

# The *Nitro Quattro* Sales System

How to have an average customer value of \$324.69 from a 6 year old "dead" \$27 ebook.

# Documented Results

- Real life example from a \$1+ million / year business for past 3 years.
- Companies and individuals pay us as much as \$500,000 a year plus equity to implement our highly effective marketing systems into their business.
- Have consistently used new marketing tactics before they became well known.

# What is the *Nitro Quattro* System?

- Combination of a specialized marketing campaign with an optimized, 4-part sales funnel that takes place over a short period of time.

**Uno:** Front End Product

**Dos:** Immediate Upsells

**Tres:** Monthly Continuity

**Quattro:** Personalized Coaching

# The Specialized Marketing Campaign

- Compelling Story – Grab attention and get them involved in campaign, tied into the product to be offered.
- Sub List – To get free high value offer and continue the compelling story. (50% to 60% of the sub list have converted into sales)
- Free High Value Gifts – Give lots of value first and reason for getting on list.

- **Focus On The Product** – Like a mini product launch, focus on date of release and the product offer, the story and free gift is to get them involved.
- **Extreme Price Distortion** – Get them thinking will be expensive then make it very inexpensive \$27. (Goal is to maximize upfront sales, not upfront revenue!)
- **Bookend Promotion** – Compress sales.
- **Video** – Use live video in sales process.
- **Few JVs** – Small group to also market and lock them in at beginning using the 3-part technique.

# **Uno & Dos:**

## **Front End & Upsell**

(Version 1.0)

### **Front End Conversion:**

3257 customers, 7.9% visitors, 64% list

### **Upsell Conversion**

1: 4% (\$297) 138

2: 22% (397) 30

3: 43% (\$297) 13

**Customer Value: \$46.63**

# Version 2.0

## Upsell Conversion

1: 46% (\$97)

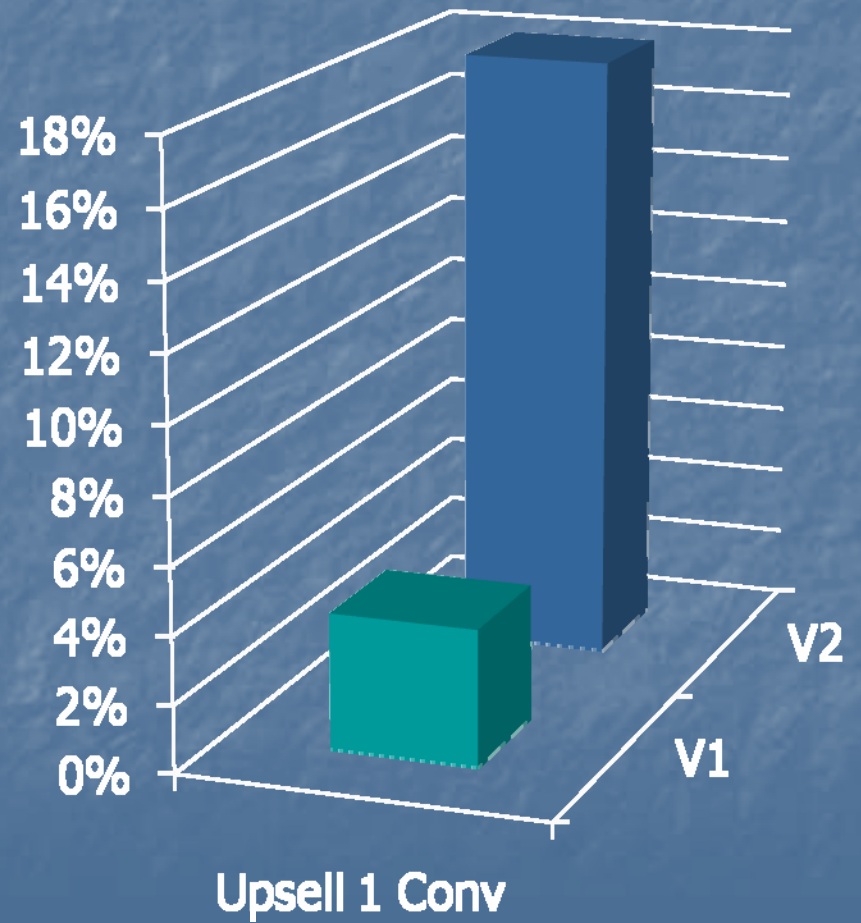
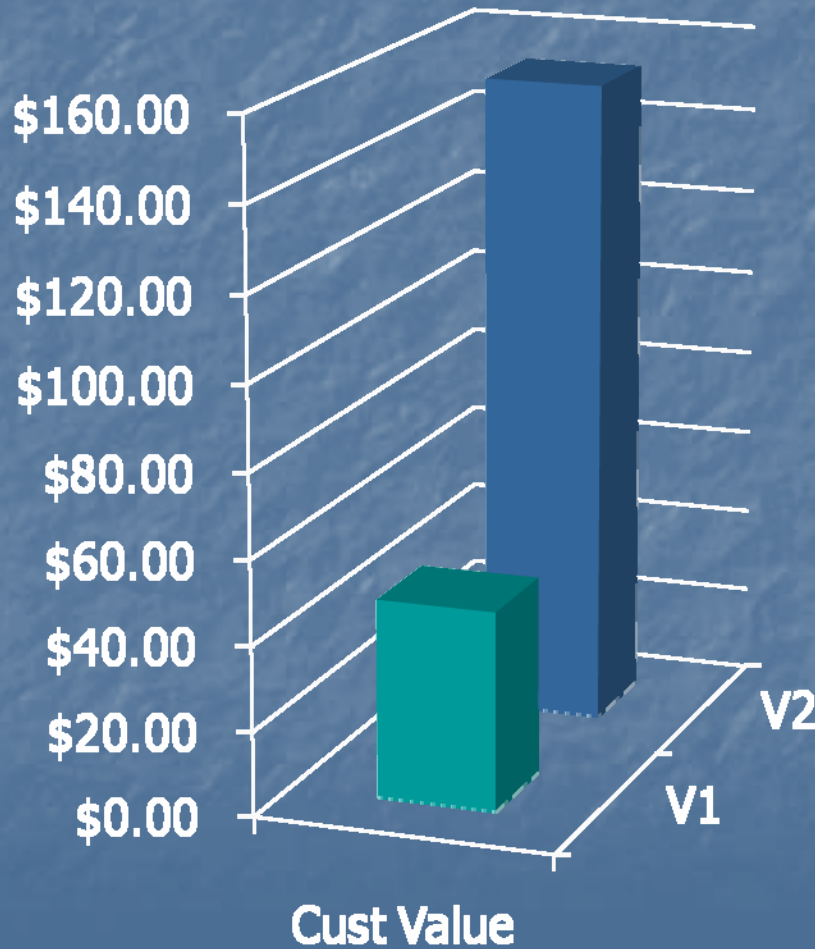
2: 39% (\$297) 18% (4.5 times increase)

3: 32% (\$397)

4: 33% (\$297)

**Customer Value:** \$152.69 (3.2 increase)

# Version 1 vs 2



# What We Improved:

- Used Video – Live 4-5 minute video at top of page selling the upsell.
- Lower 1<sup>st</sup> Upsell Price – Now \$97 instead of \$297, by getting them into process 450% more people took \$297 offer.
- One-Click Ordering – Click button to “add to order”, never have to reenter info.
- Never Closed Buying Loop – Yes/No to continue, Add To Order, perfect compliment

# Tres:

## Monthly Continuity

- **2 Free Months** – 100% enrollment, but play fair with full disclosures. (Test 30 days)
- **\$29/mth** – 4 page newsletter, CD, online content (eventually all parts)
- **4.2 months** – Historical length average subscriber stays. Plan to double this number.
- **\$121.80** – The added customer value from Part Tres.

# 5 Times Rule:

- Play fair and fully disclose the subscription. At least 5 unique pieces.
- Sales letter, recap box, order form, welcome email, cover letter 1<sup>st</sup> issue.
- Position as bonus – Free month(s) value, importance of continuing learning.

# Our Ideal Program:

- **Print Newsletter**
- **CD and/or DVD**
- **Recap Sheet**
- **Member Community** – current issue, surprise bonuses, discussion forum
- **Weekly Email** (automated)
- **Monthly Results Call**
- **“Lock-In” Software**

# Quattro:

## High End Coaching

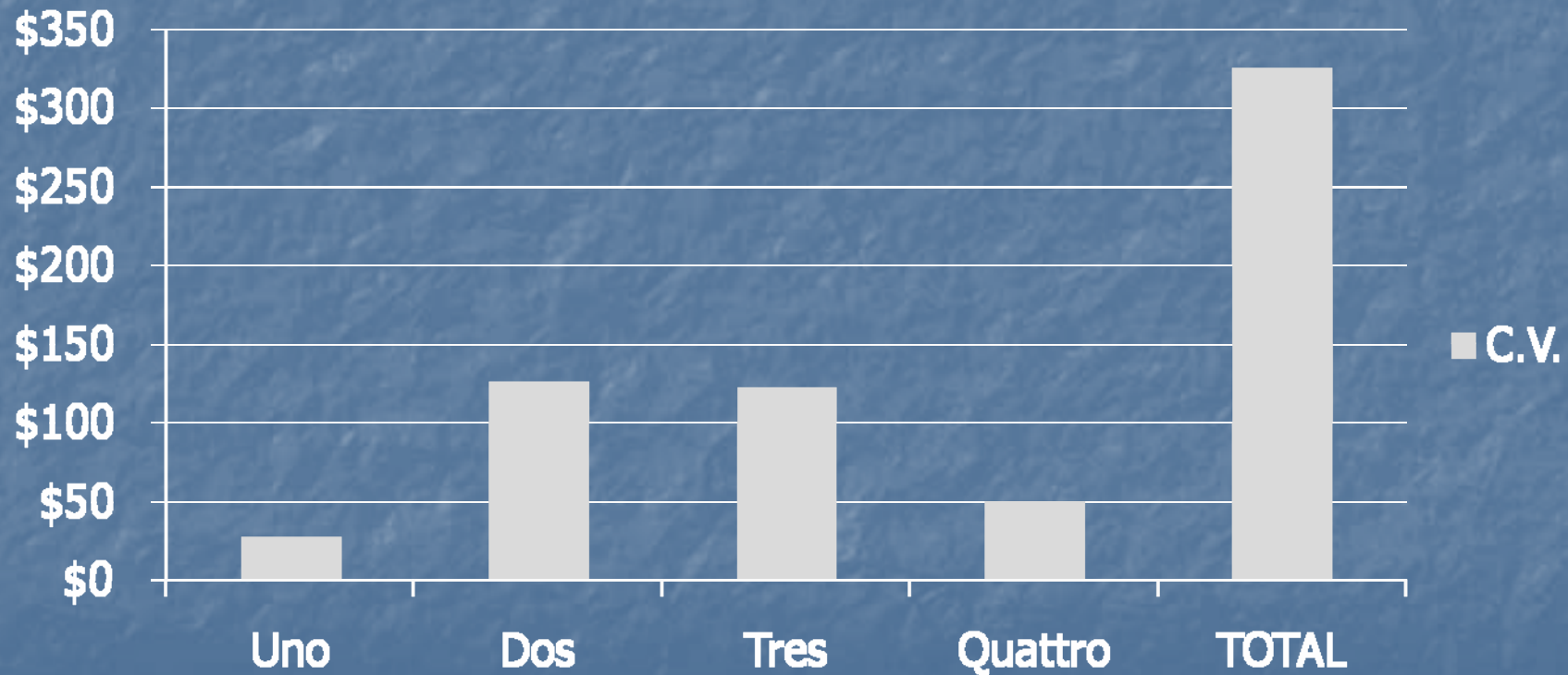
- Buyer Leads & Applications
- Tele-sales
- \$50.20 – The added customer value from Part Quattro. (Will be MUCH higher once dialed in.)

# Final Numbers:

- Uno: \$27
  - Dos: \$125.69 (4.6 times increase)
  - Tres: \$121.80 (4.4 times increase)
  - Quattro: \$50.20 (1.8 times increase)
  - \*\*Cinco: Other offers to the list.
- 
- TOTAL: \$324.69 (12 times increase)

# Customer Value Increase

C.V.



# We're Giving You Everything!!

- Hand in form or business card to have EVERYTHING emailed to you.
- You will receive the slides, emails used, upsell pages used, videos used and our internal documentation on the system.
- If you received value from this presentation include a testimonial with name, city, state, URL. (picture if have one)