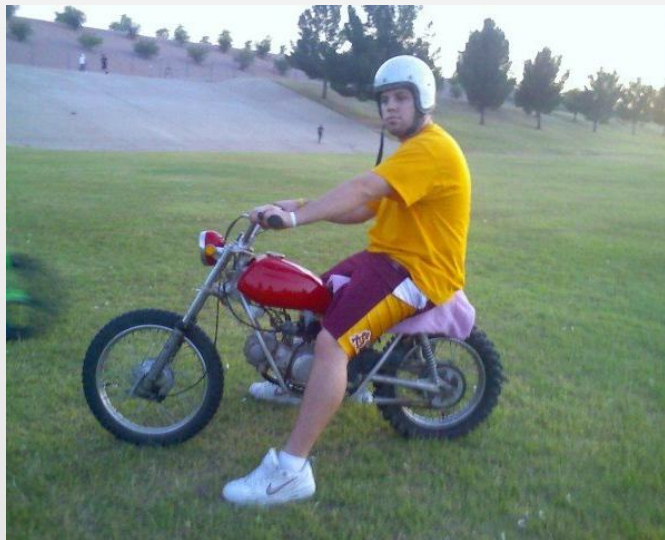


Supercharge Your Website: Leveraging Your Site to Attract More prospects

Presented By: Cory Hodnett and Jordan Hatch

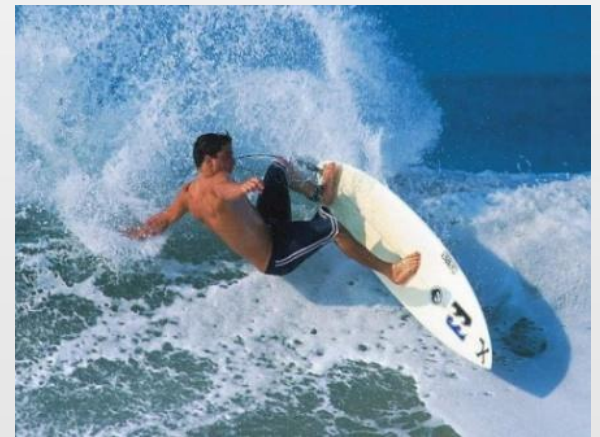
Jordan Hatch

- Employee #10
- Worked for Infusionsoft for 3+ years total
- Sales and Support and everything in between
- Softball nut that loves to ride

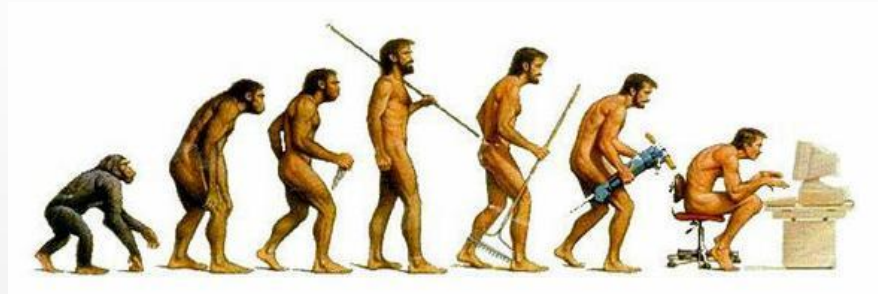


Cory Hodnett

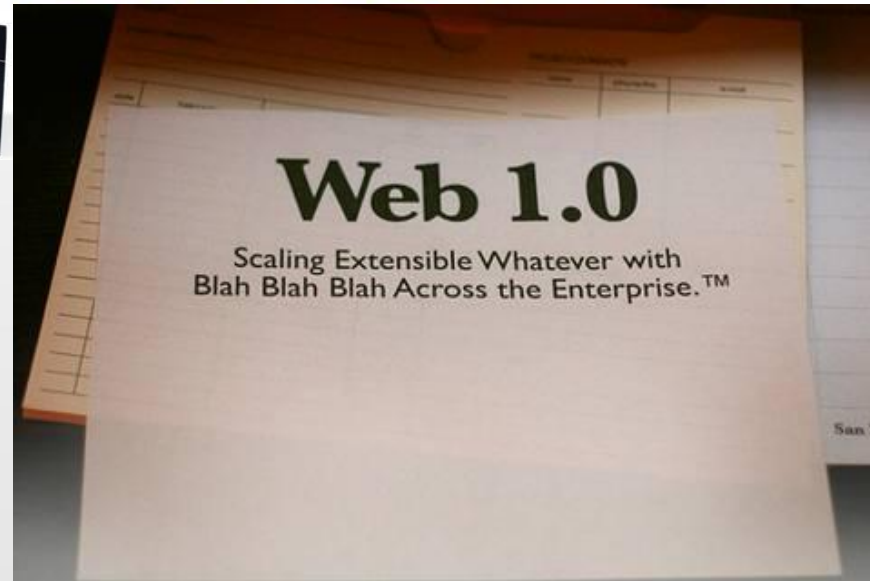
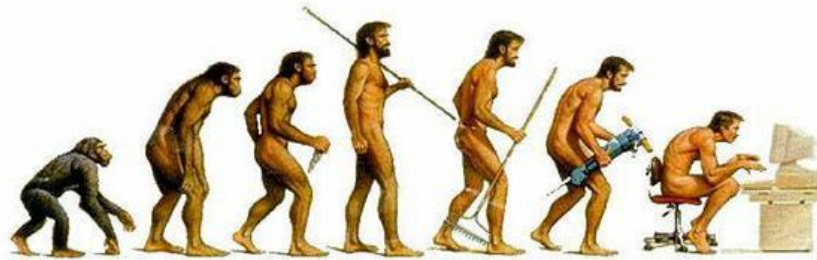
- Graduated with a Bachelor's in International Business Management at BYU-Hawaii
- Worked with Infusionsoft 2 years
- Extreme sports junkie!



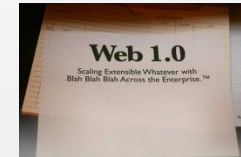
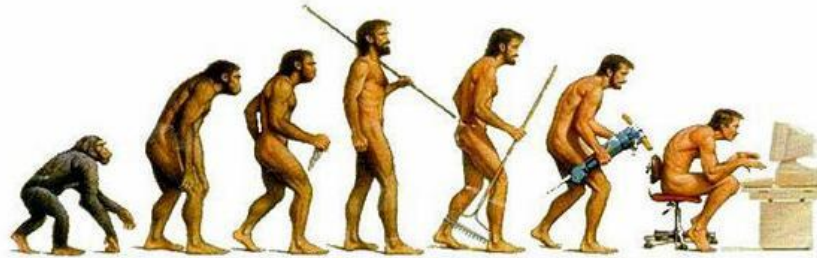
The Evolution of Websites



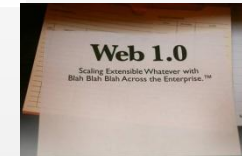
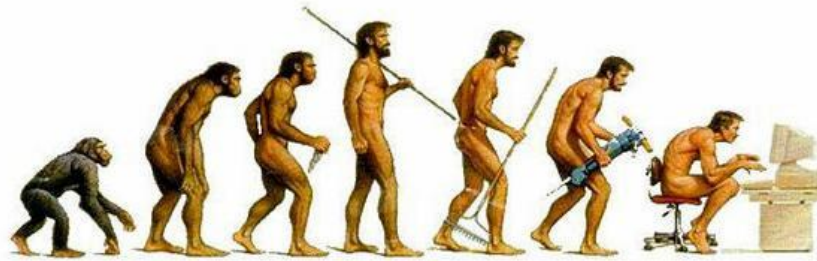
The Evolution of Websites



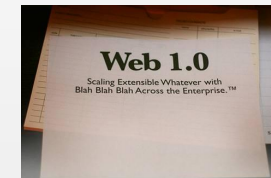
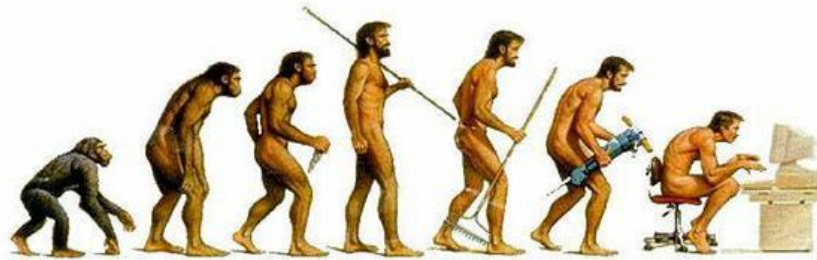
The Evolution of Websites



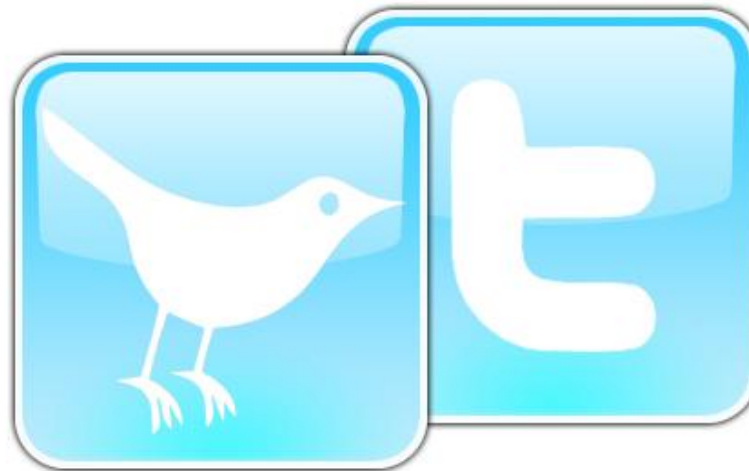
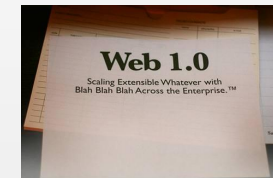
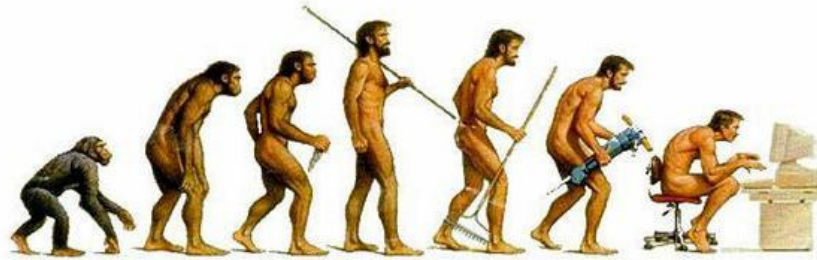
The Evolution of Websites



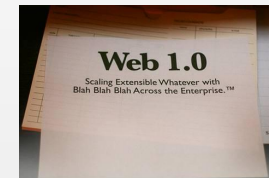
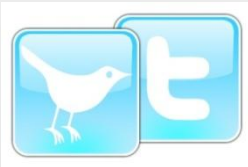
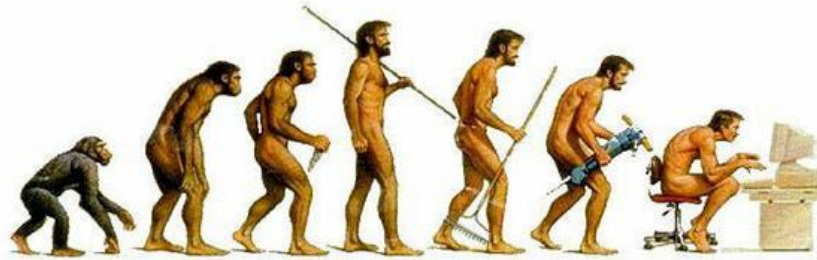
The Evolution of Websites



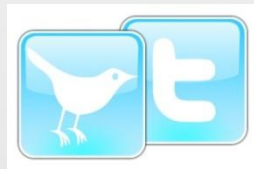
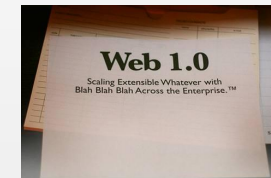
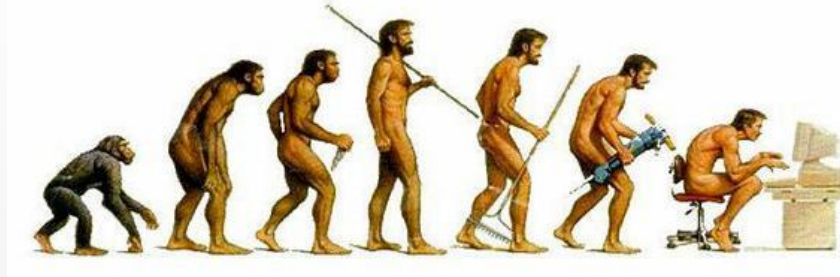
The Evolution of Websites



The Evolution of Websites



The Evolution of Websites



How the Sales Process Works

- Look at the person to your right – now to the left – now back at me
- Your buyers all go thru the same process
- Nope – you're wrong. I'll prove it.

How the Sales Process Works

- Buying a car
- When does the buying process start?
- Shopping Process -
 - Start looking at cars online – ferrari.com, mercedesbenz.com, lexus.com, toyota.com, yugo.com
 - Start looking at review sites – kellybluebook.com edmunds.com, Road And Track, Robb Report
- Buying process
 - Start looking for deals – autotrader.com, Craigslist
 - Go to the car lot – test drive
 - Work the deal
 - Sign on the dotted line
- Upsell / Crosssell / Referral process
 - Get upsold warranty, Scotch Guard, Rims, lifetime maintenance

How the Sales Process Works

- Your buyer's process is the same
- Lookers
 - Want info, but aren't ready to be "sold" to
- Handraisers
 - Have the info they need and are ready to be "sold"
- Buyers
 - Giving you money
- Customers
 - Want to give you more money

3 Questions

Where did they come from?

Why are they here?

What is next?



The Grid

	Hand			
	Lookers	Raisers	Buyers	Customers
The 3 Questions	Am I in the market?	Why should I buy from you?	Price and purchase	What else do you have?
Where did they come from?	1	4	7	10
Why are they on my site?	2	5	8	11
What do I want them to do next?	3	6	9	12

Info Searchers

Finding out if they are really in the market

Trying to find a product/service they like

Window shoppers

Not in the buying mode yet

Searching for a good deal



Lookers

The 3 Questions

Am I in the market?

Where did they come from?

Pay Per Click,
Referrals, Analytics

Why are they on my site?

What can we give them
to answer the "Why"
question?

What do I want them to do next?

How can they raise
their hand? How can
Infusionsoft help?



Hand Raisers

The 3 Questions

Why should I buy from you?

Where did they come from?

Pay Per Click, Referrals, Analytics, Lookers - How do we treat them differently?

Why are they on my site?

How do they tell us they want to be sold to? Ex. Free Quote, Free Evaluation, Request more info

What do I want them to do next?

Purchase follow up, qualifications, leadscoring. How can Infusionsoft help?

Buyers

The 3 Questions

Where did they come from?

Why are they on my site?

What do I want them to do next?

Price and purchase

Pay Per Click, Referrals, Leads / Opportunities. How do we treat them differently?

How can we make it easier for them to give us money? Incentives, scarcity, etc.

Upsell Followup, Referral Followup - ex. How to use product, how the affiliate program works, "People who purchased this also purchased..." How can Infusionsoft Help?



Referrals/Upsells/Affiliates

The 3 Questions

Where did they come from?

Why are they on my site?

What do I want them to do next?

What else do you have?

Buyers, Affiliates, Joint Ventures

Give you more money, and get other people to give you money - Incentives, perks, Ego, helping others etc.

Do it (buy, referr, etc).
Give them assistance.
How can Infusionsoft help?



Flow

- First 7 Seconds
 - USP
 - Social Proof
 - Clear indication of their pains and problems
 - Clear indication of what to do next
- Navigation
 - Top to bottom or Left to right – not both
 - Contact Us and About Us in natural place
- Readability
- Connection to the audience

Flow

- Above the fold
- Multi-media
- Social Media
- Lead capture mechanism

Let's take a look at a few Sites

