

SALES FRAMEWORKS

1 AIDA (AWARENESS, INTEREST, DESIRE, ACTION)

The classic marketing formula: grab attention, build interest, create desire, and drive action. It's straightforward and persuasive, perfect for eCommerce, retail, or ads that need quick conversions and a clear call to action.

2 PAS (PROBLEM, AGITATE, SOLUTION)

You start by identifying the customer's problem, stir up the frustration, and then present your product or service as the solution. It's emotional and high-impact — ideal for service providers & consultants selling relief from specific pains.

3 FAB (FEATURES, ADVANTAGES, BENEFITS)

This one focuses on logic and clarity: show what your product does, why it's better, and how it benefits the customer. It's great for SaaS, tech, and high-ticket offers where customers want to understand before buying.

4 BAB (BEFORE, AFTER, BRIDGE)

You show where your audience is now, what life could look like after your help, and bridge the gap with your solution. It's storytelling made simple — perfect for coaches, marketers, and anyone selling transformation.

5 PPPP (PROMISE, PICTURE, PROOF, PUSH)

Paint a vivid picture of success, make a bold promise, back it up with proof, and push for action. It's confidence-driven and credibility-heavy... great for established brands or professional services like finance, law, or B2B.