



Show Me the Money: Mastering the ROI Sales Technique

ROI: Speaking the Language of Value

- ROI = Return On Investment: It's about showing your prospect the tangible benefits they'll receive in exchange for their investment.
- Shifts Focus from Price to Value: Moves the conversation away from "How much does it cost?" to "How much will I gain?"
- Pre-empts Price Objections: Addresses the cost concern before it even arises.
- Provides Concrete Justification: Gives prospects a logical reason to invest, based on potential returns.



ROI in Action: Painting the Picture of Profit

1. "What's the average profit per job?" (Let trainees suggest a figure, e.g., \$300)
2. "How many monthly searches are there for plumbers in your area?" (Suggest a realistic figure, e.g., 5000)
3. "With our services, you could reach X of those potential customers..." (Suggest a conservative but impactful number, e.g., 200)
4. "How many of those leads do you think you could close?" (Let trainees estimate a conversion rate, e.g., 5)
5. "So, 5 closed deals x \$300 profit = \$1500 in potential additional revenue."
6. "That more than covers the cost of our services AND gives you a consistent flow of new customers. That's ROI!"

More Than Just a Service: It's an Investment

- List the key services: Website creation, directory submissions, Google Business Profile optimization, etc.
- Assign a realistic monetary value to each service: Base this on market rates or industry averages.
- Sum up the total value provided: Emphasize how the combined value far exceeds the cost of your services.

Get What You Pay For: The Price vs. Value Equation

- "Other companies might charge you X for setup and Y per month..." (Use figures that are higher than your pricing).
- "With 411 Locals, you get all of this value for just \$49.99 setup and \$243.99 per month."
- "That's a fraction of the potential return you could see, and it's an investment that pays for itself."

Turning Numbers into Persuasion: Tips for Using ROI

Tips:

- Do the Math: Be prepared to run quick ROI calculations based on the prospect's specific situation.
- Tailor the Numbers: Use industry benchmarks and data relevant to the prospect's business.
- Speak with Conviction: Believe in the value you provide, and your confidence will be contagious.
- Address Doubts Head-On: If the prospect questions the ROI, provide additional evidence, case studies, or testimonials.
- Focus on Long-Term Gains: Highlight how investing in 411 Locals can lead to sustained growth and profitability.



Make ROI Your Secret Weapon

"Price is what you pay. Value is what you get." - Warren Buffett

Questions?

