
YOu are selling us the DVDs for \$600? A JOKE?

Posted by Norman - 2009/09/28 10:21

Guys,

I get closer and closer to moving away from IS completely.

This conference was FREE to attend for IS users and now you are SELLING us the recordings for \$600?

This is disgusting, really!

And what a wonderful gesture it would have been to just give it to existing customers for a fair price - let's say \$197.

Seems it was not enough counting us all in your "double your business club" without even asking us if we did....

Damn guys, FIX YOUR BUGS FIRST and develop a reliable software.

THEN as me for more money.

Damn.

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Re:YOu are selling us the DVDs for \$600? A JOKE?

Posted by hazu - 2009/10/02 14:32

That are three sharp observations, Norman. I am afraid you are right.

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Re:YOu are selling us the DVDs for \$600? A JOKE?

Posted by JManna - 2009/10/05 15:26

Norman,

Thanks for the feedback. Really, this is very valuable and constructive so we can provide relevant products and services for customers.

That said, I would like to rebuttal with the fact we invested thousands, several thousand dollars just for the recording and the production of the DVDs. This isn't low-grade junk that you're going to see as a bonus somewhere. The content is HD and took many, many man-hours to produce in a format that users of any experience level can ingest and grow from at any stage in their business.

Further, the sale of the InfusionCon DVDs helps us fund the next amazing event next year with many more attractive benefits for attendees.

We very much value your feedback. You're free to skip on special offers we make for customers and opt-out at your preference. We respect the preferences of our customers as good customer advocacy.

I hope you understand these DVDs took a lot of hours to produce and the six-figure event -- provided free to customers -- is what you're buying into and supporting when you purchase these DVDs.

If you wish, please shoot me an email and let's chat there if you have further questions on this. :)

~Joe

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Re:YOu are selling us the DVDs for \$600? A JOKE?

Posted by Santer - 2009/11/14 03:51

I would buy a copy for \$197, there is no way in the world I'd buy it for \$600. If I lived in America the flight and hotels would be about that. No matter how good a DVD it is not the same as attending.

Joe it is a DVD, HD or not, I can buy a movie off Amazon that cost millions to make for \$30, I'm not sure your justification stands up.

What is your goal?

To teach those who couldn't make it, those same people who probably need your teaching more than those who could afford to make it. Or make money off those who couldn't make it to fund the next event for those who could afford to go even if you charged them a high entry ticket. Do you see where I am going with this? You are giving something free to someone who could afford to pay for it. You are keeping those of us who haven't yet mastered IS from attending.

If a DVD costs \$10 to reproduce and 100,000 to create; and you only sell 500 at \$600 you only need to sell 1500 to make the same return. However you have another 1000 customers who apply your teachings to their business and can attend your event next year because finally we have actually doubled our business!

I return to my earlier question, what is your goal with Infusioncon?

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Re:YOu are selling us the DVDs for \$600? A JOKE?

Posted by mrmahdavi - 2010/03/15 10:46

I'd pay 6K for what I learned at InfusionCon. It was an amazing time and I learned so much. Great job InfusionSoft. I'll see you at InfusionCon 2011!!!!

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Re:YOu are selling us the DVDs for \$600? A JOKE?

Posted by techportal - 2010/03/15 11:15

Well, you're in luck...

<http://infusionsoftmastery.com>

This training costs a fraction of what you'd be willing to pay and consists of 5 days of intensive, hands-on training in one of the most beautiful areas of the world.

Bring your laptop and bring ALL your problems with you.

Best,
Bob

P.S. ALL your Infusionsoft problems :)

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