

# S.O.L.D.

BUSINESS GROWTH SYSTEM

*Clarity. Conversion. Cashflow.*

## W2W Action Questions

**BONUS**



# Why2Wealth™ Consulting/ Mentoring Discovery Action Questions

- 1) Do you know your most profitable market segment?
- 2) Have you identified your Ideal Qualifying Clients' Why Drivers?
- 3) Do you have an irresistible free lead magnet to generate leads?
- 4) Do you have automated sales funnels in place?
- 5) Do you have analytics in place to track conversion rates?
- 6) Are you split testing to optimize your conversions?
- 7) Do you know the cost to acquire a new customer?
- 8) Do you know your average client lifetime value?
- 9) Do you have multiple traffic channels that convert?
- 10) Do you have a profitable backend up-sell process?
- 11) Do you have a systemized Marketing+Sales Partnership for your soft intel?
- 12) Do you have an automated testimonial system in place?
- 13) Do you have a pre-framed referral process in place for clients and Referral Partners?
- 14) Do you have strategic JV partners in place?
- 15) Have you and all of your staff had formalized strategic sales training?