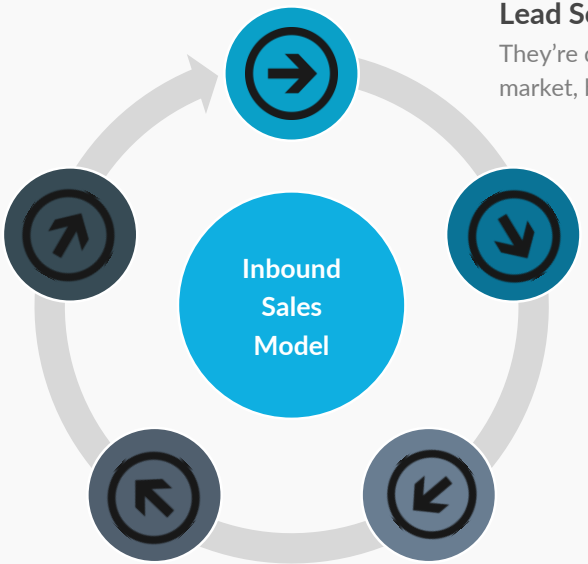
The Consultative Sales Model

Automated Inbound – Scot Smith



Lead Source/Facebook > Content

They're qualified to do business in your market, but not necessarily with you.

Content > Owned/Opted-In

They've shown interest in doing business with you. Exchanged contact info.

Opted-In > Qualified For Us

They're qualified or disqualified to fit our model to work with.

Qualified For Us > Presentation

If qualified, they're given our offer or sales presentation.

Presentation > Yes/No Decision

If yes, fulfillment begins after payment is submitted. If no, why not?