



Sales Pitch

Online Reputation Management Bundle

INTRODUCTION

HI, I'M LOOKING FOR ____? GREAT, BY THE WAY MY NAME IS ____ ONE OF THE BUSINESS DEVELOPMENT MANAGERS FROM 411 LOCALS CALLING FROM A RECORDED LINE. HOW ARE YOU?



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- Check google reviews & use competitor's technique
- I can see here that you have a total of _ reviews and _ star google rating. Great work in maintaining your 5 star google rating, I'm sure you provide good quality of service to your customers.
- However I couldn't help but notice that one of your competitors (mention CN of competitor) has _ reviews. You see, your competitors are already there while you are not. You have to have enough reviews to be competitive and I am sure that you want to be ahead of your competition, right?
- The reviews are the biggest customer attraction outside your website for you to get actual phone calls.

QFB: QUESTIONS



- As a business owner, how important is your online reputation?
 - How do you manage your online reviews?
- What if I tell you, that there is a faster way to get those reviews from your customer?

QFB: FEATURES



- Now the great news is that we have our Review Management application & trained responders that can help us manage your online reputation.
- It is a mobile friendly application that easily manages your online reviews.
- You can request reviews with one click through email, text or both.
- And if you don't have time, you can just give us the phone numbers or email addresses of your customers and our trained responders will take care of that for you.
- You can also monitor customer feedback in one convenient dashboard that shows reviews from most major review sites.
- Plus responding to reviews is one less thing to worry about because our trained responders will ensure that your online reviews are responded to within 48 hours which includes 30 responses per month.
- And one of the great features that I love the most about our Review Management application is that, (pause) if one of your customers will write a bad review using the link that we sent via sms or email, you will have the capability to see it beforehand and prevent it before it goes online. Don't you see that's an awesome feature?

QFB: BENEFITS



- Reviews draws your customer's attention to your business. So when someone puts a review about an awesome job that you did, that's an instant credibility! Making your customers choose you over your competitors.
- This saves you time because you'll have a full team behind you to manage your reviews. We just want you to focus more on the quality of your work.
- You see, your customers would actually feel that they are being taken care of. This builds customer loyalty. Ensures that happy customers will keep on coming back.
- Having a good online reputation will give you a strong advantage. And you deserve to be the BEST among your other competitors Mr. Customer!
- Social proof drives purchases, which means more customers, more money for your business!!!

PRICE PRESENTATION:



Now since I wanna help you out in getting more customers and making sure that you are on top of your competitor, I will give it to you for just \$25.00 today to set it up and with no contract, the monthly recurring charge is only \$99.95.

Charge the card:

Just validate the last 4 digit of the card
(once it's approved, continue with cross
selling)


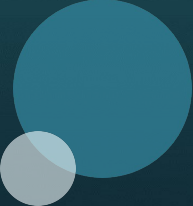




SURVEY:

1. DO YOU HAVE A FACEBOOK PAGE FOR YOUR BUSINESS. (IF YES, DO YOU WANT US TO RESPOND TO THE REVIEWS THERE). IN CASE THE CUSTOMER WANT US TO RESPOND TO THE FACEBOOK REVIEWS THE AGENT SHOULD TELL THE CUSTOMER THAT WE WILL NEED MANAGERIAL ACCESS TO THE FACEBOOK PAGE AND THAT WE WILL SEND EMAIL WITH INSTRUCTIONS HOW TO GIVE US ACCESS.

2. DO YOU HAVE YELP, HOMEADVISOR? DO YOU WANT US TO REPLY THE REVIEWS THERE? IN CASE YES, THE CUSTOMER SHOULD GIVE US THE LOGIN CREDENTIALS.



RESELL THE VALUE:



- Within 24-72 business hours, you will receive the credentials via email and I highly recommend that you download the “411 Locals Review Management” app on App Store or Google Play.
- Our trained responders will also start managing your online reviews so that you can focus on the quality of your work.
- Optional: (If customers want us to reply to other platforms like Facebook, yelp, BBB or homeadvisor) Within 24-72 business hours, you will receive an email with the managerial access instruction of your facebook business page. Rest assured our trained responders will start managing your online reviews so that you can focus on the quality of your work.



Cross sell:

Offer another service or product
(transition spiel)

REFERRAL SPIEL:

- I WANT TO HELP YOU OUT TO SAVE MORE MONEY ON YOUR NEXT MONTH BILL. ALL YOU NEED TO DO IS GIVE ME THE NAME & THE PHONE NUMBER OF ANY BUSINESS OWNER THAT COULD BENEFIT FROM OUR SERVICE. AND IF THEY SUCCESSFULLY SIGNED UP WITH US, YOU WILL GET 50% DISCOUNT OFF ON YOUR NEXT MONTH BILL. SO DO YOU HAVE SOMEONE RIGHT NOW THAT I CAN CALL?
- (IF NO REFERRAL) SO I'M GONNA SEND YOU A TEXT MESSAGE & JUST REPLY TO MY TEXT MESSAGE FOR YOUR REFERRAL. THE MORE SUCCESSFUL REFERRALS THAT YOU SENT TO US, THE MORE SAVINGS THAT YOU WILL GET FROM YOUR NEXT MONTH BILL.

A circular graphic featuring a hand with the index finger pointing upwards. Overlaid on the hand is the text 'REFER A FRIEND' in a bold, dark blue, sans-serif font. The background of the circle is a blurred, bokeh-style image of light spots in warm tones. The entire graphic is set against a light blue background with a large light blue circle on the left and two smaller dark teal circles at the bottom right.

**REFER A
FRIEND**



CLOSING SPIEL:

Thank you for partnering with 411
Locals. Let's make more money
this year!