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SEM Coaching - 38





Getting The SALE!



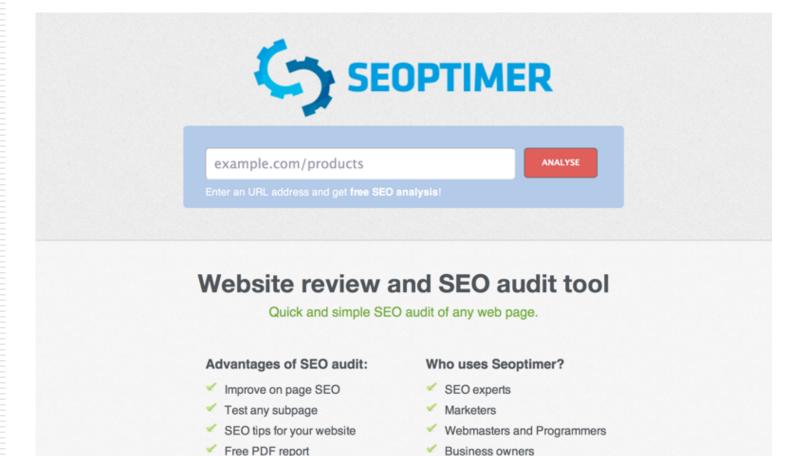
Introduction

- The KEY to 'Getting the Sale' is to present to the prospect MISSED SALES OPPORTUNITIES, and to demonstrate how you can help solve this 'problem'
- The aim is NOT to sell but to DEMONSTRATE and TELL... Tell them about the online sales opportunities they are missing out on
- Another approach is to help your client with a basic website 'audit' using http://www.seoptimer.com, and use the audit report as a starting point to recommend improvements



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Website Review & SEO Audit Tool



http://www.SEOptimer.com



feedback

- Start With The Basics
 - Always start with the basics i.e. the website
 - Determine client's industry and preferences (e.g. color scheme)
 - Screen capture 5 potential WP themes from <u>http://www.themeforesttheme.com</u> for prospect to review. Free screen capture software: http://www.techsmith.com/jing.html
 - Client to select one of the 5 themes.
 - Client should be impressed with the sample site designs and ask you 'how much'?



- Start With The Basics (Cont'd)
 - IMPORTANT: NEVER BE THE FIRST TO MENTION THE PRICE!
 - You: "I'm sure I can work within your budget..." then proceed with "... What is your budget?"
 - Alternative script
 - You: "The market rate for web development is usually between \$1,500-\$3,000"
 - Pause and wait for client reaction
 - Client: "Well, I only have a \$1,000 budget"
 - CLOSE THE DEAL!
 - You: "I'll do it for your for \$750. Deal?"
 - Quote a LOWER price and CLOSE THE DEAL!
 - Rationale: Move the sales momentum forward

- The Upsell (SEO Services)
 - Examine the site's web stats or Google Analytics
 - Research keywords using Google AdWords Keyword Tool and show results to prospect
 - http://www.FreeAdWordsTool.com
 - Explain the 'missed opportunity': Site not ranking on page 1 in Google for these keywords
 - Show 1st page results in Google.com and ask whether client recognizes any of the top ranked sites
 - Explain the benefits of SEO and how you'll be able to help rank the website in Google
 - Show an example of a top ranking keyword

- The Upsell (SEO Services cont'd)
 - Offer to lower the cost of SEO by spreading the cost and scope of work over 6 months
 - Minimum effort required for effective SEO is 20 hours/month @ \$25/hour = \$500/month
 - Guarantee you'll help improve targeted traffic to the website by at least 25%
 - SEO traffic offers good ROI because of the longterm benefits of SEO
 - Bottom line: No point building a nice website, but not having any targeted traffic to the website
 - CLOSE THE SEO DEAL!



- The Upsell (Content Writing)
 - Once you have closed the SEO deal, inform client you'll require unique and original content based on a list of keywords you'll provide
 - Client can either provide the content or you can help source for writer
 - Content writing is NOT within the SEO job scope
 - You can assist by sourcing for qualified writers
 - Quote: \$50/page for content writing
 - Recommended: 20 pages of content/month
 - Finally offer hosting & backup for a fixed monthly fee e.g. \$50-100/month



Appendix



Website Building Services

- How it works
 - Goal: Help clients create website
 - Skills Required: WordPress
 - Strategy:
 - Determine client's industry and preferences (e.g. color scheme)
 - Screen capture 5 potential WP themes from <u>http://www.themeforesttheme.com</u> for client to review. Client to select one of the 5 themes. Free screen capture software: <u>http://www.techsmith.com/jing.html</u>
 - Upsell SEO services
 - Charging Model:
 - Build WordPress site: \$500 to \$2,000 (one-time) depending on level of customization
 - Hosting & Maintenance: \$50/month onwards



SEO Services

- How it works
 - Goal: Help clients drive FREE targeted traffic
 - Skills Required: WordPress, SEO
 - Strategy:
 - Best to bundle with website building services
 - Install All-In-One SEO pack and edit WordPress permalinks to make WordPress SEO-friendly
 - Charging Model:
 - SEO: \$1,000 one-time & min \$500/month on-going (for 10 hours a month)
 - Content: \$50 per page (minimum 20 pages)
 - Directory submissions & Press Release: At cost
 - Recommended minimum six months contract

