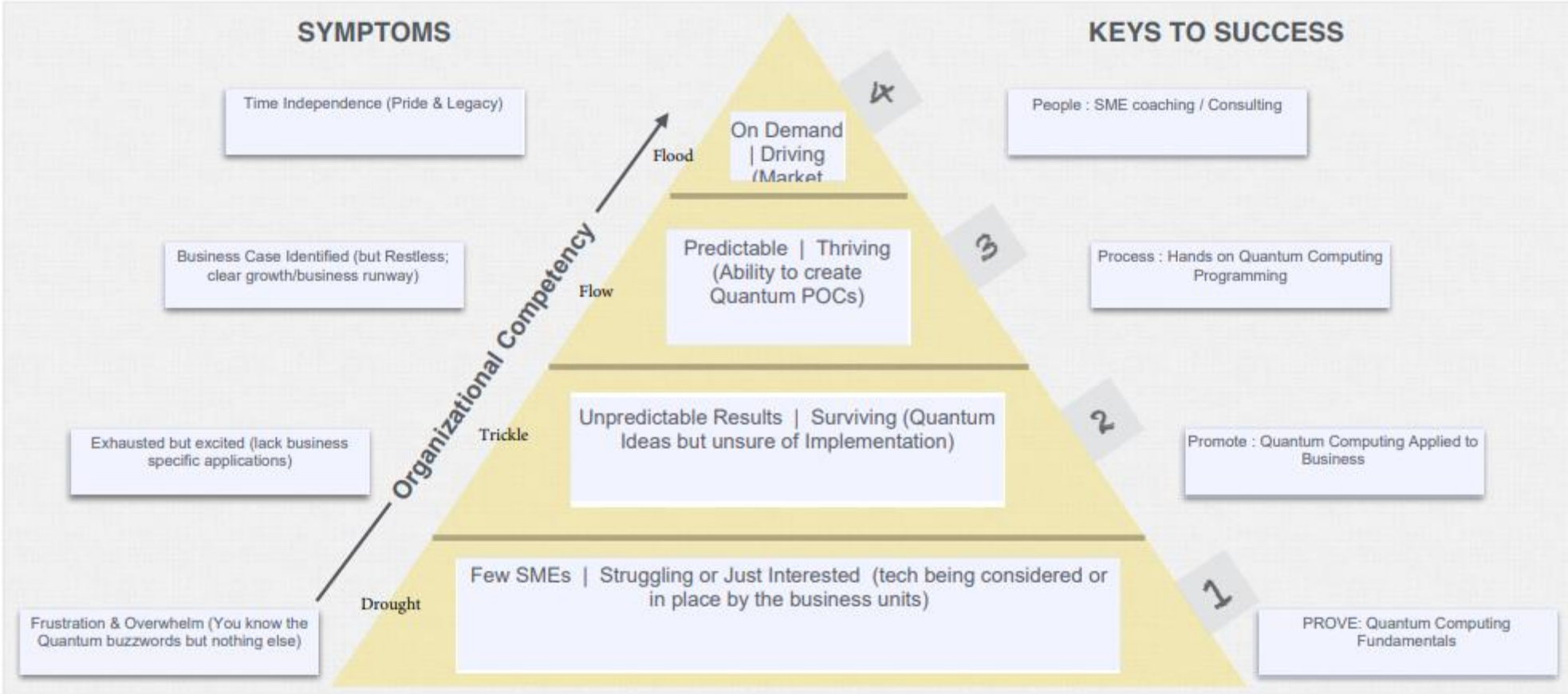
PRODUCT LADDER

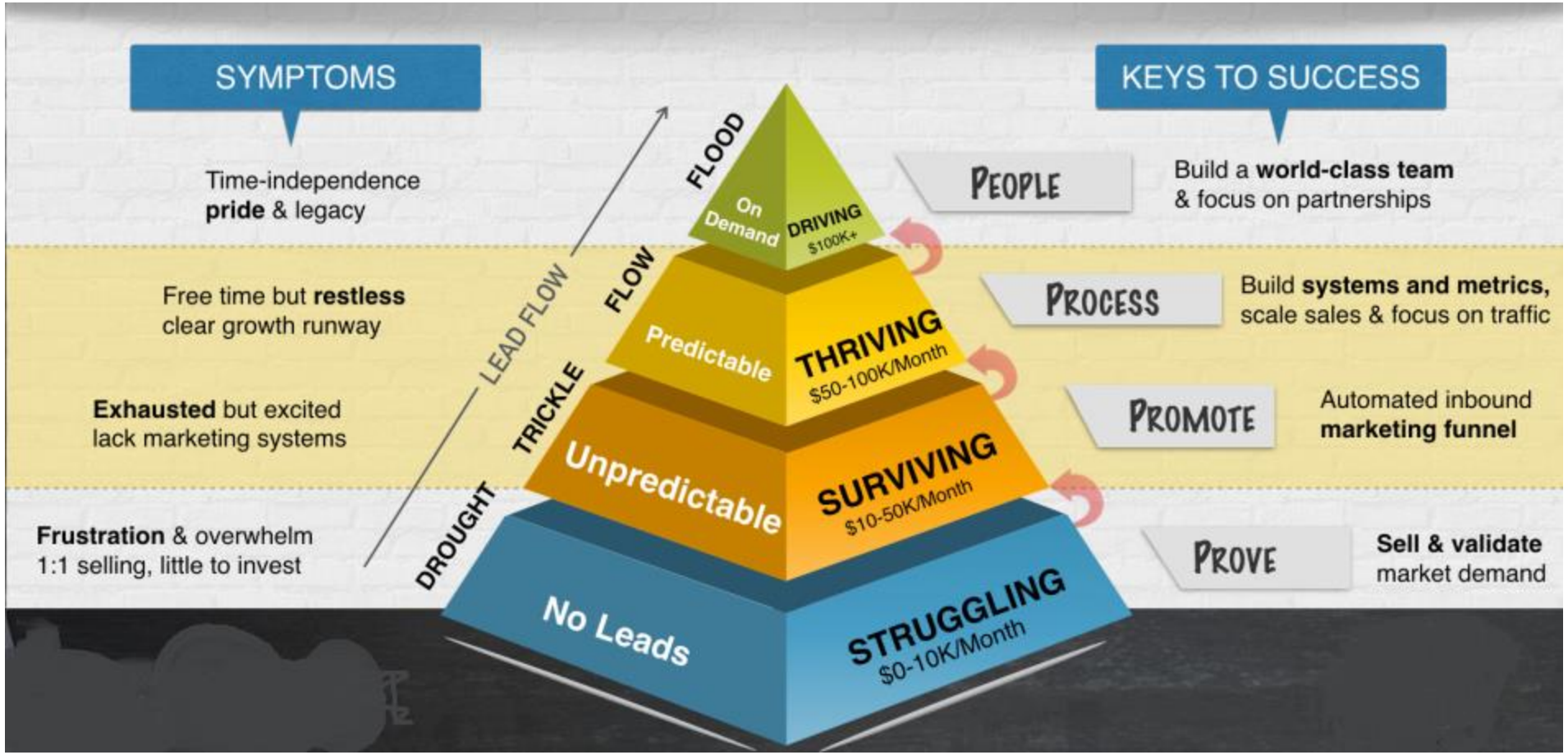
- ✓ Are there clear steps to the sales process?
- ✓ What is the primary selling modality (phone, online, retail, etc)?
- ✓ Does the pricing reflect best practices: under $500=VSL, $500-2000=Webinar, Over $2000=Sales Call (5-Min FF)
- ✓ Leveraged models (recurring, 1:many)

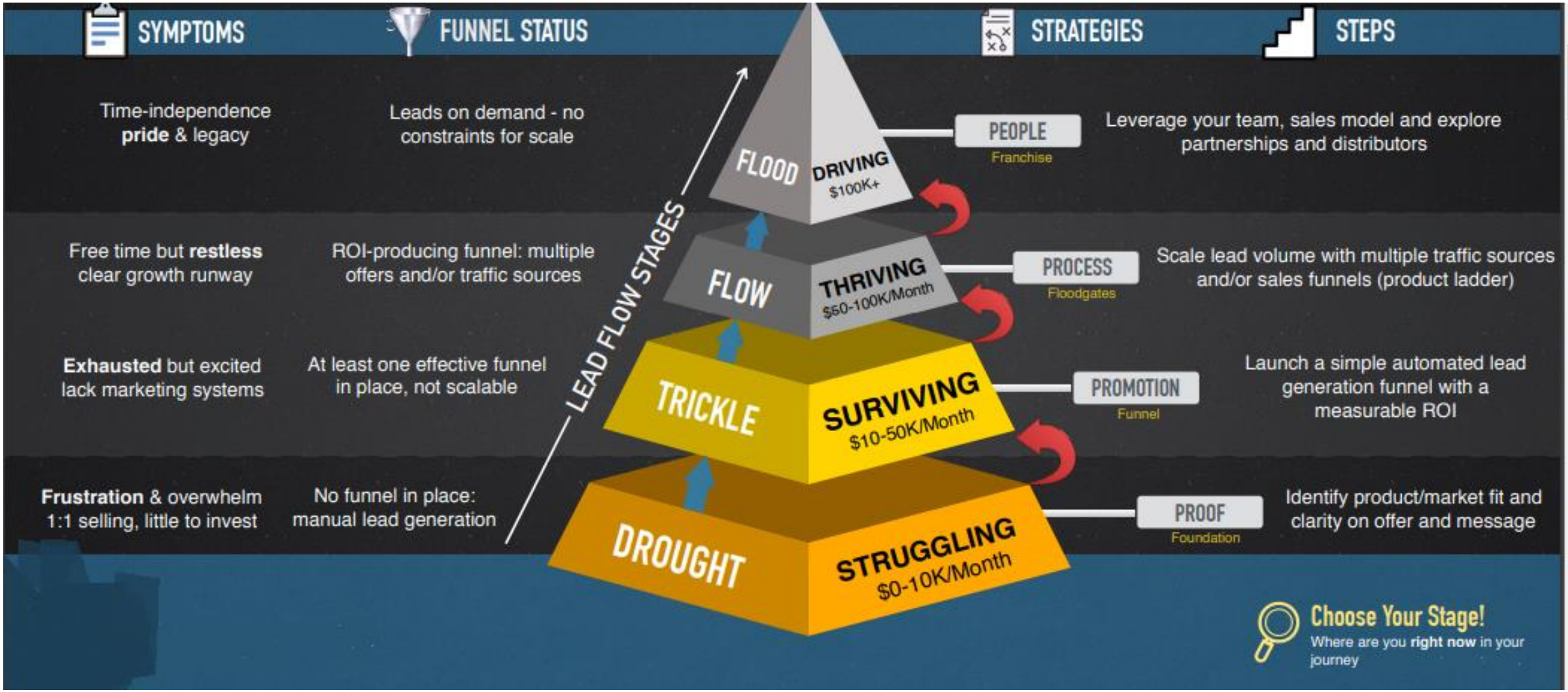

✓ TIP: Start with top/bottom extremes
✓ Are using the PRIMARY CURRENCY of the Avatar?
✓ Are there 4 clear levels with clear selection criteria?
✓ Do the symptoms reflect Avatar pains?
✓ Does each level have ONE actionable (VERB) key to success
SYMPTOMS
KEYS TO SUCCESS
CURRENCY THAT MATTERS
4
3
2
1

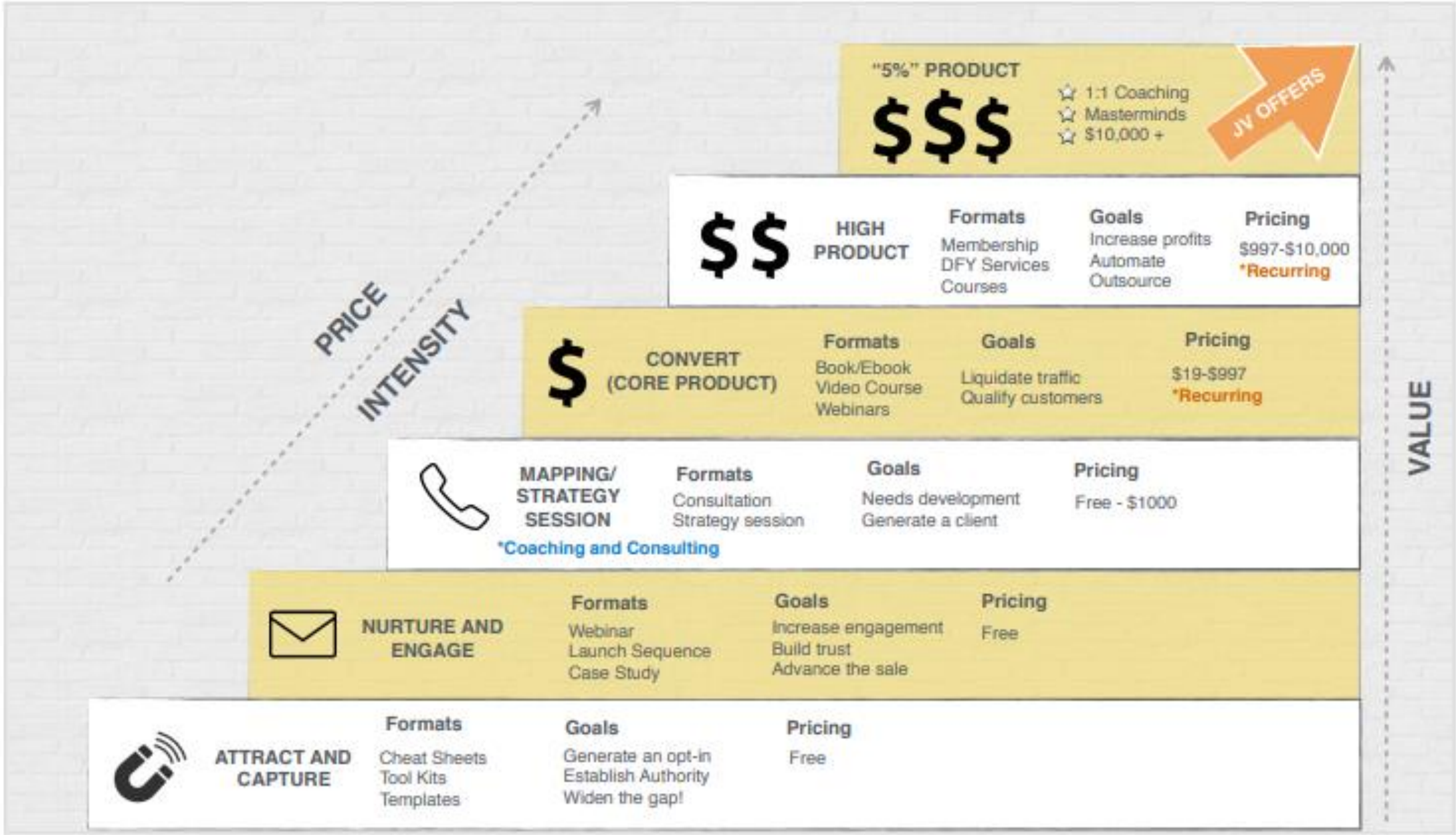
Quantum Computing Enterprise Curriculum

We help intelligent IT Professionals achieve competency in Quantum Computing, so they can develop production applications on a real Quantum Computer without getting a Masters or PhD in Physics, Math, or Computer Science.




SYMPTOMS
KEYS TO SUCCESS
Time-independence
pride & legacy
People
Build a world-class team
& focus on partnerships
FLOOD
On Demand
DRIVING
$100K+
Free time but restless
clear growth runway
FLOW
Predictable
THRIVING
$50-100K/Month
Process
Build systems and metrics,
scale sales & focus on traffic
LEAD FLOW
TRICKLE
Exhausted but excited
lack marketing systems
Unpredictable
SURVIVING
$10-50K/Month
Promote
Automated inbound
marketing funnel
DROUGHT
Frustration & overwhelm
1:1 selling, little to invest
No Leads
STRUGGLING
$0-10K/Month
Prove
Sell & validate
market demand


SYMPTOMS
FUNNEL STATUS
STRATEGIES
STEPS
Time-independence
pride & legacy
Leads on demand - no
constraints for scale
Free time but **restless**
clear growth runway
ROI-producing funnel: multiple
offers and/or traffic sources
Exhausted but excited
lack marketing systems
At least one effective funnel
in place, not scalable
Frustration & overwhelm
1:1 selling, little to invest
No funnel in place:
manual lead generation
LEAD FLOW STAGES
FLOOD
DRIVING
$100K+
FLOW
THRIVING
$50-100K/Month
TRICKLE
SURVIVING
$10-50K/Month
DROUGHT
STRUGGLING
$0-10K/Month
PEOPLE
Franchise
Leverage your team, sales model and explore
partnerships and distributors
PROCESS
Floodgates
Scale lead volume with multiple traffic sources
and/or sales funnels (product ladder)
PROMOTION
Funnel
Launch a simple automated lead
generation funnel with a
measurable ROI
PROOF
Foundation
Identify product/market fit and
clarity on offer and message
Choose Your Stage!
Where are you **right now** in your
journey


"5%" PRODUCT
$$$
1:1 Coaching
Masterminds
$10,000 +
JV OFFERS
$$
HIGH PRODUCT
Formats
Membership
DFY Services
Courses
Goals
Increase profits
Automate
Outsource
Pricing
$997-$10,000
*Recurring
$
CONVERT (CORE PRODUCT)
Formats
Book/Ebook
Video Course
Webinars
Goals
Liquidate traffic
Qualify customers
Pricing
$19-$997
*Recurring
MAPPING/ STRATEGY SESSION
Formats
Consultation
Strategy session
Goals
Needs development
Generate a client
Pricing
Free - $1000
*Coaching and Consulting
NURTURE AND ENGAGE
Formats
Webinar
Launch Sequence
Case Study
Goals
Increase engagement
Build trust
Advance the sale
Pricing
Free
ATTRACT AND CAPTURE
Formats
Cheat Sheets
Tool Kits
Templates
Goals
Generate an opt-in
Establish Authority
Widen the gap!
Pricing
Free
PRICE INTENSITY
VALUE

"5%" PRODUCT
$$$
PRODUCT
PRICE
DETAILS
$$
PRODUCT
PRICE
DETAILS
$
PRODUCT
PRICE
DETAILS
PRODUCT
PRICE
DETAILS
PRODUCT
PRICE
DETAILS
PRICE INTENSITY
VALUE

Client Getting Script