

# **SUPERFAN PROGRAMME**

## **The Offer Grid**

The Offer Grid is a process you can walk yourself through to ensure you have the backbone of a strong argument for why someone should not only buy your product or service, but buy it instead of any other options they may have for solving the same problem your offer solves. It can be used both as a checklist and a way to prepare the offer pitch that can then be plugged into one of the sales and marketing templates you'll get as a bonus.

See, the question most sales processes fail to answer is...

**“Why should I buy from you over each and every other option I have?”**

If you don't answer that - the sales process will leak potential sales like holes in a leaky bucket.

Walking yourself through The Offer Grid questioning process helps you to have a spine of a sales argument that can then be applied to:

- Sales Letters
- Webinars
- Explainer Videos
- Video Sales Letters
- Sales Calls
- Teleseminars
- Direct Mail
- Or anything else!

If you ensure you hit all these triggers you'll have the foundation of an Unturndownable Offer!

The Offer Grid contains 11 key boxes:

- Present Pain
- Problem With Other Options
- Why This Creates An Obstacle
- Result Of This Obstacle
- Obstacle Story/Metaphor
- Reason Why
- Insight Story/Metaphor
- Unique Mechanism
- Result Of Unique Mechanism

Prove It  
Crossroads

Now let's dig into the checklist you can use with any sales process to ensure it's up to scratch!

## 1. Present Pain

In order for a product or service to sell very well it HAS to speak to specific present day problems and symptoms those problems cause. Do that and you create resonance with the prospect. If, however, the offer does not speak to the problems clearly enough, and only focuses on the solution, it will not speak to the present day pain of the prospect and make them feel understood - which is a vital part of the buying decision.

Offer Grid Question: Does the offer powerfully describe the specific present day symptoms and situations someone with the problem the product solves is experiencing? YES/NO

## 2. Problem With Other Options

In order for someone to get to the end of a sales process and be in the crossroads position, other strategies for solving the problem have to be shown to be lesser.

Offer Grid Question: Does the offer powerfully communicate WHY other options aren't as solid a strategy for solving the problem? YES/NO

## 3. Why This Creates An Obstacle

The sales process must explain WHY the common strategies others sell will create an obstacle for the prospect and make solving their problem slower, harder, more complex etc.

Offer Grid Question: Does the offer powerfully communicate WHY the approach other strategies take make it harder, more costly etc for the prospect to solve the problem? Use the crossroads triggers here. YES/NO

## 4. Result Of The Obstacle

How do these obstacles negatively impact the prospects ability to solve the problem? What negative emotion do they create for the prospect? Frustration?

Overwhelm? Does it impact their finances? Their family life? You need to get crystal clear on the result the prospect will experience if they go down the common, less effective routes.

Offer Grid Question: Does the offer powerfully communicate the negative results people will experience if they use the less inefficient methods? YES/NO

### **5. Obstacle Metaphor/Story/Analogy**

Metaphors, stories and analogies are a great way to demonstrate the negative aspects and positive aspects of something to a prospect because they help to make the flaws and benefits more real.

Offer Grid Question: Does the offer powerfully describe the negative aspects, the common flaw(s), in the common strategies other approaches use via a story, metaphor or analogy? YES/NO

### **6. Reason Why**

People need a "Reason Why" a business, product or service exists. They want to know that you're selling something you believe in and a reason why provides that.

Offer Grid Question: Does the offer powerfully communicate a reason why the seller of the product or service is in business? Look for value fulfilment here. YES/NO

### **7. Insight Metaphor/Story**

Metaphors, stories and analogies are a great way to demonstrate the negative aspects and positive aspects of something to a prospect because they help to make the flaws and benefits more real.

Offer Grid Question: Does the offer powerfully describe the positive aspects of the approach being used in the product or service via a story or a metaphor? YES/NO

### **8. Unique Mechanism**

What's different about this approach compared to others that no one else can claim? There needs to be a "unique mechanism", a strategy no one else uses or at

the very least a name of the process that no one else can claim. Eg: Weight Loss Programme - not unique. SB7X Fat Burner Programme - unique.

Offer Grid Question: Is there a unique mechanism that no one else can claim?  
YES/NO

### **9. Quantifiable Result**

Is there a SPECIFIC and quantifiable result that the prospect can expect if they buy the product or service? Eg: weight loss is not specific - 10lbs in 10 days is. Get more clients isn't specific - Get 6 new clients within 6 weeks is.

Offer Grid Question: Is the result the unique mechanism provides clear and specific and quantifiable? YES/NO

### **10. Proof**

Proof is absolutely vital to the buying decision and people having confidence that buying is the right choice. It may be proof in the form of studies in the market, sellers own results, past customer or client results or anything else that backs up what you are saying. But you MUST have proof!

Offer Grid Question: Is there proof the approach works or is it just heresay?  
YES/NO

### **11. Crossroads**

It's VITAL that the prospect comes to the conclusion that not buying the product or service will make solving the problem impossible or harder without what is being offered or they will leave the sales process without making a decision.

Offer Grid Question: Will the prospect get to the end of the sales process and feel it's obvious that not buying will make their journey to solving the problem harder than it needs to be or impossible? YES/NO

With that all explained let's get to The Offer Grid itself!

**THE OFFER GRID**

If you already have a sales process for a product or service you should run it through the grid below.

If you don't, and are looking to create a sales process, you need to ensure it hits all of these points.

If you are an affiliate looking to promote someones product you run their sales process through The Offer Grid to ensure it's something worth promoting!

Simply put in a "Yes" or a "No" based on whether or not that element is present in the sales process. Then give a 1 for a "Yes" or a 0 for a "No" in the points column. Finally total everything up.

The ideal offer to promote and sell has 11 points!

<b>Crucial Factor</b>	<b>Yes</b>	<b>No</b>	<b>Points</b>
Present Pain			
Problem With Other Options			
Why This Creates An Obstacle			
Result Of The Obstacle			
Obstacle Metaphor/Story			
Reason Why			
Insight Metaphor/Story			
Unique Mechanism			
Quantifiable Result			
Proof			
Crossroads			
<b><u>TOTAL</u></b>			

Watch the demonstration videos this week to see how this process works in real-time. And be sure to use The Offer Grid any time you are promoting something to your audience. In order to maximise sales all 11 factors should be present!