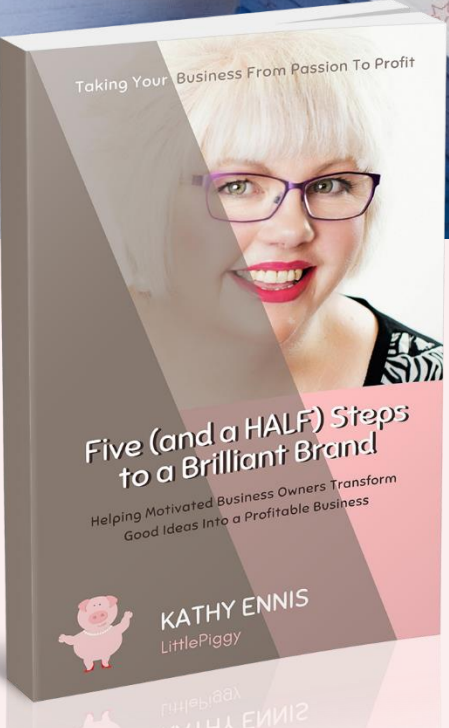




# Step Up Your Sales and Marketing

BUILDING YOUR PRODUCT STAIRCASE



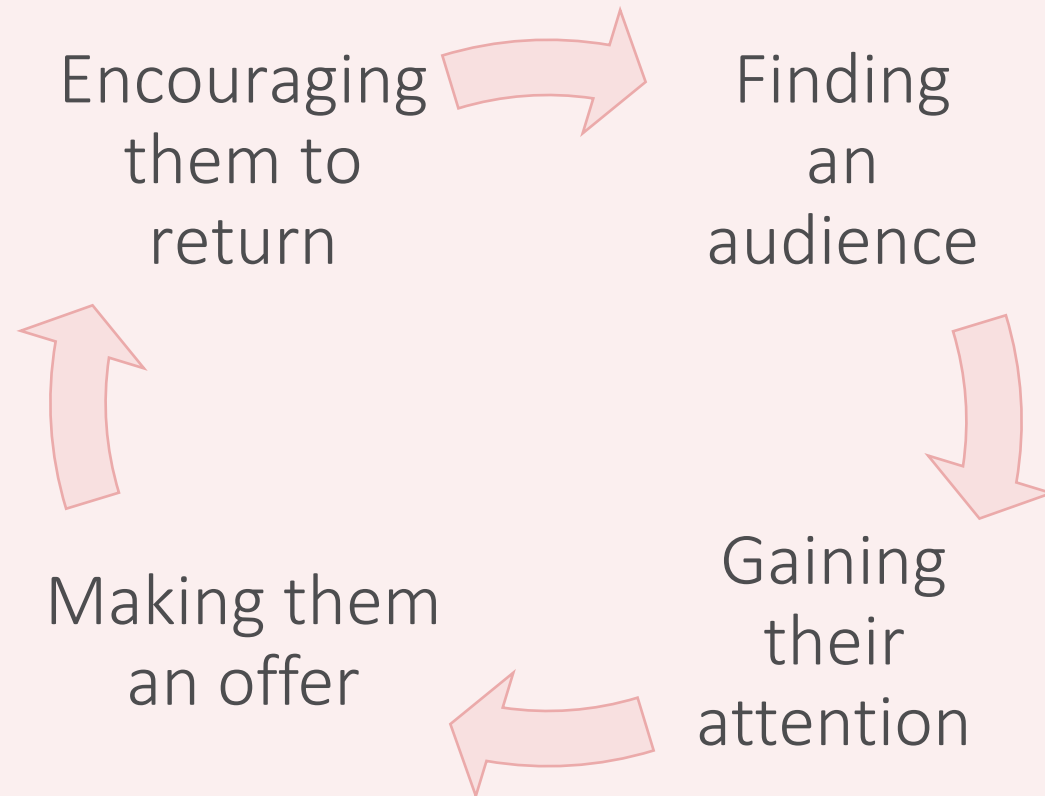
E: [kathy@littlepiggy.ltd](mailto:kathy@littlepiggy.ltd)  
 W: <https://littlepiggy.ltd>  
 T: 01485 750859  
 F: /LittlePiggyUK  
 Li: [in/kathyennis/](https://www.linkedin.com/company/kathyennis/)



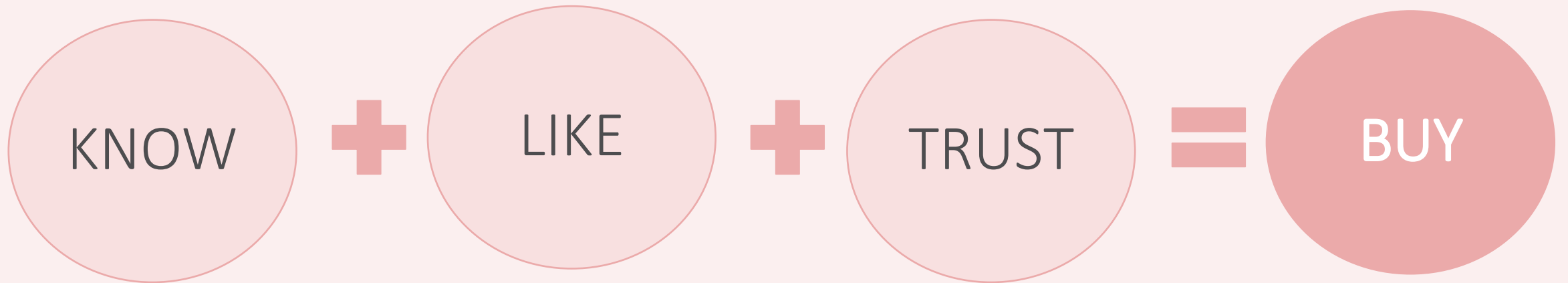
# Agenda

- Marketing 101 and the 'Know-Like-Trust' cycle
- What is the product staircase and why do you need one?
- The sales funnel - what it is, why you need one, where to start
- The product staircase step-by-step
- A note about tools and resources
- How to build funnel-driven automations to promote your product staircase

# Marketing 101



Know. Like. Trust.



# What is the product staircase?

- The product staircase is embedded in the funnel building process
- It leads potential customers to (and through) a range of products or services
- Those products and services are of different complexity and at a variety of price points
- There are four, key steps on the product staircase
- You can have more but it becomes a more complicated process

# Why you need a product staircase?

- The product staircase:
  - Essential to the 'know– like–trust' buying cycle
  - Part of your pricing strategy
  - An element of your cashflow forecasting
  - As much about customer retention as customer acquisition
  - Recognises customer purchase decision making
  - Part of your assessment and monitoring of customer preference
  - You can't market effectively without it

# What is a sales funnel?

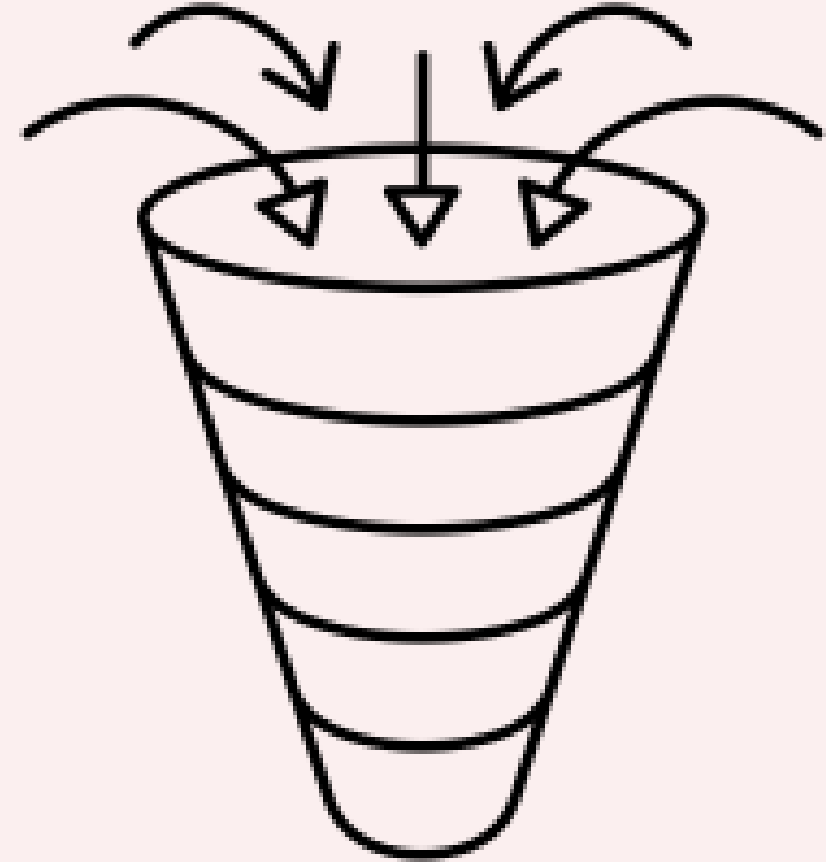
- A sales funnel is the steps you take someone through before they become your customer
- ‘Funnel’ is used as an analogy because the process involves adding a large number of potential customers in at the top with the realisation that only a fraction of these people will end up making a purchase
- More of a colander than a funnel 🤔





# Why do you need one?

- The purchase decision is not instant
- You need time to build trust
- Not all the people who are interested in what you do will want to buy from you (Marmite!)
- Every business has a 'conversion rate'
- Some customers will stay and repurchase – many will move on
- You need a constant supply of new, potential customers



# How a funnel works

- There are four stages to the sales funnel:
  - **PROBLEM AWARE (TOP OF THE FUNNEL)** – people know **they have a problem**, for example, I'm a coffee lover and I want the best cup of coffee in the morning
  - **INTEREST (MIDDLE OF THE FUNNEL)** – my interest in finding the perfect cup of coffee leads me to **look for the best solution** so I start to research coffee making options: cafetiere, filter, percolator etc.
  - **DECISION (BOTTOM OF THE FUNNEL)** – now I know all about the different types of coffee maker, it's time to start **comparing them in terms of my specific needs** – easy to clean, good for the environment, cost – so I can make a decision about what is best for me
  - **ACTION (PURCHASE / BUY IN)** – my research done I **am now in a position to hit the 'buy' button** and I choose the cafetiere. It's not that the others were bad, it's just this one has proven it will meet my needs specifically



LET'S OVERLAY THE  
FUNNEL ON TO THE  
PRODUCT STAIRCASE

# The product staircase: step 1

## THE PREMIUM FREEBIE (THE LEAD MAGNET) – TOP OF THE FUNNEL – AWARENESS

- It is a non-threatening / non-salesy opportunity to start a relationship or conversation
- You create a free giveaway such as: a downloadable resource; a video; a free trial; free sample; a webinar
  - It has to be good
  - It must have value
  - It must solve a problem
- The aim? To get people interested enough that they self-select to receive further information from you
- They have given you an initial indication that they are probably part of your target audience – your job from this point forward is to ‘impress’ them and give them the information to decide if they are or if they aren’t
- The biggest plus? You now have them and if you have the right processes and tools you are able to follow up with them
- They can now move into the second part of your product staircase.....

CHECK OUT MY BLOG: Every Business Needs a Lead Magnet: This is Why <https://littlepiggy.ltd/every-business-needs-a-lead-magnet-this-is-why/>

# The product staircase: step 2

## THE LOW-COST/HIGH-VOLUME OFFER (THE TRIPWIRE) – MIDDLE OF THE FUNNEL - INTEREST

- The aim of this stage is to separate real, potential customers from the ‘lookers’ and ‘freebie junkies’
- This product or service gets consumers willing to spend
- The cost of this product? It is relative to the cost of your products and services
- You can make money on these products, but they are primarily a gateway to allow customers to:
  - Experience your business for a low investment
  - Get people into your funnel so you can upsell
  - To fund paid-for promotional campaigns
  - To build your reputation and visibility
  - To increase customer engagement

# The product staircase: step 3

## THE VALUE PRODUCT (THE CORE OFFER) – BOTTOM OF THE FUNNEL – DECISION + ACTION

- This product or service must be affordable to the majority of your target audience
- How do you get people to step 3?
  - Via your funnel
  - Nurturing the people who bought your 'tripwire' product
  - Email marketing
  - Offering discovery calls
  - Networking
  - Speaking events, going 'Live' etc
  - Building webinars into your funnel
  - And (maybe) social media ...?

# The product staircase: step 4

## THE HIGH VALUE PRODUCT (THE HIGH TICKET ITEM) – BOTTOM OF THE FUNNEL – ACTION +

- This is where your 'dream' customers come to buy
- You need to sell fewer of these products or services, but each sale makes a significant impact on your bottom line
- These can be one-off purchases or regular payment plans, contracts and retainers

SO, HOW DO YOU MAKE  
THIS HAPPEN?



# You need ...

- To know what you are selling
  - Benefits not features
  - Outcomes not inputs
- To know who you are selling it to
  - A clear (researched and assessed) customer profile
- A cashflow forecast
  - A pricing strategy
- A plan
  - A set of measurable objectives
- Systems, processes and automations
  - A set of tools

# Cashflow and pricing – a simple approach

- Turnover objective – take into account business costs
- Conversion rate
- Cost per item per level of the product staircase
- Projected sales per level

## Example

Turnover objective = £60,000

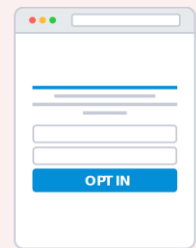
	Price Per Unit	Units Per Month	Monthly Target	Annual Target
Low Cost Product (Step 2)	£10	120	£1,200.00	£12,000.00
Core Offer Product (Step 3)	£100	30	£3000.00	£36,000.00
High Value Product (Step 4)	£1000	1	£1,000.00	£12,000.00
<b>PROJECTED TURNOVER</b>				<b>£60,000.00</b>

# Basic tools

- A website
- An email marketing platform (with automations)
- A CRM
- Contactless and chip and PIN card payments
- Direct debit / repeat payment platform
- Design platform

# Product staircase step 1 automation

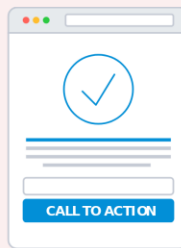
Lead Magnet Opt-In



Opt in



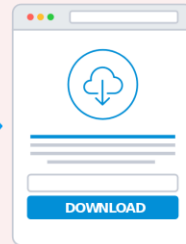
Thank You



LM Delivery



Download



Report



Follow-Up 1



Follow-Up 2



Follow-Up 3



Let's Take Your Business from Passion to Profit.

I will work with you to transform your brilliant ideas into a profitable business. Whether you are just starting out, or are ready to grow, I will help you take action in your business, so you achieve the success you deserve.

HERE'S HOW

Download My Simple, Powerful One Page Business Plan to Start Your Business, Grow Your Business and Get More Sales.



From Surviving to Thriving in 12 Easy Steps

This is for you if you are wondering what needs to be done first; where all your potential customers are hiding; why your business isn't working as well as you hoped it would; why you're not making the profit in the business you deserve or dream of.

Name

Email Address

YES PLEASE, I WANT A COPY



Fill in the boxes below to get your copy of THE ONE PAGE BUSINESS PLAN

First Name\*

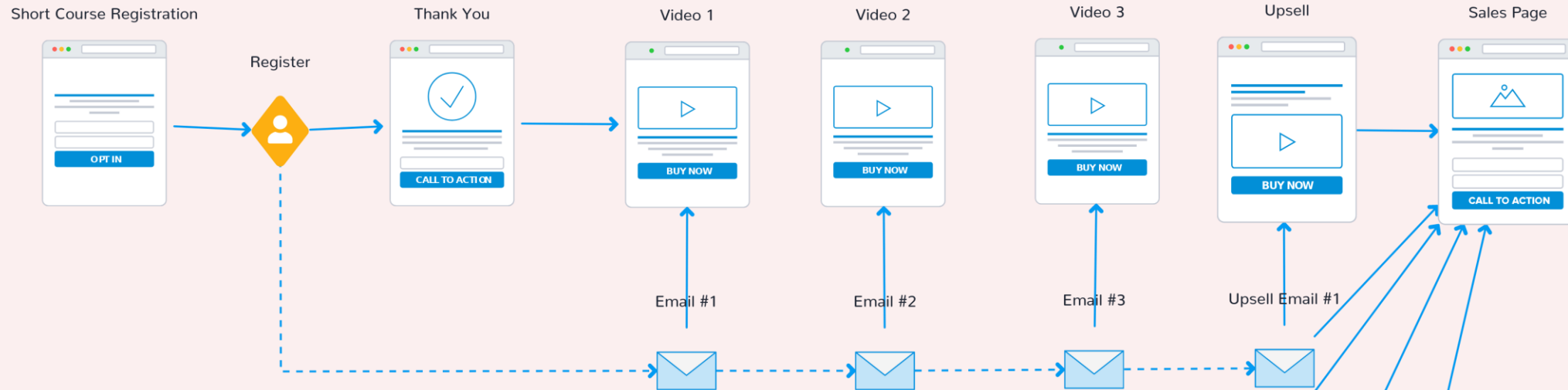
Type your name

Email\*

Type your email

YES PLEASE, SEND ME A COPY

# Product staircase step 2 automation



It's Not Magic It's Christmas ...

... is an eight-week programme designed to teach you how to create your most effective holiday marketing campaign, EVER!

This is an important time of year for all small businesses. Research shows that 20-40% of annual sales happen between November and January.

So, it helps if you have something special - something different - to grab the attention of potential customers. During this eight-week programme you will discover how you do that.

**So, This Programme is For You if You:**

- Want to boost your sales over the Holiday Season
- Have got something to sell but not sure where to start
- Are unsure about how to price your offer
- Need to get in front of a specific audience but don't know where to find them
- Lack inspiration when it comes to designing marketing materials
- Are unsure about your ability to harness the power of social media to get your products and services in front of customers
- Are not sure what should be in the launch, close and follow-up stages of your plan

If You Feel Any of These Ring True

**SIGN UP TODAY**

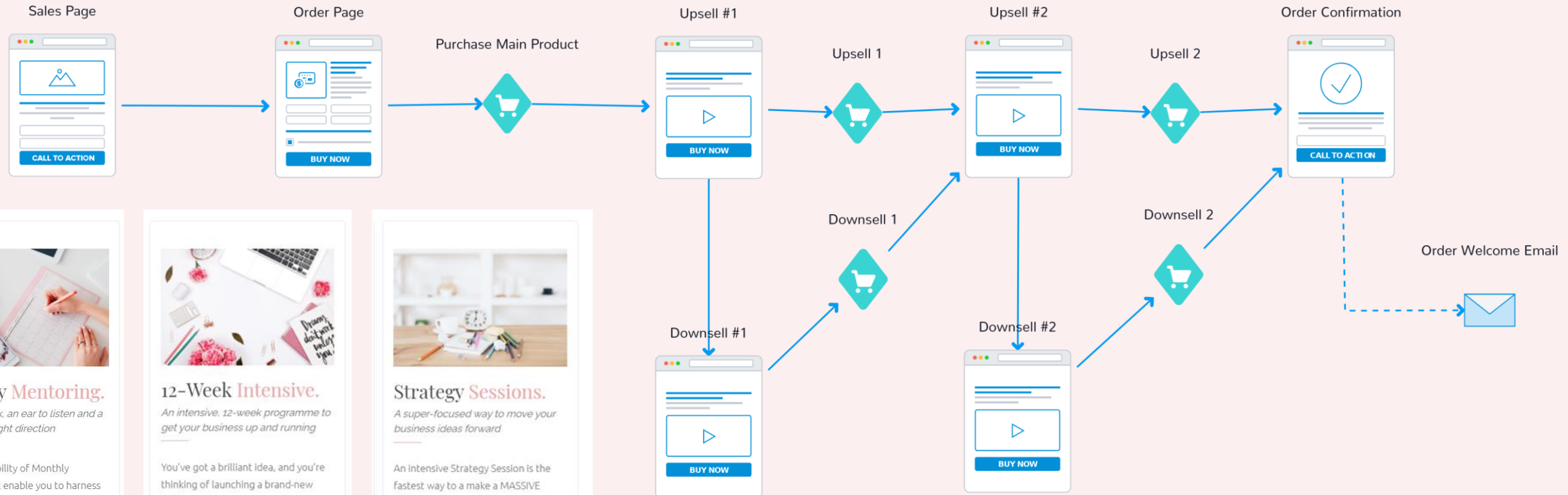
**IT'S NOT MAGIC**  
*It's Christmas!*

MAKE THIS YOUR MOST MAGICAL CHRISTMAS EVER!

[CLICK HERE TO DISCOVER MORE](#)



# Product staircase step 3 automation



## Monthly Mentoring.

A brain to pick, an ear to listen and a **push** in the right direction

The accountability of Monthly Mentoring will enable you to harness the *Business* in your business.

Your business growth will become less of a chore and will be the rewarding experience it should be – financially and emotionally.

LEARN MORE ABOUT MONTHLY SUPPORT



## 12-Week Intensive.

An intensive, 12-week programme to get your business up and running

You've got a brilliant idea, and you're thinking of launching a brand-new business.

But, you're not sure where to start and all the 'noise' out there telling you what you should be doing is just confusing.

DISCOVER INTENSIVE MENTORING



## Strategy Sessions.

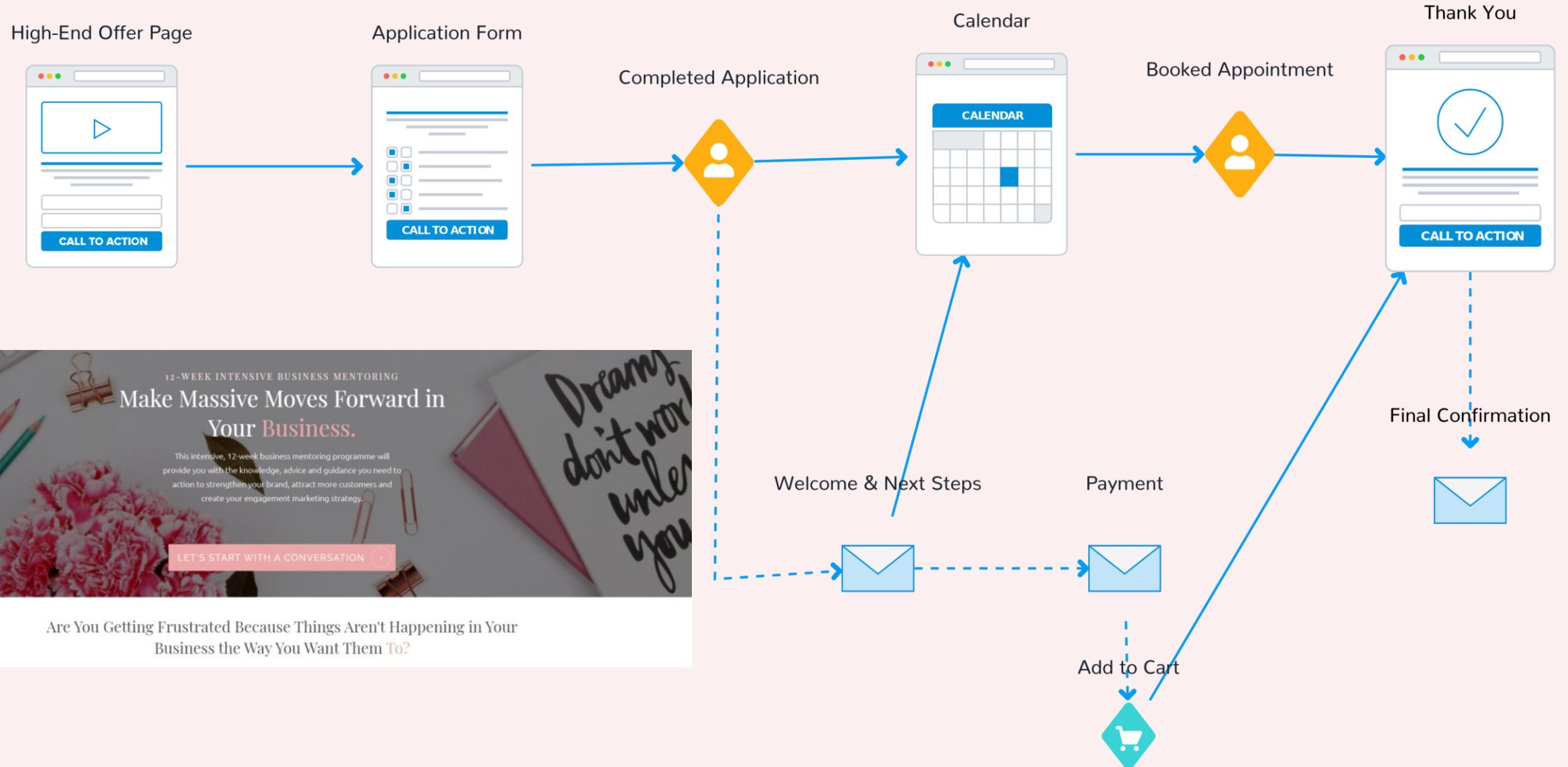
A super-focused way to move your business ideas forward

An intensive Strategy Session is the fastest way to make a MASSIVE difference. You could have your new business up-and-running the very next day!

It's problem-solving, creative planning and super-easy, next-step actions

CHECK OUT STRATEGY SESSIONS

# Product staircase step 4 automation





# Two things just for you ...



Get your copy of *Prepare to Be Your Own Boss*

<https://bit.ly/littlepiggyboss>

Get your copy of *The Business Building Toolkit*

<https://bit.ly/littlepiggybiztoolkit>





# I would love your help

I have just discovered 🤖 that I have been nominated as one of the [Enterprise Nation](#) 2021 Top 50 Advisers in the Leadership and Strategy category.

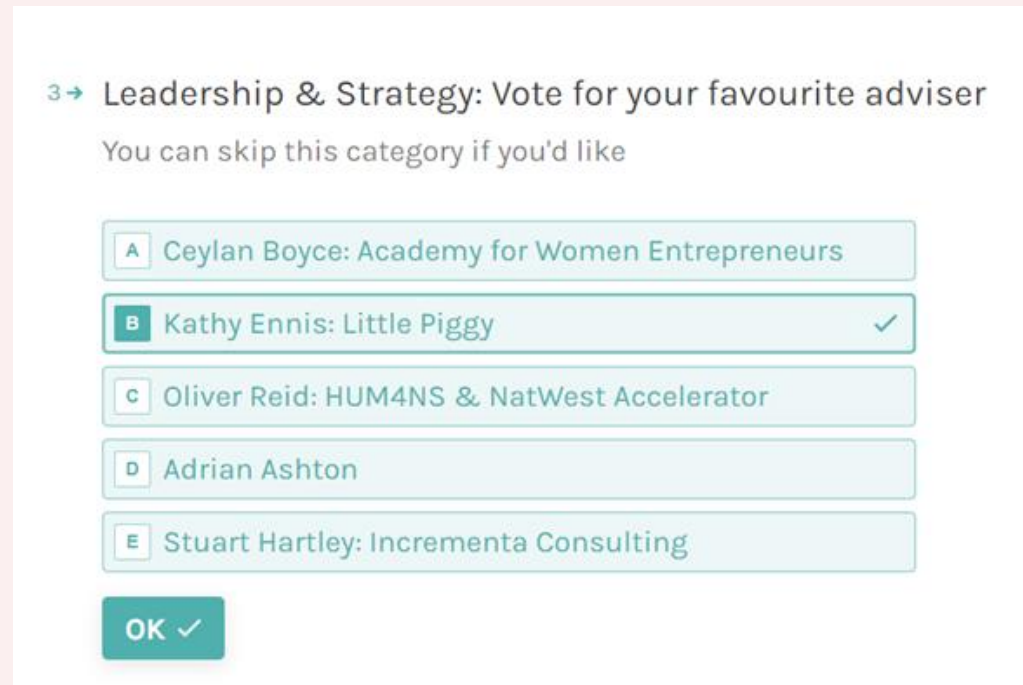
So, now I need your help... PLEASE, PLEASE, PLEASE 🙏🙏🙏

VOTE FOR ME 📦

It's really easy and you don't have to be a member of Enterprise Nation to vote.

- \* Use this link <https://bit.ly/littlepiggytop50>
- \* Go to the Leadership & Strategy section
- \* Tick my name

Massive thanks for your support



3 → Leadership & Strategy: Vote for your favourite adviser  
You can skip this category if you'd like

- A Ceylan Boyce: Academy for Women Entrepreneurs
- B Kathy Ennis: Little Piggy ✓
- C Oliver Reid: HUM4NS & NatWest Accelerator
- D Adrian Ashton
- E Stuart Hartley: Incrementa Consulting