

# Marketing Offer vs Sales Offer

## Introduction

In this training, we're breaking down one of the most critical concepts in client acquisition: the difference between your **Marketing Offer** and your **Sales Offer**. Mastering this is key to getting prospects in the door and then closing them on a deal that you can actually deliver.

## What We're Going To Cover

- [The Two Offers You Need](#)
- [Marketing Offer: Sell The Dream](#)
- [Sales Offer: Deliver The Reality](#)
- [Handling The "Pay On Results" Question](#)
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## The Two Offers You Need

Every successful agency needs two distinct offers that work together.

- **Your Marketing Offer**
  - This is what you lead with to create interest.
  - It's your ad hook, your outreach message.
  - Its only goal is to get a prospect to raise their hand and say, "I'm interested, tell me more."
- **Your Sales Offer**
  - This is what you actually deliver and put in the contract.
  - It must be 100% within your control.
  - For example, our sales offer has always been a simple **30-day money-back guarantee**.

Most agency owners make one of two mistakes:

- They only have a vague marketing offer with no concrete guarantee, which makes it hard to close.
- They lead with a boring sales offer focused on deliverables, which fails to grab attention.

## Marketing Offer: Sell The Dream

Your marketing offer should be focused on the ultimate outcome the client wants, even if you can't directly control it. It's designed to get people in the door and drive opt-ins.

- It speaks directly to their biggest desire.
- You'll know immediately when an offer gains traction. In the early stages, you're just testing to see what sticks.
- This strategy works in every market.

[For example, here is one of our best-performing ads](#)

- This is a huge, compelling promise that grabs attention.
- It focuses on the result they *really* want
- It makes them lean in and want to learn more.
  - However we DO NOT put in our guarantee to make them the #1 medspa in their area (that's quite frankly insane, and there's so many variables at play here...)

## Sales Offer: Deliver The Reality

Once your marketing offer gets them on a call, you shift to the sales offer. This is where you present the specific, controllable, and guaranteed deliverables.

- While our ad sells the dream of "\$100k+/month," our actual sales offer is a **30-day money-back guarantee** tied to specific, controllable inputs.
- This is what goes into the contract.
- It removes risk for the client and builds trust because it's built around what we can 100% guarantee (e.g., number of qualified bookings), not what they do with them.

## Handling The "Pay On Results" Question

We almost never get pushback on the difference between the marketing and sales offer.

Prospects are excited by the big promise and satisfied by the risk-reversal of the guarantee.

- In the rare event a prospect gets confused or asks, "I thought it was pay on results?" We have a dedicated training on how to handle this exact objection.
  - **Watch this video to get the exact script:** [I Thought It Was Pay On Results?](#)

## Real-World Framing Examples

It's all about how you package your sales offer. Here are tangible examples of how we frame our simple 30-day money-back guarantee in our marketing to make it compelling.

- **Big Money Framing:**
  - "We'll add an extra \$100K+/month without hiring more staff."
  - "We'll add \$30-50K in new patient revenue in the next 90 days, or you don't pay."
- **Dominant Status Framing:**
  - "If we don't make you the #1 body sculpting or facial aesthetic provider in your city, we'll fill your calendar with financially and medically qualified patients... or we'll put our payroll on the line until we do."
- **No-Brainer Framing:**
  - "This is a \$1 bill, and we don't even charge you that..."

All of these marketing angles are built on the same simple, controllable sales offer. Test different frames and see what gets the most traction in your market.

So to recap, there are many different ways you can position your offer in the market, your goal is to test them and see which one works best