



Positioning + Proximity

BEOME AN APPROACHABLE RESOURCE™

OLD LEADS ≠ Bad Leads

NEW LEADS ≠ Better Leads

MYTH-TAKES

- Not creating any system or process because it feels random.
- Thinking the process is linear, or a funnel.
- Not accepting people exit and enter randomly, for their own reasons.
- People can and will change speeds and needs.
- Being focused only on NOW's.
- Being focused only on people who start at the start.

TRUTHS

- Marketing is 80% science, 20% art.
- Sales is 80% art, 20% science.
- Marketing never stops. It doesn't "hand off" to sales.
- It could take multiple touchpoints from sales.
- Some people will enter at the very end, because of positioning and/or proximity.
- Sometimes sales can be the On Ramp.

MARKETING CREATES MOMENTS FOR SALES TO REACH OUT

3 KPI'S



Gets



Sets



Mets

ALWAYS Ongoing

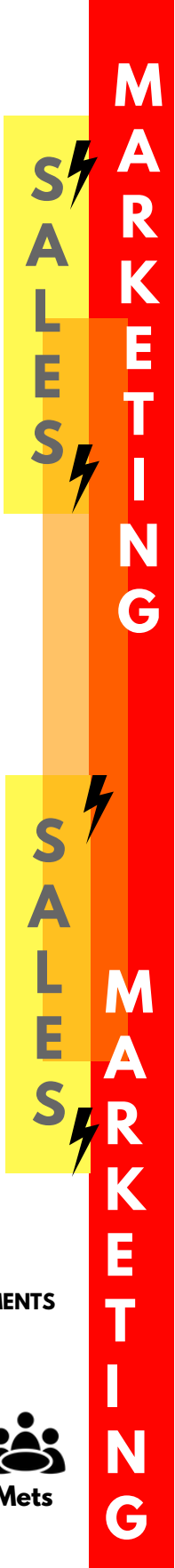
SOON Getting Ready

WHENEVER Unhurried

NOW Immediate



NEED (LE) + SPEED (OMETER)



THE NAVIGATOR FUNNEL

OFF RAMPS →



Lead Generation is telling our story. Lead Conversion is them telling their story.

DarinPersinger.com



ON RAMPS ←

EMERGENCY PARKING

OFF RAMPS →



In reality, at best you are riding shotgun. You're the navigator. You can give directions, help avoid roadblocks, prevent wrong turns. But you can't control the speed. You can't control ultimately where they go. Or if they go the wrong way. You can only try to reroute. You can't control where the enter or where they exit.

ON RAMPS ←