

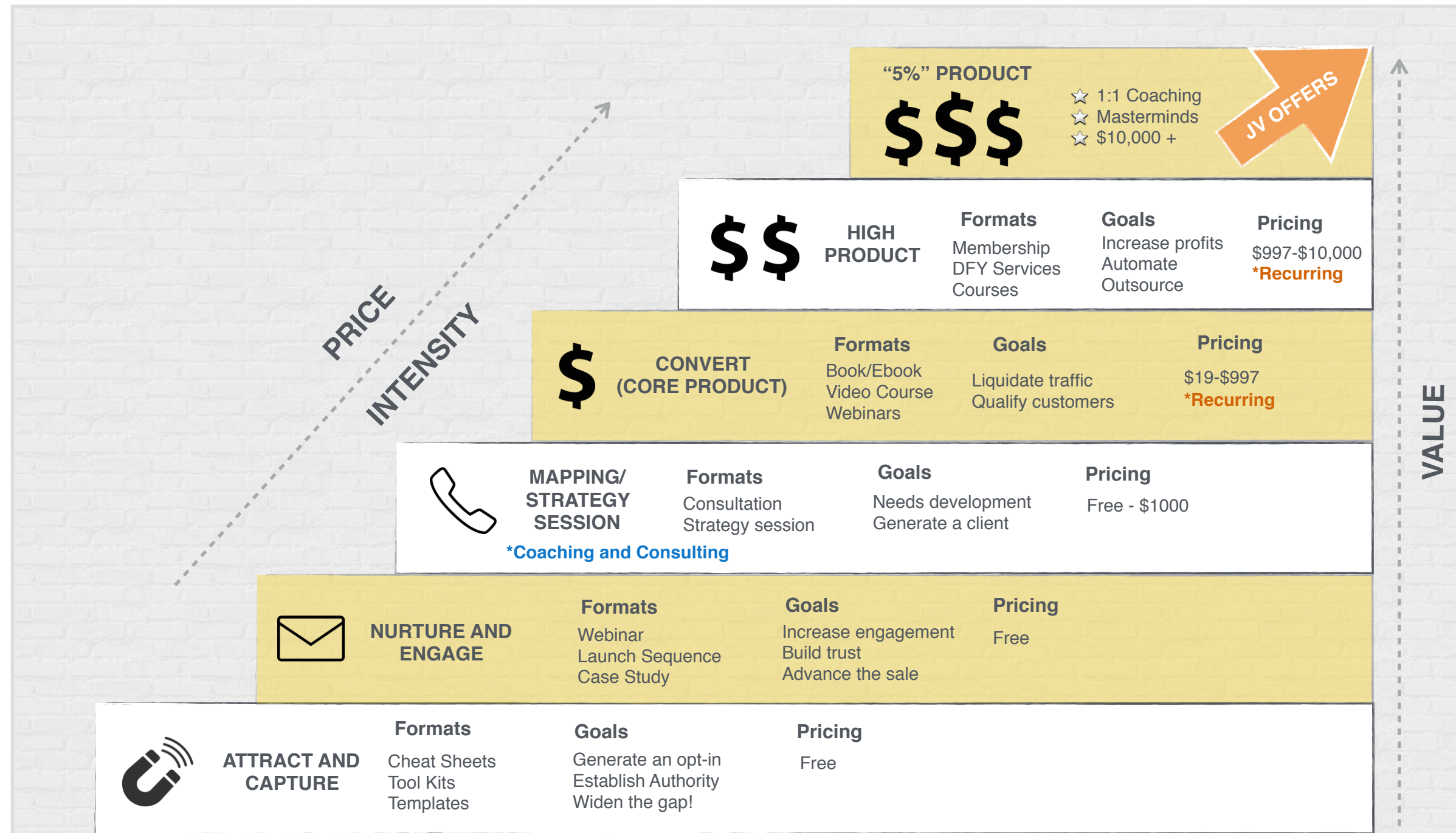
THE PRODUCT LADDER

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The fastest way to create exponential increases in sales and profits is implementing an “ascension model”, offering your best clients the opportunity to receive more value from you at higher prices. Your goal should be to segment your sales funnel into a clearly defined pathway consisting of “baby steps” for your clients to advance through with less resistance.



YOUR PRODUCT LADDER

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