

Sales Technique - ROI

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Department: All 411 BPO Departments - Cebu Office

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Available Materials:

- [Sales Technique I ROI - 411 Locals](#)
- [411BPO Sales Techniques Bank](#)
- [ROI](#) (from Jeff)

A. Lesson 1: What is the ROI technique?

1. ROI is Return On Investment.

B. Lesson 2: Why use this technique?

1. It is used to show the customer the potential return on investment for advertising with 411Locals.

C. Lesson 3: When do you use the ROI technique?

1. Rebuild the value after any objection.
2. After "IF" approach.
 - "IF" I give you \$150 but you make \$1000, is that a good deal?!
 - "IF it's for FREE will you take it? "
3. Works well in conjunction with most sales techniques.

D. Lesson 4: How do you use this technique?

1. ROI Short Version
 - Agent: "How much do you make off of an average job? "
 - Answer: \$300
 - Agent: "Okay. Now, if there are 200 searches for a plumber in your area (monthly) and I put you in front of those 200 people. Say, 5% or 10 people called you, how many do you think you could close?"
 - Answer: 5 (hypothetical) (monthly)



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- Agent: *"Okay, so that's 5 multiplied by \$300. That makes \$1500 from the jobs I sent you. That should cover more than the monthly cost of this service and, in addition, it gives you a constant flow of new customers calling you every time they need something done. Now that's a great return on investment, right!?"*

2. ROI on Services

- So, to make sure we are on the same page , I`m giving you the following
 - (1) Listing worth \$300
 - (2) Website worth \$800
 - (3) Video worth \$100
 - (4) 50 Online Directories worth \$100
- Now let's draw the line: I`m giving you products worth of \$ 1300, most companies will charge you \$500 set-up and \$400 to \$1000 a month. With our program, it is only \$49.99 setup and \$149.99 month to month. Now that's a good deal, right?!

E. Lesson 5: [Training Material](#)

F. Lesson 6: Sample Calls

1. [ROI_Call 1](#)
2. [ROI_Call 2](#)

G. Lesson 6: Training Video

1. [ROI_Marlon \(Version 2\)](#)

