Marketing Company Sales and Client Success Guide

Company Overview

Founded in 2012, our company specializes in bridging marketing innovation with accessible technology through secure, public Wi-Fi networks. Our core mission is to empower local businesses by promoting their products and services through targeted advertising. This ad-based approach benefits both businesses and communities by providing free, accessible internet. Our reach spans over 800 access points across various locations, including restaurants, cafes, beauty salons, and retail outlets, resulting in hundreds of thousands of monthly ad impressions.

Our services cater especially to small and medium-sized enterprises (SMEs) who want to maximize their local visibility, effectively reaching nearby customers in a budget-friendly, measurable way.

Key Products

- **Wi-Fi Marketing Solutions:** Tailored for businesses like restaurants, cafes, and salons, our Wi-Fi marketing solutions turn each internet access point into an opportunity for brand engagement. Clients offer free Wi-Fi to customers, who are greeted with an attractive, branded portal showcasing targeted ads. This solution enhances visibility and creates a personalized, on-brand experience that fosters customer loyalty and retention.

- **Performance-Based Advertising Services:** We place our clients' ads on Wi-Fi access portals, using a performance-based revenue model. Advertisers pay based on tangible engagement metrics, ensuring clear ROI. This approach is ideal for clients who want measurable results and aligns with modern marketing trends that prioritize customer interaction data.

- **Customer Insights and Analytics:** Through Wi-Fi portals, businesses can gather data on customer demographics and behaviors, allowing them to personalize future interactions. Our analytics dashboard provides real-time insights, helping businesses understand the impact of their campaigns and adjust strategies as needed to optimize engagement and conversion rates.

Problems We Address

Our solutions tackle multiple common issues faced by small businesses in emerging markets:

- **Limited Visibility and Reach:** Many local businesses struggle to attract new customers. By using Wi-Fi portals as ad spaces, businesses can communicate directly with customers in their vicinity.

- **Digital Accessibility and Inclusion:** We promote digital inclusion by providing free internet in communities where connectivity may be sparse or expensive, enabling businesses to expand their reach to new audiences while supporting community needs.

- **Budget Constraints on Marketing Efforts:** Traditional advertising options are often out of reach for small businesses. Our model offers a low-cost, high-return marketing channel with measurable impact.

Example Client Success

A restaurant in Martinique faced challenges in attracting customers and promoting daily specials. By deploying our Wi-Fi marketing solution, the restaurant provided free internet access, displaying ads for their special offers. Customers connected to the Wi-Fi saw the day's featured dishes and promotions upon login. This approach led to:

- **Increased Customer Foot Traffic:** More people came into the restaurant, drawn by the special promotions.

- **Higher Engagement Rates:** Ads displayed at login caught the attention of customers, increasing engagement.

- **Enhanced Sales Metrics:** The restaurant saw measurable growth in daily sales, directly tied to the visibility created by the Wi-Fi ads.

Target Audience and Customer Segments

Our primary clients include:

- **Restaurants and Cafes:** These businesses use our Wi-Fi marketing to boost loyalty, promote special deals, and gather customer data for personalized follow-up.

- **Salons and Spas:** Our clients in the beauty industry use Wi-Fi ads to promote services and special offers, enhancing customer engagement and brand recall.

- **Retail Chains and Shopping Centers:** These larger venues use Wi-Fi marketing to communicate promotions and events, encouraging more foot traffic and sales.

- **Public Spaces and Coworking Spaces:** Our services support digital access while offering location-based ads that improve customer experiences in communal environments.

Sales Playbook Extract

Phrases to Avoid

- Starting conversations with filler phrases like "I just wanted to ask..."

- Avoid terms that may sound dismissive or uncertain, like "no worries," "basically," "sort of."

- Avoid phrases that lack assertiveness or clarity, such as "I think," "it might," or "if that's okay."

Attitudes to Avoid

- Cutting off clients or interrupting them.

- Sounding overly casual or insincere.

- Focusing too much on product features without addressing specific client needs.

Effective Phrases for Engaging Clients

- "I understand where you're coming from. Let's dive into how our solution can address that."

- "Aside from this concern, do you feel that our offer aligns with your goals?"

- "What could make this solution ideal for you?"

Objection Handling Techniques

Objections are a natural part of the sales process. The key is to handle them with empathy, curiosity, and structured responses. Here's a framework:

Four Steps for Objection Handling

1. **Acknowledge the Objection:** Allow a pause and listen carefully before responding. Show empathy with phrases like, "I understand your concerns," or "Many clients initially feel that way."

2. **Restate the Objection:** Confirm that you've understood. For example, "So you're concerned about the initial cost, is that correct?"

3. **Probe for Clarification:** Ask open-ended questions to delve deeper, such as, "Could you share more about what you'd need to feel confident in our solution?"

4. **Respond with a Solution:** Address the objection with specific benefits, examples, or testimonials. Follow up with, "Does this answer your question?" or "Do you feel this solution fits what you're looking for?"

Techniques to Overcome Objections

- **"Feel-Felt-Found" Method:** Acknowledge their feelings, relate with similar client experiences, and highlight the positive outcomes.

- **Data and Testimonials:** Use customer success stories and statistics to illustrate the tangible benefits of your services.

- **Isolate and Address Concerns:** Identify whether the objection is the only barrier and work through it step-by-step.

Sales Meeting Structure

An effective sales meeting can make the difference between a conversion and a missed opportunity. Follow these five steps:

1. **Icebreaker and Rapport-Building:** Start by connecting with the client, making them feel comfortable and setting a friendly tone.

2. **Discovery Phase:** Ask open-ended questions to uncover the client's top three needs. For instance, "What would you say are your main goals for customer engagement?"

3. **Solution Presentation:** Tailor your pitch to the needs identified, linking product features directly to their goals and addressing potential concerns.

4. **Product Demonstration:** Either show a live demo or share a case study that mirrors their business context. This is an opportunity to visualize the product's impact.

5. **Closing the Deal:** Conclude with a clear next step. This may include setting up a follow-up meeting, sharing a trial period, or securing a payment method.

Key Evaluation Criteria

To evaluate the effectiveness of a sales interaction, focus on:

- **Empathy and Engagement:** Does the salesperson genuinely listen and respond to the client's concerns?

- **Solution Alignment:** How well does the salesperson connect the product's benefits to the client's specific needs?

- **Professionalism and Tone:** Does the salesperson maintain a professional, courteous tone throughout the conversation?

- **Follow-Up Action:** Is there a clear and actionable follow-up plan?