

Clapper Training / Mandatory Emotional Connection and Love Connection

There are different strategies between Clapper and traditional funnels.

For customers coming from Clapper, sales will be triggered more quickly, and exchanges will be more direct on this subject, as you understand...

However, you must always focus on creating a loving relationship with the customer.

This is what will pay off the most in the end... and this is how the customer will spend the most.

So, you need to follow the different steps :

- Create an Emotional Connection
- Create a Love Connection
- Integrate Pity

This is absolutely essential.