



Low Barrier to Entry Products

What is a low barrier to entry product?

- Low time / cost product service that would give a flavour or an introduction to your product or service

Why use a low barrier to entry product?

- A method of moving prospects to the next stage in the pipeline OR
- A method of introducing your product or service to your network OR
- A way of adding value to referral partners / business connections to establish trust
- Demonstrate your professionalism

Examples

- A review of IT backup systems
- A review of digital presence online
- A cash flow analysis
- A health / fitness assessment
- A gift basket delivered
- Product samples
- A car service

The rules

- Truly one to one and personal – not an invitation to a yoga class that you are running anyway
- You must spend time on this product
- It must add value
- It cannot be discount vouchers
- Reviews cannot be sales appointments



When to use?

- One to one meeting – existing connections – used in attempting to build a relationship / gain access to referrals / other client bases
- Existing clients – introduce a new product / service
- A sales appointment if required to get someone to the buy stage

Partnering

If you don't have a product and you are unable to show a report, a system or an output of any sort then you can consider partnering with another and incorporating a 3 way low barrier to entry product e.g. Financial planner may offer free reviews on wills and have a 3-way meeting. This way the Financial Planner gets to give value at an additional level.