

PROforma®

ONE SOURCE. INFINITE RESOURCES.®

SPECIFIC CTA

Call the customer to the action you've identified when establishing goals. Point prospects to measurable action that can be tracked like landing pages, newsletter sign-ups, email, call, form fills, etc.

1 ESTABLISH GOALS

What next steps do you want the customer to take after receiving your item?

2 THE BUYER PROBLEM

Align the product and it's messaging with your buyer's problem. How is the prospect/customer affected?

5 STEP FRAMEWORK

When you can implement all 5 steps, you will achieve buyer success.

4 THE BUYER ENVIRONMENT

Where is the buyer when they are facing the problems that your product/service solves? Make sure your item lives there.

3 HOW ARE YOU DIFFERENT?

Leverage the product and/or the messaging to present how you solve the problem better than the competition.

Are you “**blending in**” with your competition at shows, events, and in your prospect's minds?

Our methodology helps you break through the noise, and get better results than ever before!

VISIT US AT
PROFORMA-SOLUTIONS.COM
FOR MORE!