

WSI Segments by Awareness Level

INSTITUTIONALIZED CORPORATE CLIMBER

Awareness Level	Current Mindset	Key Messages	Objections	Messaging Strategy
Problem Aware	"I'm miserable in corporate but don't know what else exists. Maybe MBA? Consulting? Different company?"	Educate on remote sales as legitimate career path. "You don't need to start a business or go back to school - there's a third option."	"Never heard of remote sales as real career"	Educational content: "The Hidden \$30B Industry Corporate Women Don't Know About"
Solution Aware	"I've seen remote sales posts on LinkedIn but seems too good to be true. Is this just MLM stuff?"	Position high-ticket B2B sales vs low-quality opportunities. "This is Fortune 500 companies hiring, not MLM schemes."	"Sounds like a scam" / "Too good to be true"	Credibility building: Case studies of corporate → sales transitions, company partnerships
Product Aware	"I want to break into remote sales but need proper training. I've researched other programs but they seem generic."	Emphasize corporate women specialty, job guarantee, 1-on-1 training vs mass programs.	"Why you vs other sales trainings?"	Differentiation: "The only program designed specifically for corporate women with job placement guarantee"

BURNED-OUT CAREER TRANSITIONER

Awareness Level	Current Mindset	Key Messages	Objections	Messaging Strategy
Problem Aware	"I'm exhausted and need change but scared to make wrong choice again. What if I waste more time?"	Focus on work-life balance, meaningful work, using existing skills. "This isn't another career gamble - it's strategic skill building."	"What if this is another mistake?"	Safety positioning: "Low-risk way to rebuild your career with safety net"
Solution Aware	"Remote sales sounds interesting but I'm not a 'sales type' person. Do I have to be pushy?"	Reframe sales as helping/consulting. "Modern sales is about understanding needs and providing solutions - perfect for your background."	"I'm not a sales personality"	Personality reframe: "Your empathy is your superpower in sales"
Product Aware	"I want to learn sales but need confidence building and gentle approach. Other programs seem too aggressive."	Highlight mindset training, female-only environment, supportive community. "We rebuild your confidence first, then add skills."	"Need extra support/not ready for harsh training"	Nurturing approach: "Designed for women who need confidence rebuilding"

INDEPENDENT GO-GETTER

Awareness Level	Current Mindset	Key Messages	Objections	Messaging Strategy
Problem Aware	"I want performance-based income and control over my earnings. What options exist beyond starting my own business?"	Present sales as entrepreneurial career without business risks. "All the freedom of entrepreneurship with none of the startup risks."	"Don't want business complexity/risk"	Entrepreneurial freedom: "Employee benefits, entrepreneur income"
Solution Aware	"Remote sales looks promising but I need to understand the real income potential and timeline."	Provide concrete income data, realistic timelines, skill transferability. "Here's exactly what you can expect month by month."	"What's the real income potential?"	Data-driven approach: Specific income progressions and timelines
Product Aware	"I'm ready to invest in sales training but want the most efficient, results-focused program available."	Emphasize speed to results, practical training, job guarantee. "Fastest path from training to high-income role."	"Want most efficient/effective option"	Results focus: "30 hours training to 6-figure income"

COLLABORATIVE DECIDER

Awareness Level	Current Mindset	Key Messages	Objections	Messaging Strategy
Problem Aware	"We need more family income but I want work that fits around family life. What options exist that aren't MLM?"	Introduce remote sales as legitimate family-friendly career. "Professional career that works around your family schedule."	"Family won't understand/support"	Family benefits: "How this supports your family goals"
Solution Aware	"Remote sales sounds good but is this stable enough to rely on for family income?"	Address stability concerns, job guarantee, career progression. "More stable than traditional jobs - you own the skill, not dependent on one employer."	"Is this stable enough for family?"	Stability emphasis: "More secure than traditional employment"
Product Aware	"We've decided remote sales is right for us but need program that understands family priorities and constraints."	Highlight flexible training schedule, family-first approach, supportive community of moms. "Designed around family life, not despite it."	"Will this work with family responsibilities?"	Family-integrated approach: "Built for women with families"

CROSS-AWARENESS MESSAGING THEMES

Problem Aware → Solution Aware

- Educational content about remote sales industry
- Myth-busting about sales stereotypes
- "Day in the life" content
- Industry legitimacy proof

Solution Aware → Product Aware

- Program differentiation
- Success story case studies
- Credibility indicators
- Risk reversal emphasis

Product Aware → Purchase

- Urgency and scarcity
- Final objection handling
- Decision support tools
- Clear next steps