

Product Result Benefit

Product/solution/stage/milestone	Result	Benefit
High ticket	Lower weight	Feel better around their kids
Rec rev	Lose weight	Feel better around their kids

What are the core 3 repeating benefits to the above?

- 1.
- 2.
- 3.

Milestone/product	Result	Benefit
Create a sales webinar	Gives us a repeatable, scalable piece of sales content that delivers a consistent sales message and works 24 hours a day. It also gives us authority and credibility with an audience by educating them before we make a pitch.	In the future, after working with me, my customers feel complete confidence in their sales approach. They know that every customer is being given the same consistent sales pitch and that their product is being shown in the best possible light.
Use the language, desired result and desired problems to solve as the topic for a sales webinar	Gives us easy topic ideas and the framework for a webinar using language and problems that the customer already connects with. Typically increases lead capture/sign up conversion rates compared to webinars that don't include this.	In the future, after achieving this step, my customers become <u>the</u> trusted advisor to their customers and audience. They're able to help more people than ever and they're paid above average fees for their expertise.
Outline 3 methods for solving the problem or achieving the desired result	Demonstrates expertise and knowledge and proves that we can help the customer and we know what we're talking about.	Become <u>the</u> trusted advisor to their customers and audience. They're able to help more people than ever and they're paid above average fees for their expertise.

Product Result Benefit Matrix

APEX Campaigns
Engage

<p>Create a product or offer to sell on the webinar at the end of the call</p>	<p>Capitalises on webinar attendance and interest and provides us with income and sales. Increases revenue.</p>	<p>Become a powerful money making machine that sells to customers on automation and allows the director to focus on partnerships and strategy, rather than selling products to customers.</p>
<p>Explain a myth or misconception that prevents people from achieving those results or solving those problems</p>	<p>Overcomes a typical objection in the webinar attendees mind when they hear about the problem we can solve and allows us to show that it's not their fault if they've tried it before. Typically increases sales conversion rates compared to webinars that don't include this.</p>	<p>Transforms the business into a freethinking disruptor who doesn't compete with the usual market, because they're going totally against the grain and positions themselves as a unique and valuable asset to their audience.</p>
<p>Include credibility and authority slides to explain who you are</p>	<p>Make it clear that you're the expert and that you can help them. Demonstrates knowledge and that you've done this before. Typically increases sales conversion rates compared to webinars that don't include this.</p>	<p>Become <u>the</u> trusted advisor to their customers and audience. They're able to help more people than ever and they're paid above average fees for their expertise.</p>

Product Result Benefit Matrix

APEX Campaigns
Engage

<p>Make sure the content will be suitable for evergreen promotion</p>	<p>Gives us a repeatable, scalable piece of sales content that delivers a consistent sales message and works 24 hours a day. It also gives us authority and credibility with an audience by educating them before we make a pitch. Also means we don't have to change the webinar recording and redo it.</p>	<p>Start leaving work at 3pm, confident that all leads and prospects are being sold to while you take the rest of the day off. The less you work, the higher your income.</p>
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