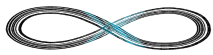


Infinite Selling Bonus Tool

Interest Velocity





Use this tool to establish where you are doing well to generate interest and where you may need to focus more attention. Please note this tool focuses on social types of engagement, but there are more ways to generate interest.

If you are interested in these other areas, please do contact us at hello@mentorgroup.co.uk

How to use this tool:

- Complete the form below for each of your identified buyer personas
- Simply complete the relevant boxes with a tick if you are currently active in that area, or leave it blank if its an area that you are not working in
- After completed, look for the areas of strength and the areas of potential growth. Pay particular attention to the white space across personas as it may show a gap in your overall strategy.

Persona:

PERSONAL

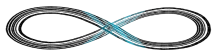
Social Platform 1:	<input type="text"/>	Posts:	<input type="text"/>	Groups:	<input type="text"/>
Social Platform 2:	<input type="text"/>	Posts:	<input type="text"/>	Groups:	<input type="text"/>
Social Platform 3:	<input type="text"/>	Posts:	<input type="text"/>	Groups:	<input type="text"/>
Offline Group:	<input type="text"/>	Host:	<input type="text"/>	Attend:	<input type="text"/>
Offline Group:	<input type="text"/>	Host:	<input type="text"/>	Attend:	<input type="text"/>

COMPANY/ ORGANISATION

Email content:	<input type="text"/>	Mailing content:	<input type="text"/>	IM Profile	<input type="text"/>
Website content:	<input type="text"/>	Review site:	<input type="text"/>		
Social Platform 1:	<input type="text"/>	Posts:	<input type="text"/>	Groups:	<input type="text"/>
Social Platform 2:	<input type="text"/>	Posts:	<input type="text"/>	Groups:	<input type="text"/>
Social Platform 3:	<input type="text"/>	Posts:	<input type="text"/>	Groups:	<input type="text"/>

PRODUCT

Email content:	<input type="text"/>	Mailing content:	<input type="text"/>	IM Profile	<input type="text"/>
Landing page:	<input type="text"/>	Lead capture:	<input type="text"/>	Call to Action:	<input type="text"/>
Trial Offer:	<input type="text"/>	Downloads:	<input type="text"/>		
Review site:	<input type="text"/>				



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Persona: Chief Revenue Officer

PERSONAL

Social Platform 1:	LinkedIn	Posts:	<input checked="" type="checkbox"/>	Groups:	<input checked="" type="checkbox"/>
Social Platform 2:	Facebook	Posts:	<input checked="" type="checkbox"/>	Groups:	<input type="checkbox"/>
Social Platform 3:	TikTok	Posts:	<input checked="" type="checkbox"/>	Groups:	<input type="checkbox"/>
Offline Group:	BMI	Host:	<input type="checkbox"/>	Attend:	<input checked="" type="checkbox"/>
Offline Group:		Host:	<input type="checkbox"/>	Attend:	<input type="checkbox"/>

COMPANY/ ORGANISATION

Email content:	<input checked="" type="checkbox"/>	Mailing content:	<input type="checkbox"/>	IM Profile	<input type="checkbox"/>
Website content:	<input checked="" type="checkbox"/>	Review site:	<input type="checkbox"/>		
Social Platform 1:	LinkedIn	Posts:	<input checked="" type="checkbox"/>	Groups:	<input type="checkbox"/>
Social Platform 2:		Posts:	<input type="checkbox"/>	Groups:	<input type="checkbox"/>
Social Platform 3:		Posts:	<input type="checkbox"/>	Groups:	<input type="checkbox"/>

PRODUCT

Email content:	<input checked="" type="checkbox"/>	Mailing content:	<input type="checkbox"/>	IM Profile	<input type="checkbox"/>
Landing page:	<input checked="" type="checkbox"/>	Lead capture:	<input checked="" type="checkbox"/>	Call to Action:	<input checked="" type="checkbox"/>
Trial Offer:	<input checked="" type="checkbox"/>	Downloads:	<input type="checkbox"/>		
Review site:	<input type="checkbox"/>				

Thank You

We hope you enjoyed using this tool and got some great value from it. These tools are just some of the amazing resources that Mentor Group have that help organisation across the globe transform their Revenue.

If you would like to learn more about what Mentor Group can do for your organisation and revenue, please do drop us a line at hello@mentorgroup.co.uk or visit www.mentorgroup.co.uk

About Us

Mentor Group is a Revenue Transformation company redefining the profession of selling through a relentless passion for mutual success. We work with some of the best-known organisations in the world helping them achieve their Revenue goals.

With a team of highly skilled and experienced consultants and deliverers, we operate in 68 countries and in 30 languages.



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