



RYAN DEISS' CVO FUNNEL SALES PLAYBOOK

HOW TO SELL CVO MARKETING
FUNNELS TO CUSTOMERS

SELL YOUR SERVICE

“He or she who is able and willing to spend the most money to acquire a customer, wins.”

Ryan Deiss, Digital Marketer.

Ryan Deiss is the Founder and CEO of Digital Marketer. Mike was lucky enough to interview Ryan about how to sell marketing funnels, particularly the CVO model marketing funnel.

CVO, or [Customer Value Optimisation](#) helps you acquire customers. That's exactly what it's designed to do.

“He or she who is able and willing to spend the most money to acquire a customer, wins.”

The CVO funnel lets us spend more to acquire customers and the way that you do that is by delivering more.

Use this CVO Funnel Sales Playbook to start positioning and selling the CVO and other marketing funnels to your customers.

1. Choose a vertical

Your business needs to choose a vertical. A type of business, industry or customer avatar that you serve better than anyone.

Multiple products and services for one type of customer, is faster and more efficient at acquiring customers, than having one product for multiple customers.

1.1 Who can you help the most?

Write down the customer type, industry, characteristics and other areas of a business or customer that you can help the most.

1.2 If you say yes to this person, who are you saying no to?

If you have a new type of customer talk to you, who are you preventing working with? If you say yes to the right type of customer, who are you denying?

1.3 Will you get as much from that customers, as they will from you?

Does this chosen market scale and can you work with them repeatedly?

2. Use a crazy filter

“The Crazy Filter” is Ryan’s qualification process. Don’t let just anyone work with you. You can only help and add value to the customer above.

Use this Crazy Filter checklist to make sure every new enquiry that comes your way, is someone that you can help.

You can ask these questions during discovery calls, consultation or get them to fill out a worksheet.

2.1 Are they currently getting results?

Are they making sales or had sales in the past? Do they collect leads now? Are you going to start from scratch (building momentum which is hard work) or are you building on what they’ve got (using momentum and easier to get results)? Do they expect you to do the hard work, or even the impossible and build them a business?

2.2 Are they currently spending budget on traffic?

How are they promoting themselves now and how much are they investing?

2.3 Do they have multiple products?

-or-

2.4 Are they willing to create more products?

2.5 Do they have budget for growth?

Are they going to be able to experiment and drive what works, while trying things that might not work?

2.6 Do they have unconverted leads, prospects and customers?

It’s easier for you to start selling to current customers.

2.7 Do they have leads are in some kind of CRM or autoresponder?

Then we can start looking at selling to unconverted leads.

3. Offer to help them

Once we've got a customer in mind, we can offer to help them. They might have a ton of ideas on what they want to do. But the reality is that there are only a few things that will work.

3.1 Braindump what they want to do

Run a session with them and get all their ideas down on paper. Work *with* them to understand where they want to go, what they want to do and what you could be working on.

3.2 What do they want?

Work out what they want and the results they're looking for. Do they have goals, metrics and numbers in mind? Maybe they want to become an authority of find more customers. Write down all the stuff *they* want to accomplish.

3.3 What do they need?

Either with the customer, or with your team, write down what the customer *needs* in order to win and succeed. They might want to do a podcast and run Facebook ads, but your experience might suggest they need to start emailing customers.

3.4 What are the results we can get?

Write down with the customer, the types of results we can expect from each activity. What are the benefits and results from each "want" which will move the needle. Show them that a podcast might not work, you're happy to try, but if they want sales, then maybe email is the way to go.

3.5 What's the plan for their business?

Use the next few pages to position a new plan for their business. Eventually building a CVO funnel for them.

4. Start at the end - Return Path

Smart agencies, businesses and funnel builders start at the end. They'll work out how they can get current customers to buy again.

Use the checklist below and the value pitch to get your clients on board.

4.1 Start with current customers

"We're going to generate income from your current customer base by offering them the same or another product again. They're most likely to buy and we'll keep our marketing costs down.

We're going to send a 3 part email series to your current customers and move them to one of your current products. Once that works, we'll automate it and then that'll continue for any new customers we pick up."

-Your value pitch to customers, to get them on board with starting at the end.

4.2 3 part email follow up

Use a simple 3 part email series to follow up with current customers. Try to keep it similar to the Gain, Logic, Fear sequence from Digital Marketer. Or use our email examples [here](#) and start communicating with current customers.

4.3 Once that's built, is that stage automated?

Now that you've started following up with customers, is that automated? Think about other communication channels, phone calls, texts, social media.

Is this follow up sequence now automated for current customers? Use the same copy and test what works. Once the Return Path sequence is automated, move onto the next stage.

4.4 Subscribers that haven't bought

Think about sending email communications and following up with leads and subscribers that *haven't* bought. Typically, we'll do this as a "stage 2" after talking to current customers.

Send the same email series you sent to current customers, but remember that this next series is going to people that HAVEN'T bought. So you might need to change the language.

4.5 Once that's built, is that stage automated?

Again, once that's built and sent, is it automated? Are you now sending follow up emails to new subscribers who haven't bought?

5. Build additional profit maximizers

We need to move back up the value chain and start positioning more products and services to customers and subscribers. A customer is a customer is a customer. Once they've bought once, what can we help them with again?

You're going to need to tell your clients to produce more products if they don't have them already. If they do have more products and services, we're going to need to create sales content and communications to get them there.

Below are the stages you need to execute and the pitch you're going to deliver to your customer to get them on board. This is more work on their behalf and that can be tough.

5.1 Do they already have another product that they're not talking about?

"We're going to generate income from your new subscribers and current customers by offering them new products. Our current customers are more likely to buy again and we're going to make it easier to help them.

We're going to send a 3 part email series to your current customers and move them to one of your new products. We'll also create a page and video with sales content that they'll see as soon as they buy your previous product. Once that works, we'll automate this stage."

-Your value pitch to customers, to get them on board with creating new products and content.

5.2 Creating new products

Training, books, coaching, consulting, services, products, affiliates, wholesale, courses and more. There are almost unlimited ways to create new products to sell to customers. What do your client's customers need help with and what are they asking for?

5.3 Sales and promotion content

Create the sales and promotional content for the products. Sales letters, training, landing pages and emails that will need to go out to current customers. Build the sales video and explainer content to show people, who have bought the last product immediately as a redirect.

5.4 Once that's built, is that stage automated?

Once again, when you've build that stage, have you automated it to work with all your new customers?

6. The offer and message

Once you've got all this, you need to be clear on your message and offer to your new clients. What is it that you can do for them? If you're ever speaking to current clients or new clients, you can use these short pitches or value statements to talk to them about why YOUR service is superior to everything else out there.

6.1 A product does not a business make

Just because you've got one product, doesn't mean you've got a business. With our Profit Maximizers, we can discover new revenue streams and increase the average customer's value and spend.

6.2 This will help you be a brand. Do you want to be a one hit wonder?

We can be the guy who invented the piano tie, or Chanel. One of those is a brand that has authority and weight. With our Profit Maximizers we can build a suite of solutions that help your customers and position you as even more valuable in the market.

6.3 Reduce cost of customer acquisition

Current customers are more likely to buy. Acquiring new customers is expensive. We can automate the sales process with our Return Path which helps you generate more income from current customers and lower the cost of client acquisition with our Tripwire Products.

6.4 All your margin is in your current customers

Jeff Bezos says "my opportunity is in your margin". Where is your margin? It's hiding in your current customers. With our Profit Maximizers we can increase the average customer's value and spend on automation.

6.5 Can it be a subscription product?

We only work with businesses who have, or are willing to create, new products. We have to find new ways to help your customers and add value. But can your current product become a subscription? We can discover if you have untapped recurring revenue potential in your business.

6.6 We can affiliate or wholesale for other people

Finally, if we can't create more products or services, we can find other suppliers who do have products which we can use to create revenue streams.