

Agency Sales Tips

April 2019



Sales Tip #1

Fact find on the original call. Ask leading questions to have the client open up about their online reviews or lack of online reviews. Find the pain points!

- ✓ *“Do you currently generate feedback from your customers about your service?”*
- ✓ *“How do you manage your online reviews?”*
- ✓ *“Would you see a benefit of aggregating all of your reviews from various websites into one page on your website?”*
- ✓ *“Would it improve your business if you were able to get feedback privately from customers prior to them leaving an online review?”*



Sales Tip #2

Lead with the review product on cold calls.

- ✓ *“Hi, I noticed that you currently have a 2 star rating on Google. Does this accurately represent your business?”*
- ✓ *“Hi, I see that you have 25 reviews on HomeAdvisor, 20 on GMB, and 10 on FB. How cool would it be to have this all aggregated on one page of your website?”*
- ✓ *“Do you see the benefit of having your website constantly being updated with your online reviews?”*



Sales Tip #3

Show live examples of current clients in original emails or calls to prospects.

- ✓ You need to create a portfolio of existing clients to demo the product. Customers want to see live examples. Even if you have to discount in the beginning to generate the portfolio - do it!
- ✓ We are sending links of 4 to 5 live clients testimonials pages each call.
- ✓ We constantly show our clients that have 1st party ratings showing the stars on Google organic via the review widget as an example to how we can improve their online presence.



Sales Tip #4

Schedule a Demo.

- ✓ Once a client sees the portal the sale is a done deal.
- ✓ We use GoToMeeting to provide a demo of how the software works, show them the widget, how to send client emails etc.
- ✓ Prior to the Demo, always upload the client logo and send them a live feedback request email with their branding while on the live call. This hits home and they love seeing their company look so professional.



Sales Tip #5

Tier your pricing.

Note: We offer free trials and no long term commitments. Sometimes clients need to engage with the software before committing. Touch and feel is key with this product. We have yet to have 1 cancellation that started billing and therefore you need to do whatever it takes to just get the product in front of the client.

- ✓ **\$250/mo**
A fully managed service including inputting the customer information.
- ✓ **\$150/mo**
Self-management of the software and input of customer data.
- ✓ **\$100/mo**
Just aggregate the reviews on your website.

