

Cross-Through.com



It's how sales improve

## WHAT IS CROSS-THROUGH?

Cross-Through (CT) is a fresh, science-based approach to sales. It challenges traditional sales practices, which oversimplify the sales process and often lead to stagnation. Cross-Through is designed to increase the effectiveness of sales actions by **targeting the factors between sales efforts and results—specifically, the drivers that enable success and the barriers that hinder it.**

**Cross-Through:**  
Science-inspired sales solution that focuses on  
how sales actually occur

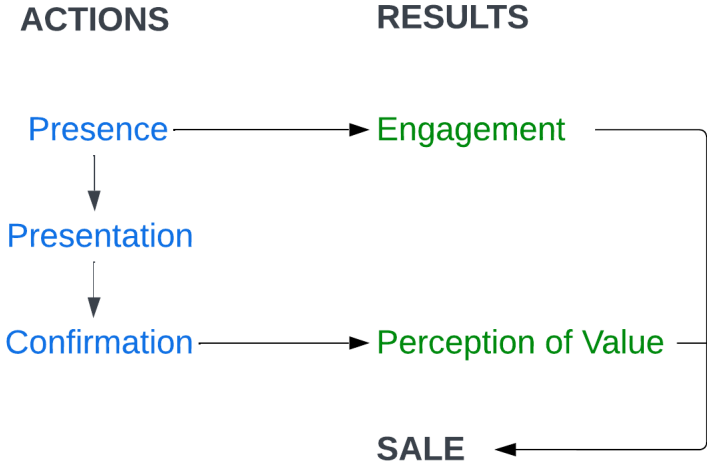
## CONSIDER HOW YOU SELL

You, like most businesses—whether in retail, e-commerce, or direct sales—rely on the **three essential steps sales:** (1) creating presence in a market, (2) presenting your offer and value, and (3) addressing questions to secure the sale.

- **Presence:** First, you build visibility through ads, calls, emails, events, or social media.
- **Presentation:** Next, you present the product or service to communicate its value—through a website, meetings, or in-store signage.
- **Confirmation:** Finally, you address questions and secure the sale via online checkout process, a signed contract, an order, or an in-person payment.

This sequence—presence, presentation, and confirmation—reflects the basic structure of most sales strategies. Its aim is to **engage** prospective clients or customers and establish their **perception of your value**.

How you are currently selling looks something like this:



**Engagement** and **Perceived Value** are important for sales, but they're **not enough to achieve greater and reliable sales success**.

## **YOUR EFFORTS ARE NOT ENOUGH FOR EXTRAORDINARY SALES**

### **Why Traditional Sales Approaches Fall Short**

**Presence**, **Presentation**, and **Confirmation** aim to make your product or service known, communicate the offer clearly, and address any questions and objections to secure the sale. However, this traditional approach often **overlooks the factors that influence actual buying decisions**.

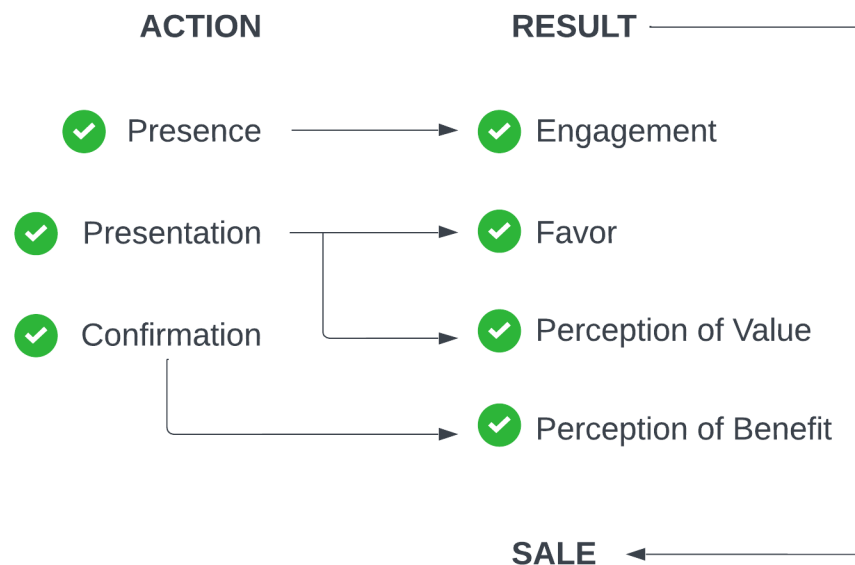
Your current sales approach is missing factors that are costing you sales.

Unlike traditional sales methods, the Cross-Through (CT) strategy emphasizes two critical elements: **Favor**, the emotional connection that fosters trust and likability with potential buyers, and **Perception of Benefits**, the buyer's personal, emotional connection

to your brand, product, or service. These added elements empower sales efforts by addressing deeper buyer motivations that often go unnoticed or misunderstood by sellers.

Building trust, gaining likability, and connecting with a buyer's motivations are essential factors that will **enable you to realize your sales potential**.

Here is a **vastly more effective way to improve sales**, but it's **not** the ultimate model.



## UNDERSTANDING SALES TODAY

Many sales challenges stem from outdated concepts like "selling the benefit"—that you define—and "unique value propositions." These approaches oversimplify the complexities of sales and ignore the deeper, emotional drivers that actually influence buying decisions. They fail to address the need for a strategic, comprehensive understanding of buyer motivations. It's time to move beyond these oversimplified models and adopt an effective approach that **aligns with how sales actually develop**.

**The results you may be missing: Favor and the perception of benefit**

To emphasize the importance of favor and the perception of benefits, it's important to understand that **without these, sales are significantly harder to achieve**.

**Favor** builds emotional connections between buyers and sellers, **promoting trust and likability**. Once favor is established, the buyer begins to see the true value of the offer, which directly influences their perception. A study by **HubSpot** confirms that **93% of consumers make decisions based on emotions**, underlining why favor plays such a vital role in sales outcomes. Furthermore, **emotional appeal has been proven to increase conversion rates** by directly tapping into customers' personal values and needs.

**Benefit is more effective than the perception of value in sales because it speaks directly to what motivates buyers**. While value focuses on logical aspects like price and features, **benefit** addresses what the buyer stands to gain personally—whether it's status, security, convenience, or something else. People make decisions based on emotions, and benefit creates that emotional connection, while value often fails to do so.

## CREATE DEMAND: BUILD BUYER INTEREST

An accurate illustration of how sales occur involves four results that collectively account for **the four phases of buyer interest**.

**Think about it.** How does your interest to buy develop?

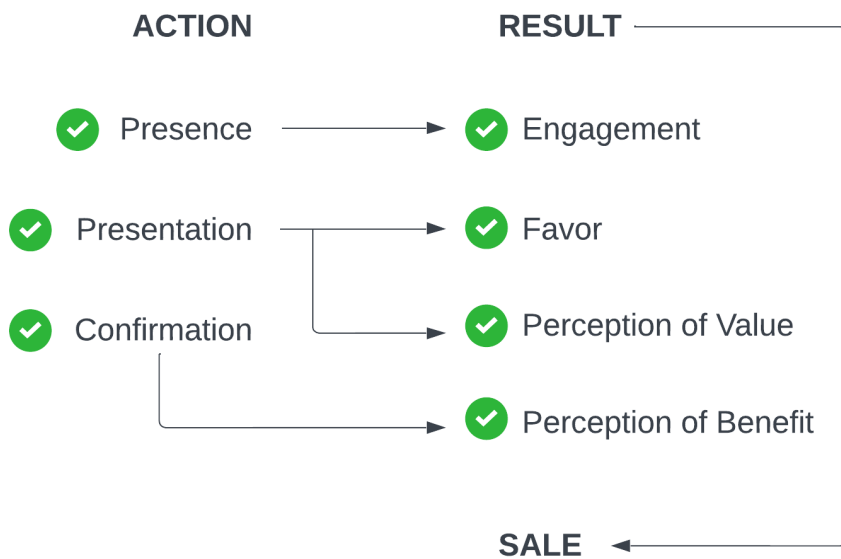
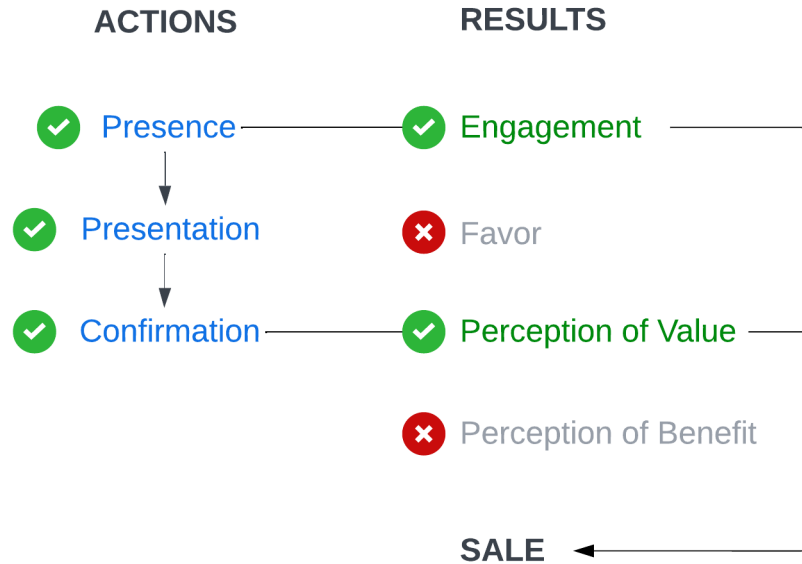
- Without **Engagement**, there's no sale.
- Without **Favor**, there's no trust or likability.
- Without **Value**, you lose sales to the competition.
- Without **Benefit**, the sale is susceptible to being lost.



Building buyer interest is the key to reliable, sustained sales success. **Building buyer interest creates demand for your product or service**, whether your business is e-commerce, direct sales, or retail.

Your current sales approach likely overlooks two key phases of building buyer interest, and this weakens your ability to sell.

Missing these phases creates gaps in your efforts to improve your sales.



This model accounts for the four phases of buyer interest.

When these phases are accounted for in your sales efforts, **you dramatically improve your ability to sell.**

## BENEFIT OVER VALUE

It is important to recognize the difference between value and benefit.

- **Value** refers to the practical and rational reasons a buyer considers a product, like its functionality, cost-effectiveness, or problem-solving ability.
- As we've established, **benefit** is the deeper emotional fulfillment or personal gain the buyer anticipates from making a decision to buy, and is linked to motivations that are beyond surface-level reasons for buying.

## The perception of benefit—defined by the buyer—is the most powerful motivator of sales.

This distinction is a key in the Cross-Through strategy: value draws attention, while benefit influences the decision to buy.

**IMPORTANT NOTE:** The benefit that drives sales may be completely different from what you expect. It's not the benefit you define, but the one the client or customer has in mind that drives the sale. This benefit may have little or nothing to do with what you sell. **Discover it, and you'll almost guarantee the sale.**

Now, let's add the final piece of the strategy.

### CROSS-THROUGH EMPOWERS HOW YOU SELL

The traditional Action-Result model assumes that sales actions—like visibility, engagement, or presentation—automatically lead to sales. It, however, misses the **drivers** that fuel these actions. **Today's sales strategies falter when they skip the steps connecting actions to outcomes.** Simply being visible (creating presence), explaining your offer (making a presentation), or addressing objections (achieving confirmation) won't reliably drive sales success. **This approach leaves a gap.**

Cross-Through addresses this gap by ensuring each sales action is aligned with the appropriate driver – **a Cross-Through Point**. It connects your essential sales activities with the goal of building buyer interest—engagement, favor, value perception, and benefits.

Cross-Through points connect sales efforts to results by focusing on the drivers and barriers that influence outcomes. By identifying and targeting these key factors, your sales efforts become more precise, increasing the likelihood of consistent success. Essentially, **it closes the gap between what you do and the results you aim for—improving your ability to sell.** Without addressing this gap, many businesses struggle to boost their sales performance.

## Cross-Through: Bridge the Gap Between Your Sales Efforts and Creating Demand.

When guided by the right Cross-Through Points, actions like creating presence, making an effective presentation, and addressing objections lead to the four stages of buyer interest. So, **what are the right Cross-Through Points between your sales efforts and the results you want?**

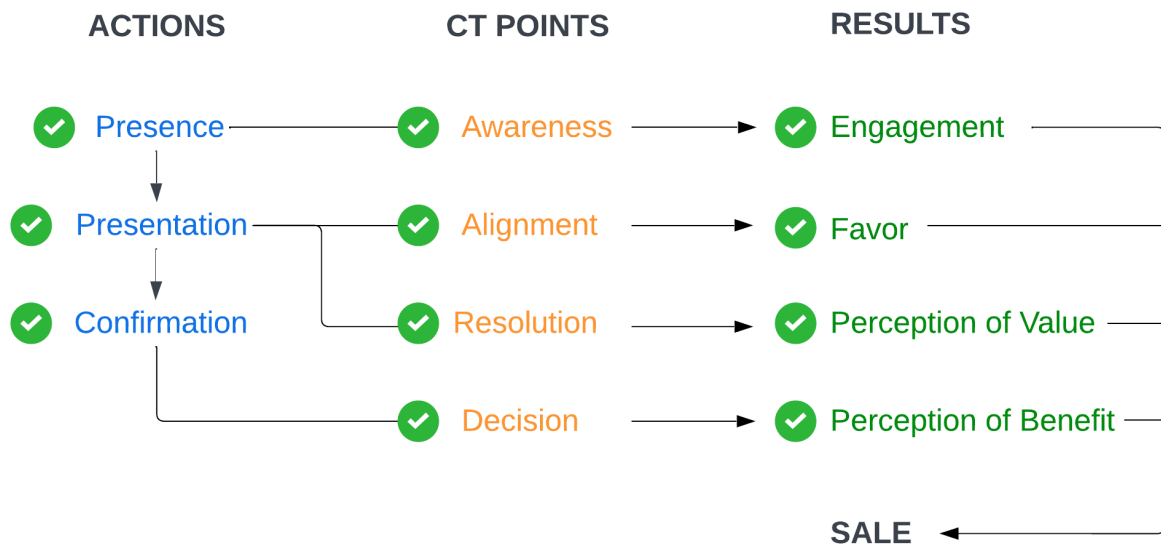
The Cross-Through Points in sales are Awareness, Alignment, Resolution, and Decision. Each point includes **drivers** that enhance the success of sales actions and **barriers** that impede them.

Here's how they work:

1. **Awareness:** Awareness is the starting point of the sales process. It ensures that potential buyers are introduced to your product or service. **Drivers** ensure presence leads to visibility. **Barriers** cause invisibility or lack of exposure.
2. **Alignment:** Alignment ensures that the buyer perceives your product or service as relevant and suited to their needs. **Drivers** aid how well you connect with the buyer's desires, needs, and expectations. **Barriers** lead to misalignment, where your offer doesn't resonate with the buyer or is seen as irrelevant.
3. **Resolution:** This point deals with addressing the rational obstacles that prevent buyers from making a decision. **Drivers** resolve doubts, fears, or objections. The **barriers** can be unresolved concerns, which leave buyers hesitant and unsure.
4. **Decision:** The decision point is where the buyer commits to the purchase. **Drivers** provide the emotional and logical support to finalize their choice—making the decision feel right. **Barriers** influence indecision or doubt, which can cause the buyer to delay or abandon the purchase.

The drivers and barriers at each Cross-Through Point vary depending on factors like the business model and how a company sells its products. For example, e-commerce businesses focus on online visibility and user experience, while retail businesses prioritize in-store experiences and customer service. B2B companies may face decision-making challenges within organizations, while B2C businesses often deal with emotional connections and personal preferences. **Each business requires a tailored CT strategy to address its specific drivers and barriers.**

A complete Cross-Through strategy looks like this:



**Note:** Presentation often addresses Alignment and Resolution, but the model could be structured differently, such as Awareness and Alignment being addressed by Presence.

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**Cross-Through (CT) Points** bridge the gap between actions and outcomes, making results not only possible but predictable. **Simply taking actions without strategically incorporating CT points explains why businesses struggle to grow sales.**

Let's look more closely at how CT Points work:

1. **Presence → Awareness → Engagement**

Presence—such as ads, calls, or emails—creates Awareness, but it doesn't guarantee Engagement. **Engagement depends on how well the drivers—such as relevance, timing, and appeal—are leveraged and how barriers—such as confusion, disinterest, or misalignment—are overcome.** When Presence successfully crosses through these factors, Engagement becomes possible, moving the opportunity for a sale forward.

2. **Presentation → Alignment & Resolution → Favor and Perception of Value**

Presentation alone won't convince anyone to buy; it must build Alignment and address questions through **Resolution**. Without these CT Points, even the most compelling presentation will fall flat.



In **Alignment**, the goal is to gain **Favor**, an emotional connection with the buyer. This requires identifying drivers—such as trust, relatability, and emotional resonance—while overcoming barriers like skepticism or mismatch of values. **Successfully crossing through Alignment builds Favor, the emotional connection that promotes trust and likability with the buyer.**

Next, in **Resolution**, the focus shifts to addressing any considerations, doubts, or objections the buyer may have. This point involves presenting solutions that alleviate concerns and solidify the buyer's confidence. **By crossing through these drivers and barriers, the business achieves Perception of Value**, where the buyer sees the product or service as worth their investment.

**Together, Alignment and Resolution ensure that the buyer's emotional and rational needs are met**, leading to Favor and Perception of Value, key factors for securing the sale.

### 3. **Confirmation → Decision → Perception of Benefit**

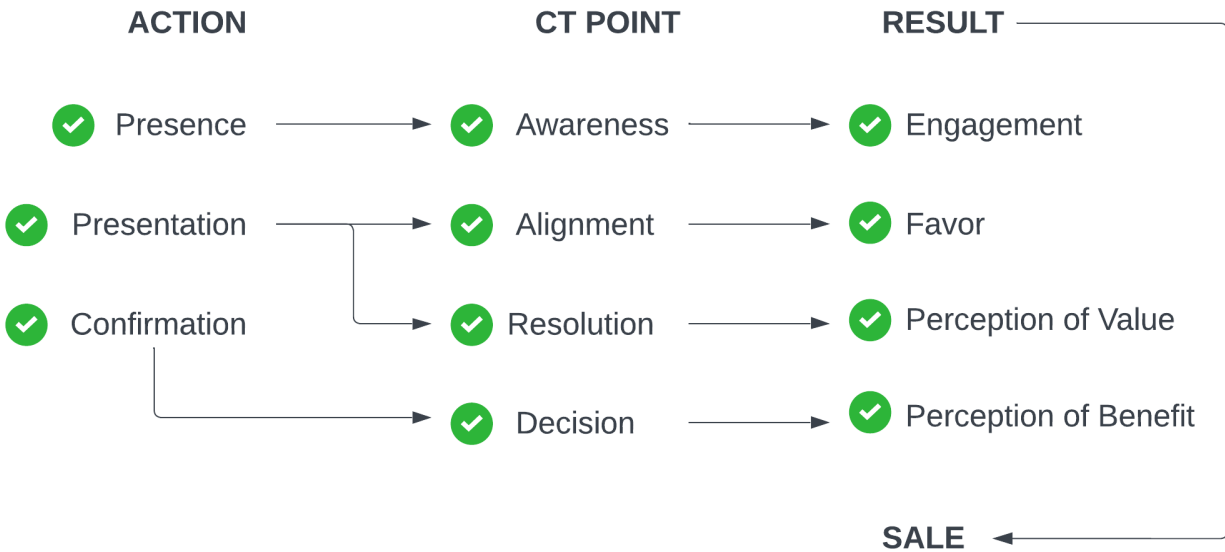
**Confirmation** resolves the buyer's final considerations by addressing logistical factors (like return policies, payment options, and customer support) and uncovering deeper motivations. It ensures that the product not only meets practical needs but also **aligns with the buyer's personal motivation to buy**. This leads to **Decision**, where the buyer feels confident that the purchase supports their deeper motivations, prompting them to proceed. As a result, the buyer experiences the **Perception of Benefit**.

In short, **actions alone won't get you to your sales potential**. To succeed, you need to **focus on what happens between actions and results**. This is where vital drivers and barriers—what we call the CT Points—come into play. Most businesses overlook these points, which are essential for generating buyer interest and creating demand for their product or service.

By identifying the drivers and barriers in Awareness, Alignment, Resolution, and Decision, **you can significantly improve outcomes** from the fundamental sales activities—creating presence, presenting your offer, and confirming the sale—that every business needs to sell effectively.

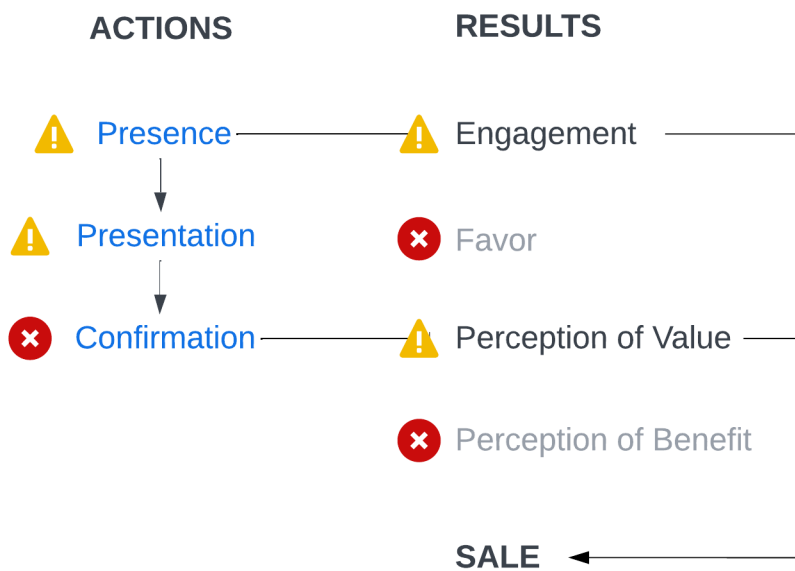
The Cross-Through framework empowers each action by ensuring it aligns with the right CT point. This alignment is **the key difference between successful sales and missed opportunities**.

This is the ideal sales model and what you want to achieve for significant sales success—where every action is effectively supported by the right drivers, eliminating barriers, and building buyer interest at each stage.

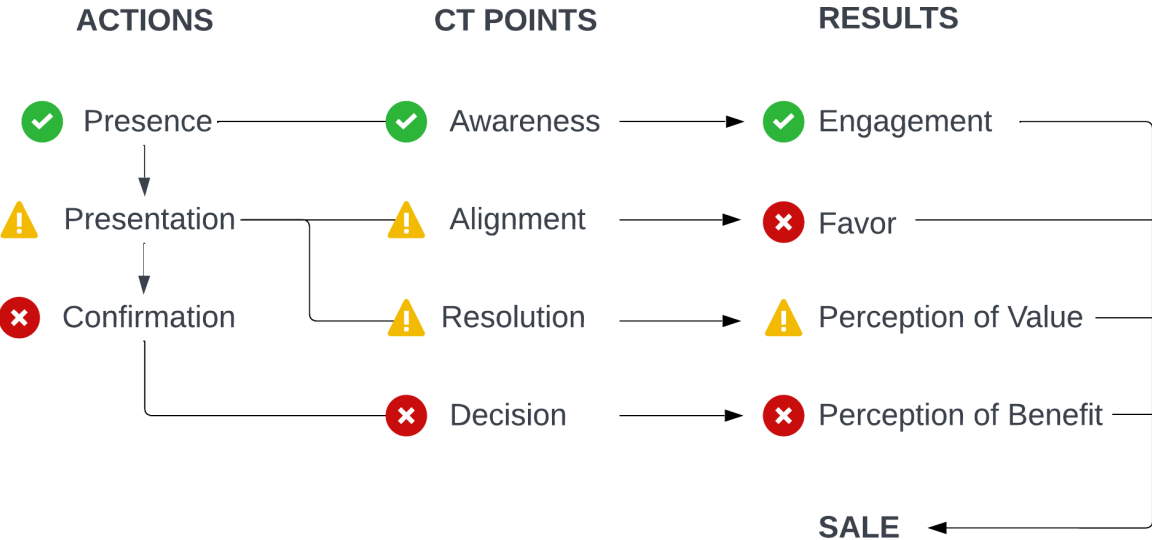


Your next step is to identify the areas where your sales efforts are falling short and improve them.

Where are you missing the mark? Does your sales effort look like this:



Having Cross-Through points in your sales strategy is essential, but if the drivers and barriers aren't aligned, your sales efforts could end up like this:



Contact us today for an assessment of how you sell and support for creating a Cross-Through strategy to help you **build buyer interest, create, demand, and reach your sales potential!**

Have questions? Ask us!

<https://www.cross-through.com/contact>

Ready to get started? We can help!

<https://www.cross-through.com/contact>