

CONVERSION CAST

Turn a "No" into a Sale: How Mike Pisciotto Closed 12% of Customers Before They Left His Site for Good

Our Guest:

Mike Pisciotto, a self-proclaimed funnel fanatic, runs Marketing Your Purpose with his wife, Robin. They are marketing strategists that help clients with online marketing tactics such as Facebook advertising and funnels.

The Unsuspecting Method:

While helping one of their clients, Steve Olsher, fill his internet marketing event in LA, Mike and team applied a funnel strategy that they have found success with online purchasing behavior. The strategy was created from their experience in observing people's need for instant gratification, which isn't produced by purchasing a ticket online for an event months ahead.

Mike and his team have coined their strategy as the exit funnel. They implemented the funnel after creating Facebook ads for one of Steve's landing pages. The strategy consisted of offering something that met the need for instant gratification after prospects declined buying a ticket to Steve's event. The offer was an instant download of Steve's book, *Internet Prophets Live*.

If prospects accepted the instant download offer, they were put into the exit funnel for alternative offers. The intention of this funnel was to seize the opportunity to take people from saying no to yes through instantly gratifying offers.

The people that said yes to purchasing Steve's book were then presented with another offer. This funnel presented a pattern of offers that were cheaper than the event, instant, but would up-sell every time prospects said yes to the previous offer.

The Result:

After implementing an instant offer as an alternative to the the event, 4,300 people opted into an initial offer between \$17-27 and were put on the exit funnel list. The revenue of \$7,300 from the exit funnel offset the Facebook ad spend and Steve's event also got filled with 500 people.

How Mike Applied The Method For His Business:

Mike used the exit funnel strategy for Marketing Your Purpose's Telesummit event. The online event was \$97, but if people rejected this offer on the sales page, they were presented with a \$17 product, relative to the event, that they would receive instantly.

12% that were presented with the Telesummit offer said no, but bought the \$17 product that was displayed to them immediately after opting out. Of this 12% that originally said no to the Telesummit, 70% proceeded to buy the next \$44 offer in the funnel.

Key Takeaways:

The challenge of sending cold traffic via Facebook ads to a sales page inspired implementing a funnel to fill the offer rejection gap by providing an instant gratification option. The key was this option didn't take prospects to another page, it was presented immediately as a pop-up. A lead box was used as a pop-up, which led them to a Thank You page that displayed the offer. People didn't have to wait for an email, they were shown the offer instantly.

Mike rationalized his method of using a pop-up and Thank You page to present the offer by claiming people loose a lot of money by not utilizing these tools. He explained that the Thank You page should be used to make offers that are congruent to what prospects already accepted. Every offer after that in the funnel should be congruent to the previously accepted offer and present a higher end option.

Mike stated that his and his client's company would have left a lot of money on the table had they not implemented the exit strategy and presented offers after an initial rejection on a sales page. Mike used the pop-up and Thank You page tools to counter a rejected

offer and still have an opportunity to sell product. He recommends seeking out opportunities to sell in different and creative ways, despite an initial rejection.