STAIRWAY to value

A QUICK-IMPLEMENT GUIDE TO VALUE LADDERS

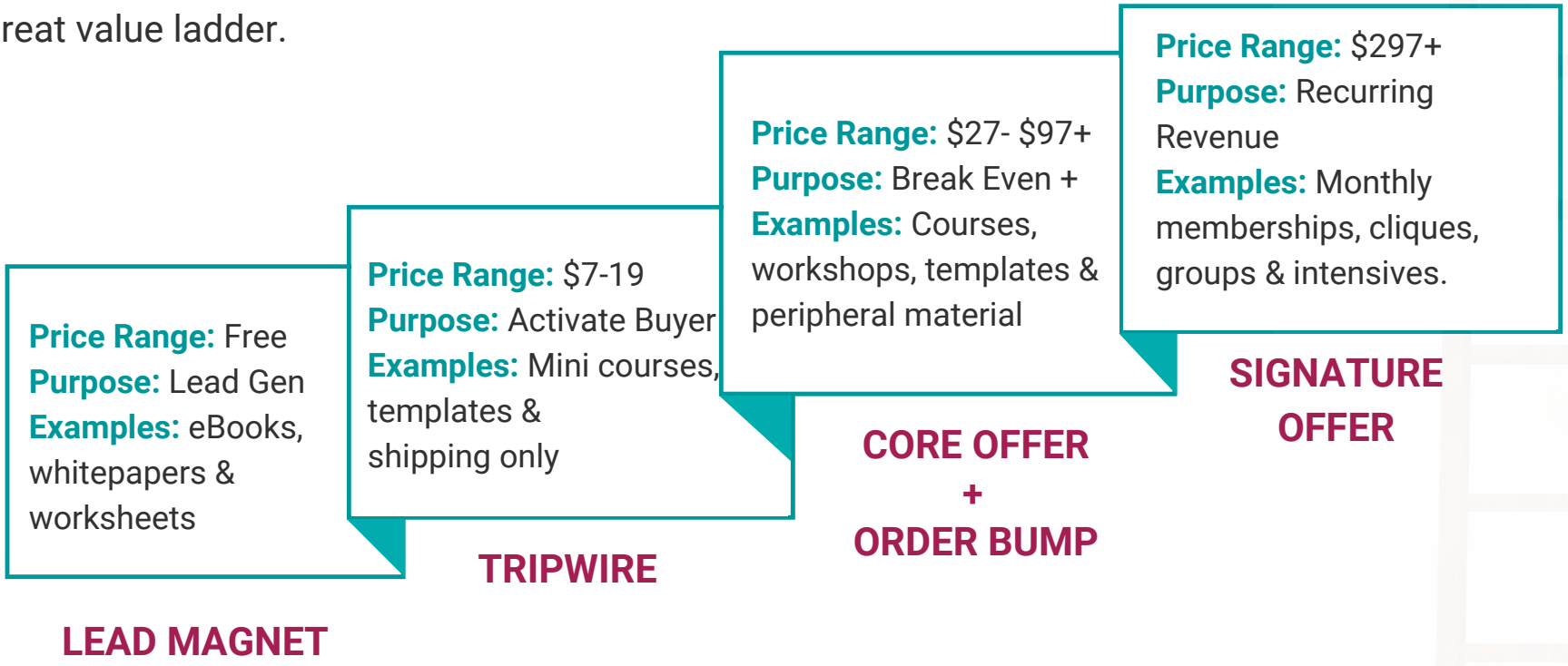
elephant key marketing

"Baby steps to the elevator, Bob."

In business terms, this means we move our customers deeper into our engagements with small, incremental steps. This is known as a value ladder.

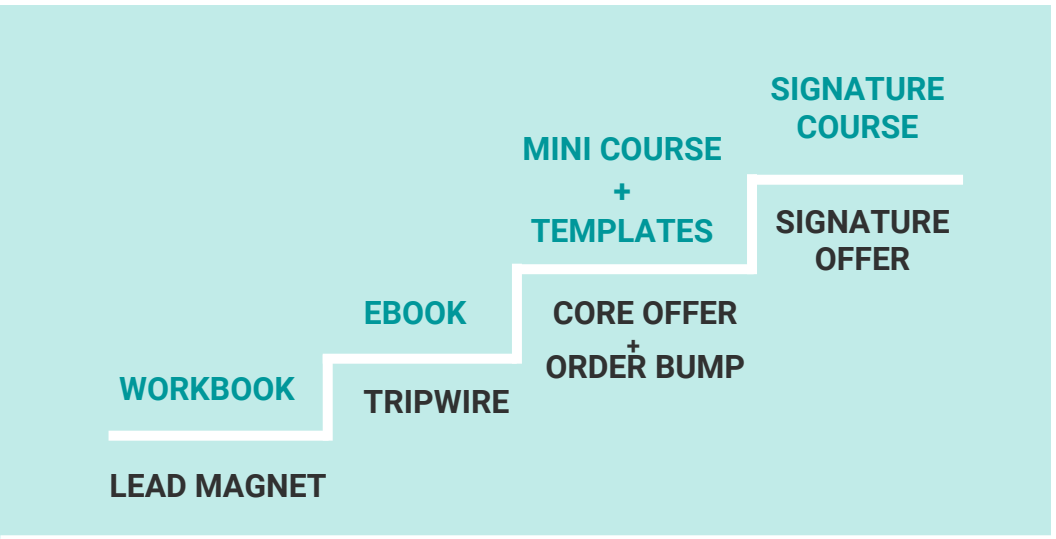
The Basics

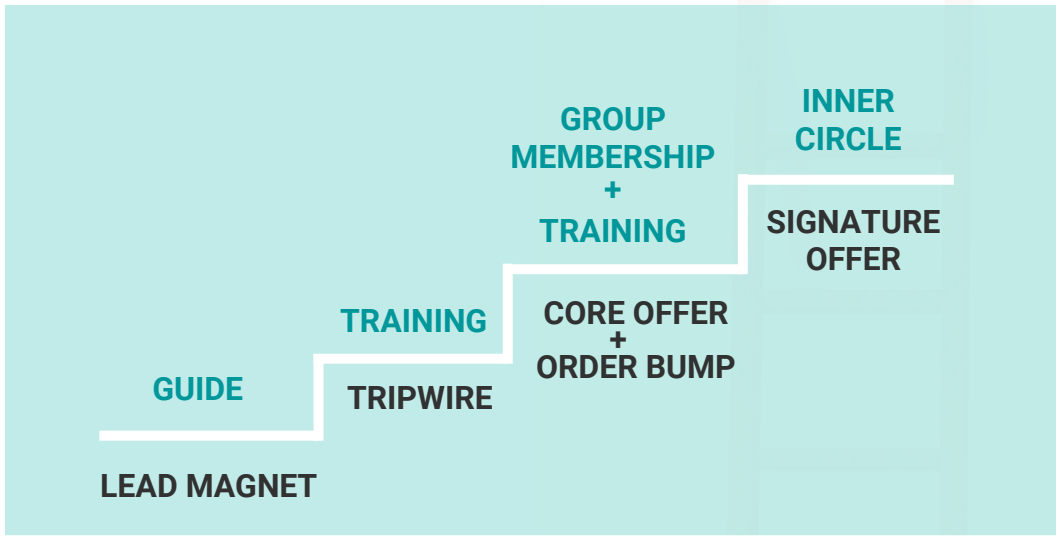
Here are the basic components of a great value ladder.

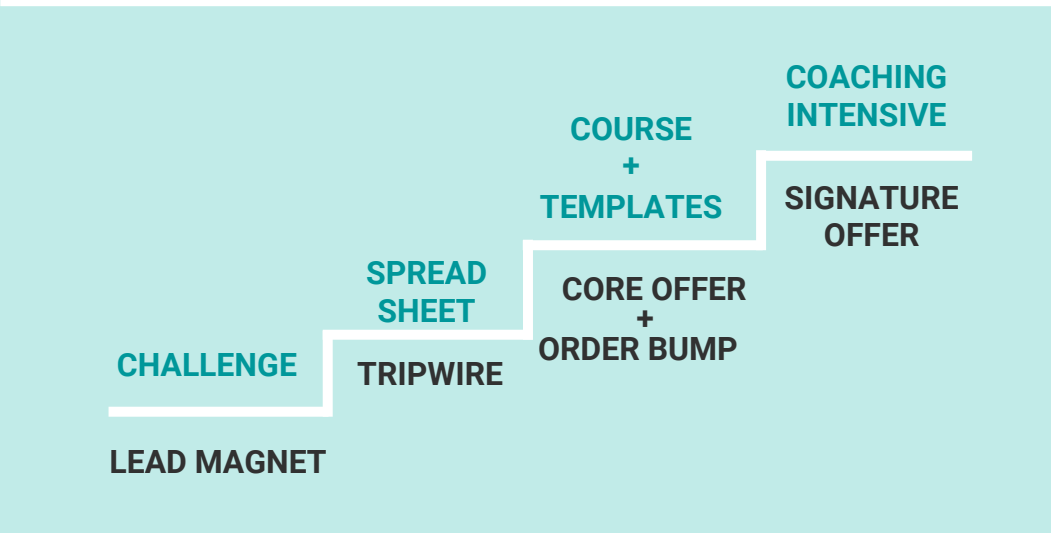


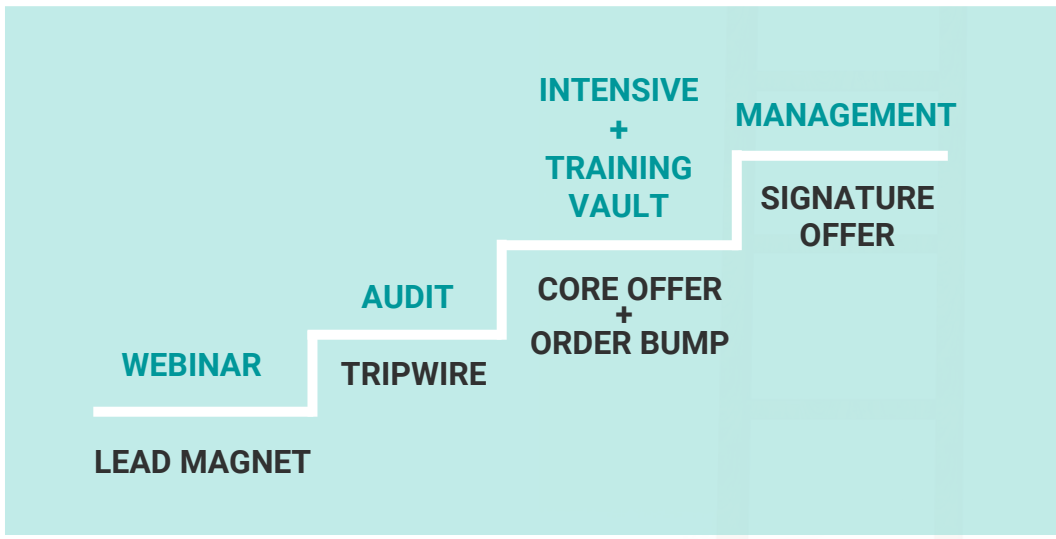
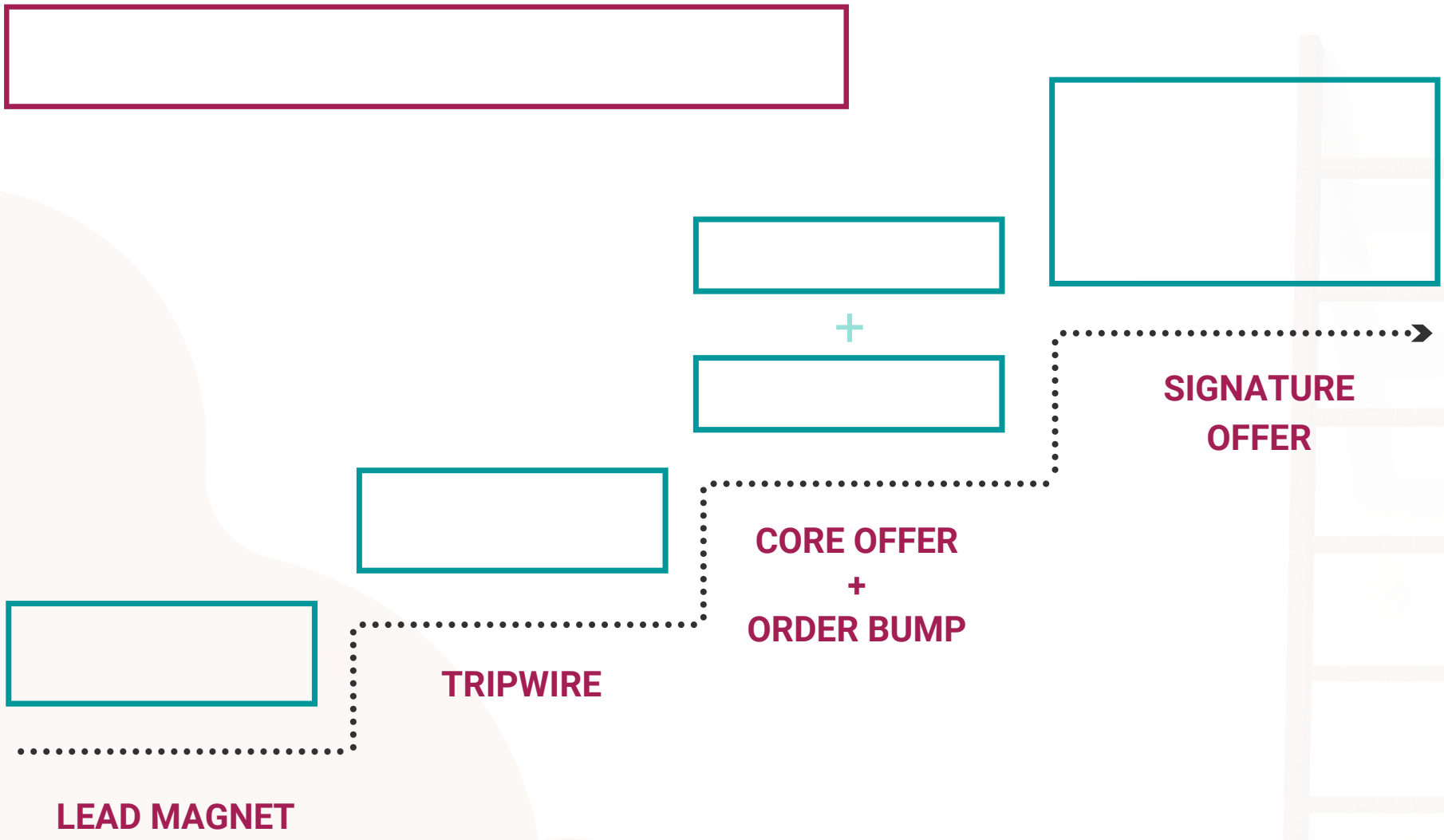
What Does That Look Like, Though?

Time to get example-y. Here's are some great examples of value ladders.









YOUR VALUE LADDER: