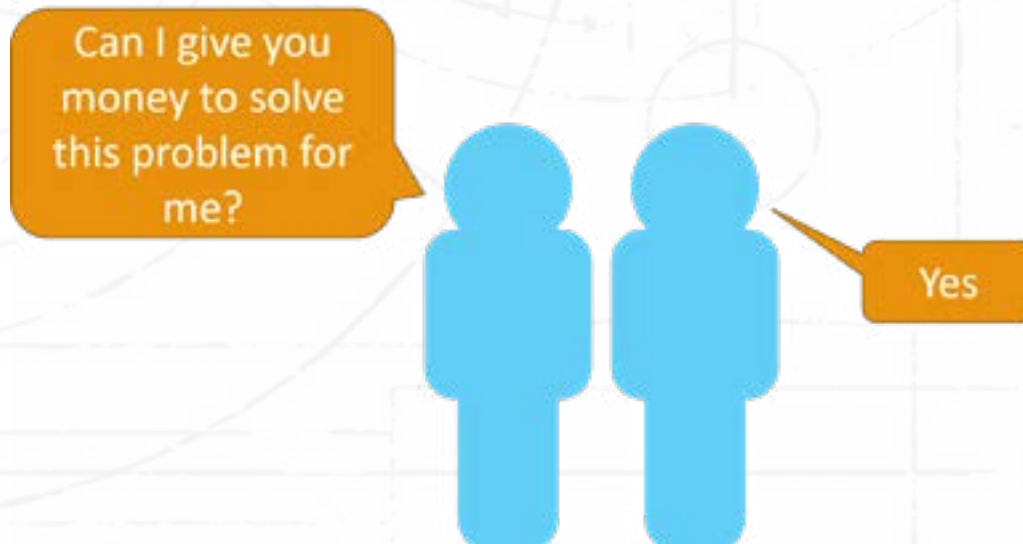


# First-Time Offer (FTO) Worksheet

## *The Ideal Sales Conversation Requires an Effective First-Time Offer (FTO)*



**That probably seems unattainable.**

**But in fact it's possible.**

**Even more, we can architect this conversation.**

You can create this moment by building an effective Customer Value Journey. Part of the customer value journey is an First-Time Offer (FTO).

An FTO:

- Is an irresistible offer
- Is an impulse purchase (not budgetary!)
- Is quickly delivered
- Is quickly consumed
- Delivers a disproportionate amount of value relative to the price paid
- Naturally leads to purchasing your core offer

This worksheet will help you develop your FTO. Please complete steps 1-3.

**NOTE: Please don't do page 4. We'll work on that together.**

# Step 1: List your available resources that you can apply to a low-dollar FTO Product or service

Material

Staff

Other

## Step 2: List products / services you're 100% positive you can nail

Product / Service

Who\* does it help?

How does it help them? \*\*

Have you sold this  
before?

100% sure you can  
"crush it"?

\*Who does it help? - Give specific industry and job title

\*\* How does it help them? - Answer in 1 sentence

# Step 3: Splinter the above product / services into the smallest consumable chunks that still deliver value.

Make it solve 1 specific problem (not a myriad of problems)

Product / Service Chunk

Specific problem it solves

Naturally leads to  
core offer

Leaves some  
problems unsolved

Time to deliver to  
customer (days)

Time investment  
by customer (hrs)

## Step 4: Score your potential FTOs

FTO	Price	Speed of delivery (days)	Speed of Consumption (days)	Time to understanding (minutes)	Investment time requirement for customer. (hours)	Irresistibility Ranking (10= highest)
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