



THE COMPLETE GUIDE

The Offer-to-Sale System

How to Create an Irresistible Offer, Generate Quality Leads and Turn Them into Sales Online

By Abhishek Sahu · 365 Funnels



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About the Author



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Namaskar! I am Abhishek Sahu, a marketer by heart. My journey began in 2016 selling a ₹10 khakra, and today I help businesses generate leads and sales online through Meta and Google advertising, Click-to-WhatsApp funnels, WhatsApp automation and conversion-focused funnel design. I also train and coach digital marketers.

I founded 365 Funnels to build predictable lead and sales systems for businesses that are tired of guessing.



Marketer since 2016



Meta & Google Advertising



Click-to-WhatsApp Funnels



WhatsApp Automation

WELCOME

Before You Begin

In 2020 I wrote a short book on crafting an irresistible offer. Since then I have run lead generation and sales campaigns for businesses across industries, and I have learned what actually moves the needle. This book is the updated, expanded version.

It is built around one simple idea:

sales do not come from ads, funnels or tools. They come from a strong offer, put in front of the right people, and followed up fast and honestly.

Get those three things right and almost any channel works. Get them wrong and no budget will save you.

The book has four parts:

- 1 Part 1: The Offer.**
What you sell and why people should say yes.
- 2 Part 2: Quality Leads.**
How to attract the right people, not just more people.
- 3 Part 3: The Sales Process.**
How to convert leads into paying customers.
- 4 Part 4: Measure and Improve.**
The numbers that tell you what to fix, plus a 30-day plan.

Read it with a pen. At the end of several chapters there is an action step. Do it before you move on.

INTRODUCTION

Why Most Online Leads Never Become Sales

Most business owners think they have a traffic problem. In reality they usually have one of three problems:

1

A weak offer.

Nobody is excited enough to act, so the ad gets clicks but no buyers.

2

The wrong leads.

The ad attracts freebie-seekers and window shoppers because the message was too broad.

3

A leaky follow-up.

Good leads arrive, nobody replies for six hours, and the lead buys from a competitor.

More ad spend makes all three problems more expensive. This book fixes them in order: offer first, then lead quality, then sales process.

PART 1

The Offer

What you sell and why people should say yes

CHAPTER 1 · THE OFFER

Sell What People Already Want

Markets are crowded. Somebody is always selling something similar at a lower price. You will not win by being louder. You win by being clearer about a problem your customer already feels.

The old advice was “find customers for your product.” The better question is:



what is my customer already trying to buy, and how do I package what I do around it?

You are not asked to change your business. You are asked to research your market before you write a single ad. Here is a simple research routine that takes a weekend.

1 Read your competitors' reviews.

Open Google Maps and Instagram, search for businesses like yours in your city, and read their 1-star and 5-star reviews. Complaints show you what to fix. Praise shows you what customers value.

2 Build a competitor sheet.

One row per competitor: what they offer, their price range, their guarantee, their extras, and why customers choose them.

3 Mine online conversations.

Search Quora, Reddit, Facebook groups, YouTube comments and Google's "People also ask" for your topic. Copy the exact words people use to describe their problem. Those words become your ad copy.

4 Ask directly.

Send a short Google Form or WhatsApp voice note to ten past or potential customers: What were you struggling with? What did you try before? What nearly stopped you from buying?

One more point from my original book still stands: demand changes. Sometimes your product is fine but your audience is wrong, like selling pizza to someone who just finished a plate of noodles. Be willing to change the product, the audience, or both.

ACTION STEP

Write down the three most common problems, in your customers' own words.

CHAPTER 2 · THE OFFER

The Four Ps, Refreshed

2

The classic marketing mix still works as a checklist when you launch or relaunch an offer.

1 Product

Does it solve a problem people actively search for or complain about?

2 Price

Is it set by value and market range, not only by your costs? (More in Chapter 5.)

3 Place

Where does the customer buy? A website, a WhatsApp chat, a store visit, a call? Make this path as short as possible.

4

Promotion

Which channels will you use, and what emotion will your message trigger?

Two notes on promotion. Offline, people rarely stop to read, so use a strong emotional hook: humour, fear of loss, or genuine scarcity depending on your niche. Online, start with the free basics (Google Business Profile, Bing Places, and relevant directories such as Justdial and IndiaMART), then add paid ads and a WhatsApp or email list so you own your audience.

CHAPTER 3 · THE OFFER

Benefits, Not Features

3

Features describe your product. Benefits describe the customer's life after they buy. People do not like being sold to, but they love buying when they can see how their problem disappears.

Use this three-step formula for every feature:

1 Feature

What it is.

2 Benefit

What it does for the customer.

3 Outcome

What it changes in their life, money or time.

Examples:

1 Sugar-free cookies.

Feature: 100% sugar free. Benefit: you can enjoy a treat without a sugar spike. Outcome: you stay on track with your health goals and still enjoy dessert.

2 A lead generation service.

Feature: Click-to-WhatsApp ads. Benefit: interested people message you directly instead of filling forms they forget. Outcome: more real conversations, faster, with buyers who are ready to talk.

Personalise it. "This will keep *you* healthy" always beats "This is healthy."

ACTION STEP

List your top five features and rewrite each as a benefit and an outcome.

CHAPTER 4 · THE OFFER**Build Your Offer with the Value Equation****4**

A strong offer makes the customer feel they are getting far more than they pay. A useful way to think about this, popularised by Alex Hormozi, is that perceived value rises when you:

1 Increase the dream outcome.

Make the result bigger and clearer.

2 Increase the likelihood of success.

Add proof, case studies, a process and support so they believe it will work.

3 Decrease the time delay.

Show results sooner: "first leads in 7 days."

4 Decrease effort and sacrifice.

Make it done-for-you, simple and convenient.

For each of the four levers, write one thing you can change in your offer this month.

Then stack the offer. A strong offer is rarely just "the product." It is:

✓ The core product or service

✓ Useful bonuses that remove a friction (templates, setup, training, a free audit)

✓ A guarantee that lowers risk

✓ A clear deadline or limit, with a real reason

✓ A name that states the result, for example "7-Day WhatsApp Lead Engine" rather than "Premium Package"

CHAPTER 5 · THE OFFER

Pricing Without Guesswork**5**

My 2020 formula (labour + R&D + extras + 20% profit + value + advertising + pitch) was a good starting point, but it mixes costs with things that are not numbers. Use this simpler approach.

1 The floor

Your total cost to deliver, including your time, delivery, support, and the advertising cost to acquire one customer. Never price below this.

2 The ceiling

The value of the result to the customer. If your service brings in ₹1,00,000 of new business, a ₹25,000 fee feels reasonable.

3 The range

What competitors charge. You can price above them if your offer, proof and guarantee are stronger. You cannot price in a vacuum.

Price between the floor and the ceiling, then test.

Build a ladder, not a single price.**1 Entry offer (low ticket)**

A small, paid first step such as an audit, trial pack or starter plan. It filters out non-buyers and covers your ad cost. Free offers attract people who never pay. Even a small charge changes who responds.

2 Core offer (mid ticket)

The main product.

3 Premium offer (high ticket)

The done-for-you or VIP version.

4 Back-end

Subscriptions, refills, retainers and referrals.

Once a customer has paid you once and had a good experience, selling the next thing is far easier. For high-ticket products, offering EMI can make a big difference. Avoid credit sales wherever you can, because unpaid invoices quietly kill cash flow.

CHAPTER 6 · THE OFFER

Remove the Risk

6

People hesitate to buy from someone they do not know. **Risk reversal** moves the risk from the customer to you.

Options include:

1 Money-back guarantee
with clear conditions

✓ Exchange or replacement guarantee

3 Result-based guarantee
, such as “if we do not deliver X in 30 days, we keep working for free until we do”

✓ Free trial, demo or sample

5 Performance-linked pricing
where it is genuinely sustainable

Most customers never claim a guarantee. A strong guarantee typically brings in far more buyers than it costs in refunds, but track your own refund rate rather than assuming. Design the guarantee so you can honour it: be specific, set fair conditions, and never promise what you cannot deliver. A broken promise destroys trust faster than having no guarantee at all.

A useful tip: emotional connection reduces returns. Customers who feel the product was made for them return it far less often.

CHAPTER 7 · THE OFFER

Honest Urgency and Scarcity

7

Early-bird pricing, limited seats and seasonal offers work, but only when they are real. Always give the reason.



"We only take 10 clients a month so each campaign gets proper attention."



"This price is for the first 20 customers because we want reviews and case studies."



"This festive bundle ends on [date] because our stock is limited."

Fake countdown timers and fake "only 2 left" messages might win one sale, but smart customers notice, and they never return or recommend you. Real scarcity builds trust. Fake scarcity burns it.

CHAPTER 8 · THE OFFER

Build Credibility Without Being a Big Brand



Big brands buy trust with heavy advertising. Small businesses earn it with proof. Collect and display:



Customer testimonials

, ideally on video, with a name, a face and a specific result



Before-and-after results

and screenshots (with permission)



Case studies

problem, what you did, result



Google reviews

(ask every happy customer, every time)



Behind-the-scenes content

showing real people and real work



Clear business details

address, GST number if applicable, a real phone number and a real website

The fastest way to build trust is to help genuinely. Recommend the product that suits the customer, even if it is the cheaper one. Customers who feel helped become your word-of-mouth marketing team.

CHAPTER 9 · THE OFFER

Reduce Friction at the Moment of Purchase

9

Every extra step costs you buyers. Review your path from interest to payment and remove obstacles.

1 Payment options

UPI, cards, net banking, wallets, EMI, cash on delivery where relevant.

2 Delivery

Fast, tracked and, if possible, free. Customers often choose convenience over the lowest price.

3 Support

Make it easy to ask a question. A WhatsApp number that responds quickly is often your best conversion tool.

4 Service promises

Free demo, free installation, free maintenance period, easy exchange.

5 Mobile experience

Most Indian customers will see your offer on a phone. Test every page on one.

CHAPTER 10 · THE OFFER

Your Offer Scorecard

10

Before you spend on advertising, rate your offer from 1 to 5 on each question:

✓ Does it solve a problem my customer already feels?

✓ Can a stranger understand what I sell in five seconds?

✓ Is the result specific and believable?

✓ Do I show proof?

✓ Is there a guarantee or other risk reversal?

✓ Is there an honest reason to act now?

✓ Is it easy to buy and easy to ask questions?

✓ Is my price fair against value and competitors?

Anything below 4 is your next improvement. An offer is never finished. The cycle is **craft, listen to objections, rectify, repeat.**

PART 2

Quality Leads

How to attract the right people, not just more people

2

CHAPTER 11 · QUALITY LEADS

Quality Beats Quantity

11

A cheap lead who never answers the phone is more expensive than a costly lead who buys. Stop tracking only **cost per lead (CPL)**. Track **cost per qualified lead** and **cost per sale**.

A quality lead has four traits:

- 1 Need**
They have the problem you solve.
- 2 Budget**
They can afford your solution.
- 3 Authority**
They can make the buying decision.
- 4 Timing**
They want to solve it now, not “someday.”

Before you run any campaign, write a one-page **ideal customer profile (ICP)**: who they are, where they live, what they do, what they fear, what they have already tried, and what makes them buy.

CHAPTER 12 · QUALITY LEADS

Choose the Right Channel for Your Business

12

No single channel is best. Match the channel to buying intent.

- 1 Google Search and Google Maps (high intent).**
People are actively searching “dentist near me” or “CA for GST filing.” Great for services where someone needs help now.
- 2 Meta ads: Facebook and Instagram (demand creation).**
Ideal when people do not yet search for your solution. You interrupt with a strong offer and create demand. Works well for local businesses, courses, e-commerce, real estate and services.

3 Click-to-WhatsApp (CTWA) ads (conversation-first).

The ad opens a WhatsApp chat instead of a form. In India, where WhatsApp is the default way to talk to a business, this often produces faster, more engaged conversations than a standard form.

4 Instagram and YouTube content (trust building).

Educational and proof-based content warms up your audience so ads and calls convert better.

5 Local listings (free foundation).

Google Business Profile, Bing Places, Justdial, IndiaMART and relevant directories.

6 Referrals and partnerships (highest trust).

Ask every happy customer for an introduction, and partner with businesses that serve the same customers without competing with you.

Start with one or two channels, master them, and then add more.

CHAPTER 13 · QUALITY LEADS

Why Click-to-WhatsApp Works

13

In many markets, the lead form is the weakest link. People fill it casually, forget they did, and do not pick up when you call. WhatsApp changes the dynamic:

- ✓ The customer starts the conversation, so intent is higher.
- ✓ You can reply instantly with automation, then hand over to a human.
- ✓ You get a persistent thread with media, voice notes, catalogs and payment links.
- ✓ Follow-up is natural, not intrusive.

A basic CTWA flow:

✓ The ad delivers a clear offer and a “Message us” button.

✓ An automatic greeting replies within seconds.

✓ The bot asks two or three qualifying questions.

✓ Qualified leads are routed to a human, who books a call, visit or demo.

✓ Everyone else enters a follow-up sequence.

Use WhatsApp responsibly. Follow Meta’s and WhatsApp’s business messaging policies, get opt-in before sending promotional messages, and always make it easy to opt out.

CHAPTER 14 · QUALITY LEADS

Write Ads That Attract the Right People

14

Good ads do two jobs: attract buyers and repel non-buyers. Use this structure.

1

Hook

Name the audience or problem. “Dentists in Delhi: tired of empty appointment slots?”

2

Problem and desire

Show you understand their situation.

3

Solution and proof

Present the offer, with a testimonial or result.

4

Risk reversal

Mention the guarantee.

5 Call to action

One clear action. "Tap to WhatsApp us."

Practical tips:

1 Show your price or price range

if your lead quality is poor. It filters out people who cannot afford you.

2 Be specific.

"Get 30 booked appointments" beats "grow your business."

3 Use real people and real proof.

Video testimonials outperform stock images in most trust-driven niches.

4 Test one thing at a time

hook, image or video, offer, audience.

5 Make the first three seconds count
for video.**6 Avoid exaggerated claims.**

They violate ad policies and attract the wrong people.

CHAPTER 15 · QUALITY LEADS

Qualify Before You Spend Time**15**

Qualification is not rude. It respects everyone's time. Ask a few simple questions in the first conversation:

✓ What are you looking to achieve?

✓ What is your approximate budget?

✓ When do you want to get started?

✓ Are you the decision-maker?

Score each lead (hot, warm, cold) and give hot leads priority. Cold leads go into a nurture sequence. This stops your team from wasting hours on people who were never going to buy.

PART 3

The Sales Process

How to convert leads into paying customers

3

CHAPTER 16 · THE SALES PROCESS

Speed to Lead

16

The single biggest leak in most funnels is slow response. Someone who just enquired is at peak interest. Every hour you wait, that interest fades and competitors get a chance.

✓ Respond within **five minutes** during business hours; automate an instant first reply outside them.

✓ Make the first reply useful: confirm what they asked, ask one question, state the next step.

✓ Name the person who will talk to them. A real name feels human.

Automation is for speed. Humans are for trust. Use both.

CHAPTER 17 · THE SALES PROCESS

A Simple Follow-Up Sequence

17

Most sales happen after several touches, not one. Build a sequence like this, and adapt the wording to your voice:

1 Minute 0

Instant greeting, confirmation, one qualifying question.

2 Same day

Share a short video, case study or sample relevant to their need.

3 Day 1

"Did you get a chance to look at this? Happy to answer any questions."

4 Day 3

Share a testimonial or result from a similar customer.

5 Day 5

Address the most common objection (price, trust, timing) in a short message.

6 Day 7

Give an honest reason to act: a limited slot, a bonus that expires, or a seasonal offer.

7 Day 14 and beyond

Occasional value messages, not constant pitching.

Every message should give something useful or ask something easy to answer. Never send "just checking in" with no value.

CHAPTER 18 · THE SALES PROCESS

Handle Objections Honestly

18

An objection is not a rejection. It is a request for more confidence.

1

"It's too expensive."

Compare the price to the value and the cost of not solving the problem. Offer a smaller entry option if one exists.

2

"I need to think about it."

Ask, "Of course. What part would you like to think about: the price, the results, or the timing?" Then address that.

3

"I don't trust online agencies."

Show proof, offer a guarantee or a small paid trial, and encourage them to speak to existing clients.

4

"We tried ads before and it didn't work."

Ask what they tried, what was measured and what went wrong. Often the offer or follow-up was the problem, not the platform.

5

"Not right now."

Ask when would be right, and put a reminder in your calendar.

If you hear the same objection repeatedly, the fix belongs in your offer, not just your script.

CHAPTER 19 · THE SALES PROCESS

Close, Upsell and Earn Referrals

19

1

Make the next step obvious.

A payment link, a booking link, a proposal. Do not leave the customer wondering what happens next.

2 Confirm the result they want

before you close, so the sale is framed around their goal.

3 Upsell after trust, not before.

Offer an upgrade or add-on when the customer has seen a result.

4 Onboard well.

A smooth first week prevents refunds and builds loyalty.

5 Ask for reviews and referrals

at the moment of success, not months later.

Customers who feel supported tend to stay longer and refer more, which lowers your cost of acquiring the next customer.

PART 4

Measure and Improve

The numbers that tell you what to fix, plus a 30-day plan



CHAPTER 20 · MEASURE AND IMPROVE

The Numbers That Matter



Track these every week.

1 Cost per lead (CPL)

$\text{Ad spend} \div \text{leads}$

2 Qualified lead rate

$\text{Qualified leads} \div \text{total leads}$

3 Cost per qualified lead

Ad spend ÷ qualified leads

4 Lead-to-appointment rate

Appointments or calls ÷ qualified leads

5 Close rate

Sales ÷ appointments or conversations

6 Customer acquisition cost (CAC)

Total sales and marketing spend ÷ new customers

7 Return on ad spend (ROAS)

Revenue ÷ ad spend

8 Customer lifetime value (LTV)

Average revenue per customer over the relationship, minus delivery cost

Here is an illustration with made-up numbers, to show the logic:

✓ Ad spend: ₹50,000

✓ Leads: 250, so CPL is ₹200

✓ Qualified leads: 100, so cost per qualified lead is ₹500

✓ Sales: 10, so CAC is ₹5,000

✓ Average sale value: ₹20,000, so revenue is ₹2,00,000 and ROAS is 4

Now you can see which lever matters. If CPL is fine but few leads are qualified, fix your ad message. If leads are qualified but few buy, fix follow-up or the offer. Do not blindly cut spend.

CHAPTER 21 · MEASURE AND IMPROVE

Improve One Thing at a Time

21

Work top-down through the funnel:

1 Offer

Is it compelling?

2 Creative and targeting

Are the right people clicking?

3 Qualification

Are the right people continuing?

4 Follow-up speed and quality

Are leads getting answered?

5 Close

Are conversations ending in a decision?

Change one variable at a time, give each test enough time and budget to read the results, and keep notes on what you tried. Improvement compounds.

CHAPTER 22 · MEASURE AND IMPROVE

Your 30-Day Action Plan

22

Week 1: Research and offer

Complete your customer research and competitor sheet.



Define your ideal customer profile.



Rewrite your offer using the value equation, benefits, guarantee and honest urgency.



Score it with the Offer Scorecard.

Week 2: Foundation

✓ Set up or clean up Google Business Profile, Meta pages and local listings.

✓ Gather testimonials, reviews and case studies.

✓ Set up your WhatsApp Business account, greeting message and qualifying questions.

✓ Create your tracking sheet or CRM.

Week 3: Launch

✓ Create two or three ad variations with different hooks.

✓ Launch on one main channel with a modest, controlled budget.

✓ Reply to every lead within five minutes.

Week 4: Learn and optimise

✓ Review your numbers from Chapter 20.

✓ Keep what works, pause what does not, and fix the weakest stage.

✓ Collect objections and update your offer and scripts.

✓ Ask your first customers for reviews and referrals.

THE END

Final Words

Getting leads and sales online is not magic, and it is not about secret hacks. It is a system: a clear offer people want, attracted through the right channel, qualified quickly, followed up honestly, and measured carefully. Businesses that treat it as a system win. Businesses that treat it as luck keep switching agencies and platforms.

If you take only one thing from this book, let it be this:



**fix the offer first, reply fast second, and
spend on ads third.**

FINAL WORDS

Work With 365 Funnels

If you would like help building this system in your business, 365 Funnels can do it with you or for you: offer creation, Meta and Google ad campaigns, Click-to-WhatsApp funnels, WhatsApp automation and sales process setup.



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Wishing you lots of success in your life and business.

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Fix the offer first, reply fast second, spend on ads third.

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