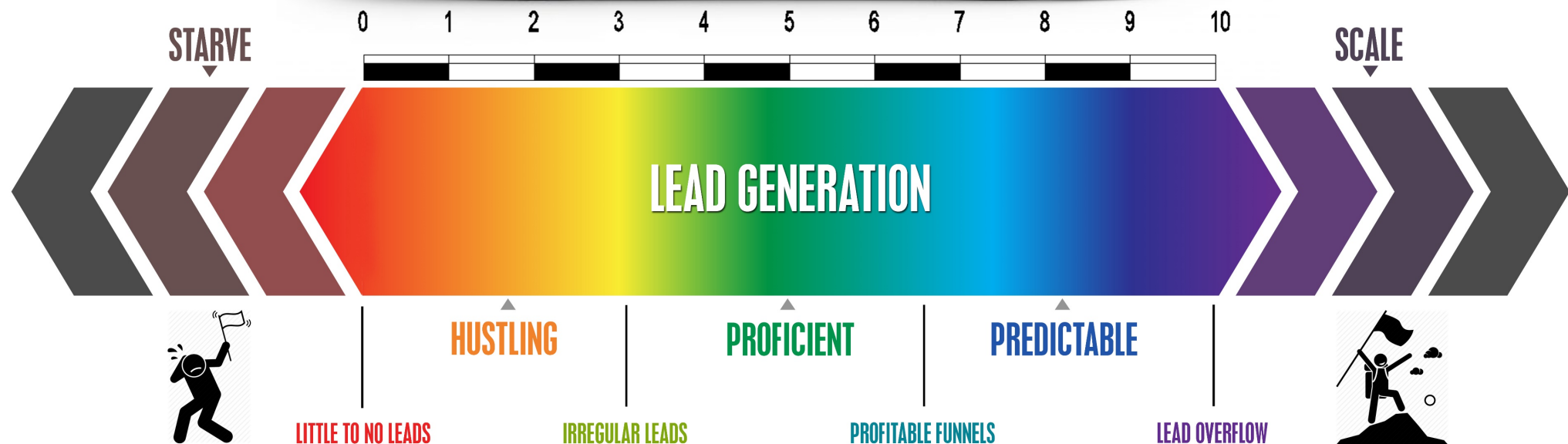


WHERE ARE YOU ON THE LEAD GENERATION SPECTRUM?



TURBO'S AUTOMOTIVE CONQUEST FUNNELLING METHOD

A PROVEN PROCESS TO MASTER CONQUEST IN 9 WEEKS

We help car dealers and automotive professionals predictably and profitably double their sales from conquest customers in 9 weeks without wasting money on marketing tactics that produce minimal results; through Automotive Conquest Funnelling.

03

PHASE 3 MONETIZE



MONEY MAXIMIZER



STEP 7

STEP 8



TRAFFIC SYNERGIES

CONQUEST SCALING BLUEPRINT



STEP 9



02

PHASE 2 CUSTOMIZE



TURBO SELLING SCRIPTS



STEP 6

STEP 5



PREDICTABLE PROFIT MACHINE

CONQUEST GROWTH MECHANICS



STEP 4

01

PHASE 1 STRATEGIZE



CONQUESTING FUNDAMENTALS



STEP 1

STEP 2



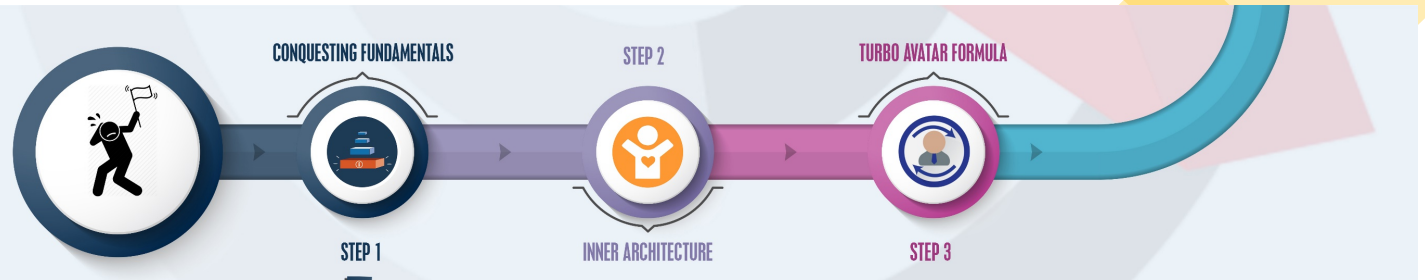
INNER ARCHITECTURE

TURBO AVATAR FORMULA



STEP 3

01 PHASE 1 STRATEGIZE



We help dealerships and automotive professionals extract, create, identify and develop everything required to be ready to build an automotive customer acquisition machine in 3 weeks.

You will go...



From: Not having the knowledge required to endeavour in the building of a funnel, having no unique strategy and being stuck in a red ocean with a similar positioning and communication as all your competitors;



To: Being part of the 1% of automotive professionals who understand funnels, customer acquisition, having a clear understanding of their ideal avatar, and with an exclusive method that makes you unique in the marketplace.



Why it matters: Without the basic understanding of funnels and customer acquisition, an obsession with the ideal avatar, a unique positioning, a clear messaging, an exclusive method to approach the marketplace... you are stuck in a read bloody ocean where it's impossible to



THE PROBLEM: Dealerships and automotive professionals lack the fundamental metrics and processes on which conquering funnels are built.

STEP 1



Learn and apply the Conquering Fundamentals of a thriving automotive conquering funnel in one week without wasting money and time on the wrong components and metrics through what we call Turbo's Atomic Principle.

Delivery Checklist:

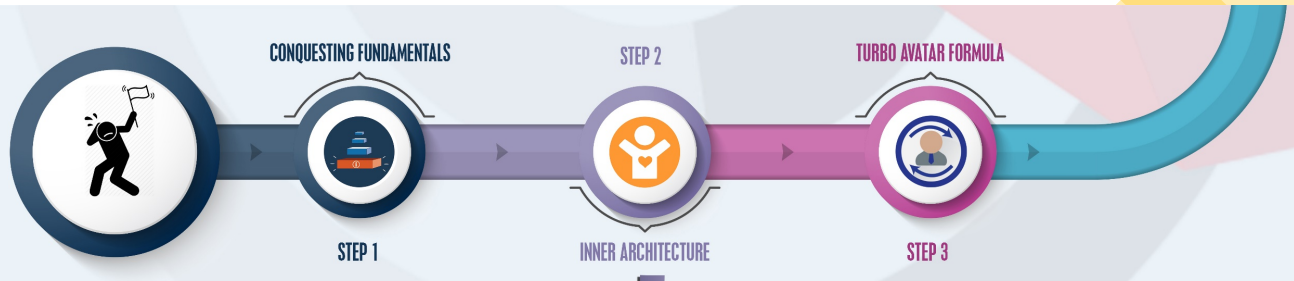


1. Marketing Through First Principles aka The Holy Grail
2. Funnel Basics: The Customer Value Journey and Growth Scorecard
3. Perfect Offer Basics: Problem - Prospect - Product - Process - Projection



Why it matters: Without a decent understanding of the required building blocks of a successful funnel, your chances of building a predictable and profitable funnel are zero to none. You will focus on all the wrong things, waste time and spend money on things that won't move the needle.

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THE PROBLEM: Dealers and automotive professionals have not identified their WHY and overarching STRATEGY so they can clearly communicate to the marketplace what they bring to the table and provide a reason to choose them over the competition.



STEP 2



Identify your Inner Architecture and the uniqueness of what you bring to the table (Why, Strategy, Attractive Character, Origin Story, Manifesto) in one short week, so you have all the scripts and storylines required to communicate what you bring to the marketplace, without any whoo-hoo or waste of time.



Delivery Checklist:

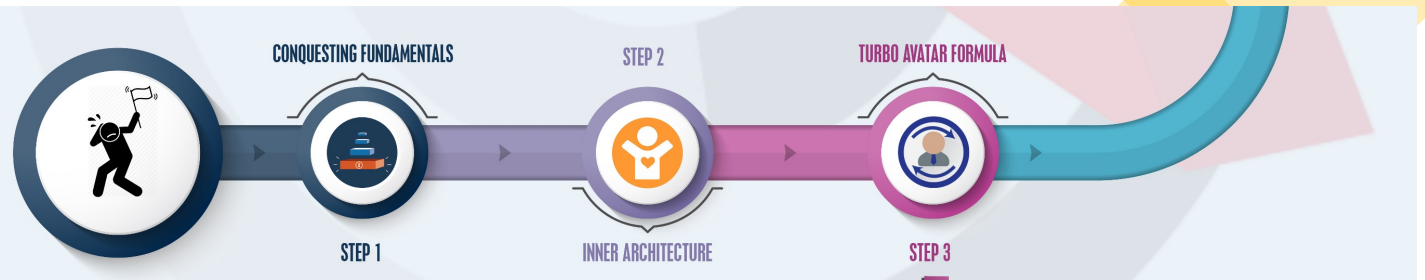
1. Define your WHY, your GOAL and your overarching STRATEGY and formulate your POV (point of view) in the marketplace
2. Develop your Attractive Character and origin story (Star – Story – Solution)
3. Create your manifesto (written and video)



Why it matters: Without a clear WHY and overarching STRATEGY, a well-articulated attractive character and initial scripts, you don't have the tools required to communicate what you bring to the table other than the products and services you offer; which leaves you fighting in a bloody red ocean full of competitors.



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THE PROBLEM: Dealerships and automotive professionals do not clearly understand who is their ideal customer and have not identified their avatars and non-buyer persona. They also don't have a signature process specifically designed for these avatars.



STEP 3



Identify the perfect avatar, where they congregate, what is your ultimate currency and articulate what makes you unique in the marketplace in one week, without the pain generally associated with such endeavours through a process we call the Turbo Avatar Formula.



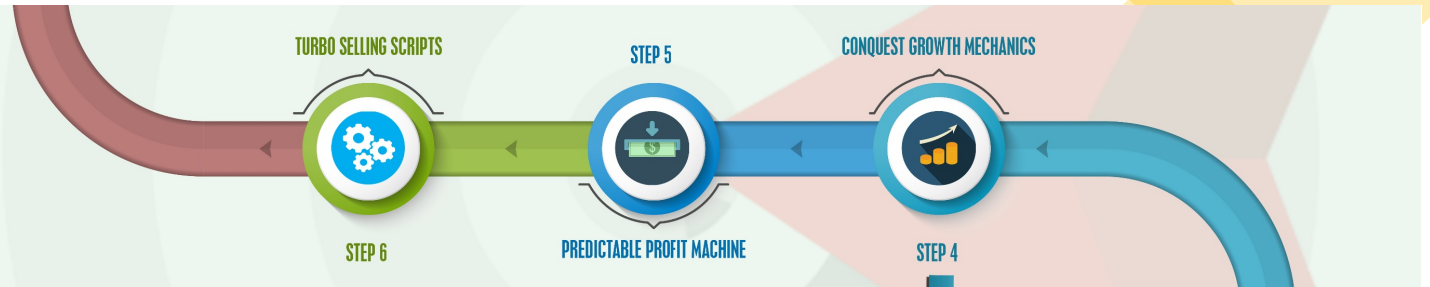
Delivery Checklist:

1. Do the Target Market and Avatar/Core Message Workshop
2. Build Your Dream 100 List (Search/Influencers)
3. Find Your Currencies and Create Your Million Dollar Messages



Why it matters: Without a clear understanding of who your ideal customer is, it is impossible to create the perfect customer value journey and the message that is most likely to resonate with the prospect.

02 PHASE 2 CUSTOMIZE



We provide automotive professionals and dealerships with the exact blueprint and frameworks required to design, create, customize and automate a profitable automotive customer acquisition machine in 3 weeks!

You will go...



From: Not knowing how to design, build, customize and automate a predictable and profitable customer acquisition machine...



To: Having the exact blueprint, frameworks, tools, and components required to create, customize and automate a predictable and profitable customer acquisition machine!



Why it matters: Without the proper blueprint and frameworks, it's impossible to build a predictable and profitable customer acquisition machine without wasting tons of money on hit-or-miss strategies, tactics and tools.



THE PROBLEM: Dealers and automotive professionals have been historically focusing on selling the mechanism (the vehicles) instead of the transformation the prospect desires to experience.

STEP 4



Document your Conquest Growth Mechanics and how you turn total strangers into paying customers and raving fans through your own signature solution and your new exclusive world-class framework, in one week, without wasting any precious time.



Delivery Checklist:

1. Complete the Product Pyramid, Matrix and Ladder
2. Complete the Signature Solution
3. Complete the Delivery Checklist



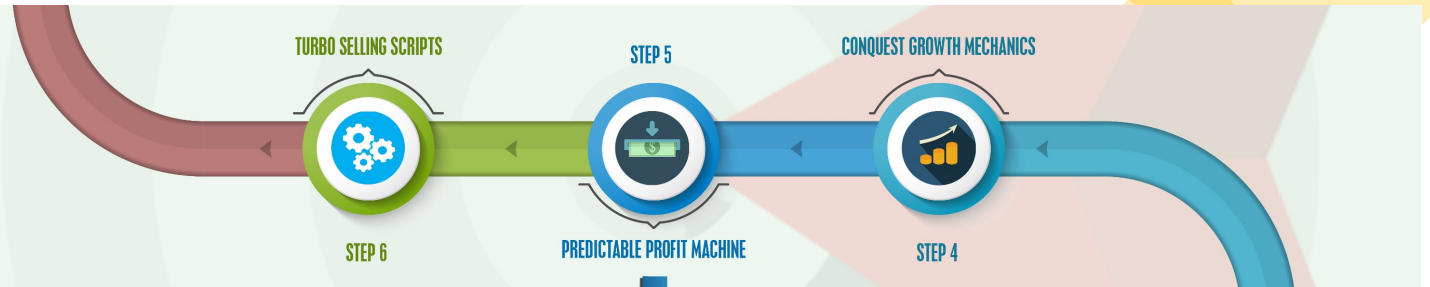
Why it matters: Without a well-documented value journey, measuring the right metrics, and the right tools and tactics, it's impossible to achieve predictable growth.




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THE PROBLEM: Dealerships and automotive professionals don't have an online funnel set up with the right lead magnet and entry point offer to turn total strangers into paying customers and raving fans.



STEP 5



Build a Predictable Profit Machine that will help you turn total strangers into paying customers profitably in one week without wasting time or money on unnecessary or tech overwhelm components.



Delivery Checklist:

1. Do The Predictable Sales Canvas and Ah-Ha Accelerator Workshop
2. Create Your Lead Magnets and Entry Point Offers
3. Build Your Authority Amplifier Value Videos



Why it matters: Without an automated, predictable profit machine, it's impossible to turn total strangers into paying customers profitably.



02

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TURBO SELLING SCRIPTS

STEP 5

CONQUEST GROWTH MECHANICS

STEP 6

PREDICTABLE PROFIT MACHINE

STEP 4



THE PROBLEM: Dealerships and automotive professionals don't have the proper lead nurturing and follow-up scripts and content to warm up audiences across the funnel and close leads and opportunities when they are ready to buy.

STEP 6



Learn how to write powerful follow-up and closing scripts across your customer acquisition machine and all stages of your funnel and pipeline in one week, even if you are not a copywriter.



Delivery Checklist:

1. Learn the Box Theory, the 5P Copywriting technique and do your research.
2. Develop Your Content Crushers for your Signature Solution.
3. Write and automate your email and Messenger indoctrination sequence



Why it matters: Without great scripts and automation, there are not enough hours in a day or days in a week to follow up intelligently with all opportunities that enter the pipeline to you can convert prospects predictably and profitably.

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03

PHASE 3 MONETIZE



MONEY MAXIMIZER

STEP 8

CONQUEST SCALING BLUEPRINT

STEP 7

TRAFFIC SYNERGIES

STEP 9



We provide dealerships and automotive professionals with the 3-step roadmap to maximize the monetization of their current funnel so they can scale it to the next level without wasting money towards a funnel that can't scale.

You will go...



From: Having a functioning funnel that's not maximizing revenues, with limited traffic and no ability to scale;



To: Having a funnel that extracts every opportunity for profits, flooded with the right kind of traffic, and that can scale to unlimited levels.



Why it matters: Without this 3-step roadmap, your funnel won't have the ability to scale, will revert to unprofitability, and will ultimately die.



THE PROBLEM: Dealers and automotive professionals have a weak or non-existent methodology to leverage digital prospecting using social media messaging platforms and email automation.

STEP 7



Validate the messaging of your Signature Solutions and maximize the money you make from prospects and customers, in one week, without paying for expensive paid ads through a process we call the Money Maximizer.



Delivery Checklist:

1. Learn how to become a Master Automotive Digital Prospector
2. Leverage the right tools to automate your prospecting efforts
3. Launch your prospecting strategy with a 2 hour per day commitment



Why it matters: Without a strict commitment to prospecting and the proper prospecting strategy, scripts, and automation tool, it will be impossible to validate the phases and steps of your Signature Solution without spending thousands of dollars in paid ads, which can be very dangerous when you launch a new funnel.

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03

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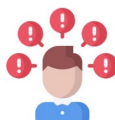
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THE PROBLEM: Dealerships and automotive professionals don't know how to generate conquest traffic to their funnel (at an average price across all channels) to make sure their funnel runs profitably.



STEP 8



Generate quality traffic on demand from vehicle shoppers, in one week, without wasting money on hit-and-miss tactics that produce little to no ROAS; through a process we call Traffic Synergies.



Delivery Checklist:

1. Complete the Traffic Synergies workshop
2. Implement the Traffic Synergies system (Paid Ads, Organic, Retargeting)
3. Measure and optimize the ROI of every channel and kill or scale.



Why it matters: Without traffic, there is no opportunity to sell cars; and without predictable, affordable traffic, you can't scale your funnel profitably.



03

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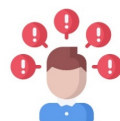
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THE PROBLEM: Dealerships and automotive professionals don't know how to run a profitable funnel and even less how to scale a funnel to its limit and stack multiple profitable funnels on top of each other.



STEP 9



Scale and stack multiple automotive funnels so you can sell more cars without crashing and burning your current funnel; through a process we call the Conquest Scaling Blueprint.

Delivery Checklist:



1. Complete the Conquest Scaling Blueprint Workshop
2. Automate the Advocacy and Promotion steps of your automotive value journey
3. Stack a new funnel and repeat Turbo's Conquest Funneling Method



Why it matters: Without this blueprint, it is difficult to scale the first funnel to its maximum potential and virtually impossible to stack multiple funnels and cross-fertilize the traffic from each to the others.



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