

# The Must Have Triad Summary

## Overview

The Must Have Triad is a three-part business growth framework designed to help businesses rapidly increase revenue by addressing two fundamental customer needs:

- **Resolving problems customers have but don't want**
- **Achieving results customers want but don't have**

## The Three Components

### 1. Market Dominating Position (MDP)

**What it is:** A unique selling proposition that targets the "hot buttons" of your market - the urgent problems and desired results that occupy your prospects' minds.

**Key Principle:** You must enter the conversation already happening in your prospect's head by addressing their #1 concern at the right time.

**Core Questions:** What benefits separate you from competitors? Do they address customer hot buttons? Can your entire team articulate your MDP consistently?

### 2. Compelling Offer

**What it is:** An "unable to resist" offer making prospects think they'd be foolish not to buy.

**Five Essential Components:**

- **Compelling Story** - Engage through relatable narratives showing danger of inaction
- **Clear Benefits** - Focus on emotional benefits, not just features (benefits sell, features tell)
- **High Value Presentation** - Show dramatic value compared to price through subjective value, smaller units, superlatives, or enhanced perception
- **Risk Reversal** - Remove all risk from customer and place it on your business (goes beyond basic money-back guarantees)
- **Strong Call to Action** - Clearly restate the offer with risk-reversal included

### 3. Full-Funnel Campaign

**What it is:** Automated, scheduled follow-up communication system that nurtures prospects over time using a strategic Present, Inspire, and Sell framework.

**Critical Insight:** Only 1-3% of prospects buy immediately, but 97-99% may buy later if properly nurtured through meaningful engagement.

**Key Statistics:**

- 80%+ of sales occur between the 5th and 12th point of contact
- Most businesses rarely follow up, creating huge opportunities for those who do
- Businesses using the Present, Inspire, Sell model see 17-32% conversion rate improvements

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## The Present, Inspire, Sell Campaigns:

### PRESENT Phase:

- **Educate:** Share valuable industry insights, how-to guides, and solutions to common problems
- **Establish Credibility:** Provide case studies, data-driven research, and customer testimonials
- **Build Rapport:** Address specific pain points with empathy and understanding
- **Content types:** Educational newsletters, webinars, problem-solving guides, industry reports

### INSPIRE Phase:

- **Emotional Appeal:** Connect your solution to customer aspirations and desired outcomes
- **Visionary Storytelling:** Paint compelling "before and after" transformation scenarios
- **Social Proof:** Leverage success stories and customer transformation journeys
- **Content types:** Customer success stories, transformation case studies, vision-casting content

### SELL Phase:

- **Clear Call-to-Action:** Present specific, benefit-focused next steps
- **Targeted Offers:** Provide compelling incentives tailored to each prospect segment
- **Personalized Approach:** Customize solutions based on individual customer needs and behaviors
- **Content types:** Personalized demos, risk-reversal offers, limited-time incentives, consultation invitations

### Enhanced Components:

- Systematic progression from education to emotional connection to conversion
- Different messaging strategies for each phase of the buyer's journey
- Addresses three critical decision areas: benefits of ownership, objection handling, and vendor selection criteria
- Measurable engagement tracking at each phase
- Multi-format content delivery (email, video, webinars, personalized reports)

### Strategic Impact

This framework recognizes that strong marketing can overcome weak offers, but weak offers will sabotage even strong marketing. By implementing all three components together, businesses can:

- Dominate their market positioning
- Create irresistible offers
- Systematically convert prospects through strategic, phased nurturing
- Build deeper customer relationships through education and inspiration
- Dramatically increase revenue and conversion rates
- Reduce customer churn through trust-building educational content

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### Implementation Focus

The system emphasizes that most businesses focus only on lead generation while ignoring lead nurturing. The enhanced Triad addresses both through:

- **Strategic Lead Generation:** Using Market Dominating Position and Compelling Offers to attract qualified prospects
- **Systematic Lead Nurturing:** Employing the Present, Inspire, Sell framework within Full-Funnel Campaigns to guide prospects through a meaningful journey from education to emotional connection to conversion
- **Measurable Results:** Tracking engagement, sentiment, and conversion metrics at each phase to optimize performance

This integrated approach transforms traditional follow-up from simple persistence into a value-driven customer experience that builds trust, loyalty, and sustainable business growth.