

# ATM

Secure long term growth

emple





Finding innovative ways to drive revenue and foster sustainable growth is paramount for all scaling businesses.

Enter the ascending transaction model or ATM— a dynamic approach that changes the way businesses engage with clients, with a focus on long term relationships and increasing client lifetime value

## What is an ATM approach?

At its core, an ATM is a strategic framework that aims to maximise client value by orchestrating a series of ascending transactions.

It makes it easy for clients to take the first step in working with a business and then continues them on a common client journey, often ending in a product that offers Monthly Repeating Revenue or MRR.

The ATM is built upon the foundation of client journey optimisation, while allowing a company to show their full value to potential clients.

1

### Bridge Product

This initial step establishes a connection between businesses and clients, offering an affordable entry-level product or service that sparks interest and initiates the client journey. The bridge transaction acts as a gateway, capturing attention and setting the stage for further engagement.

2

### High Value Offering

These solutions are the next step of the working relationship, strategically suggested to clients to align with their evolving needs and preferences. These tactics increase transaction value, deepen client engagement, while also allowing the company to demonstrate the true value of their offering.

3

### MRR

These MRR products are essential to foster long-term relationships and loyalty. They offer ongoing value, exclusive benefits, and a sense of community to loyal clients. By establishing recurring revenue, businesses enjoy stability, predictable cash flow, and a loyal client base.

# The Benefits



The reimagined ascending transaction model reaps a myriad of benefits for businesses, paving the way for sustained growth and success.

## Enhanced Client Lifetime Value

Through strategic progression from the bridge transaction to high value offerings, upsells, cross sells, and MRR products, businesses significantly increase client lifetime value. Each stage unlocks additional revenue opportunities, nurturing long-term relationships that result in repeat sales and continued engagement.

## Strengthened Client Relationships

By guiding clients along the ascending transaction journey, businesses foster deeper connections and trust. Clients feel supported, understood, and valued as they ascend through value-added offerings. This strengthened bond enhances client loyalty, reduces churn, and amplifies advocacy.

## Enhanced Client Lifetime Value

The ATM helps to optimises revenue by diversifying income streams and encouraging higher-value transactions. Businesses benefit from predictable cash flow through recurring revenue generated by MRR products, while high value offerings and upselling contribute to increased average transaction values.

## Sustainable Growth and Scalability

With its client focus and long-term value creation, the ATM fuels sustainable growth. By continually refining offerings, identifying client needs, and nurturing relationships, businesses establish a solid foundation for scalability and expansion into new markets or segments.