



Billing & Guidelines: Integrity and Excellence

**Fueling Growth Through Transparent
Transactions**

Billing Like a Boss: The "Hustler" Way

- "Hustle" isn't just about closing deals; it's about building trust and long-term relationships.
- Transparent and ethical billing practices are essential for "Hustler" success.
- Mastering billing builds client confidence, reduces objections, and streamlines the sales process.



Simple & Secure: How Our Billing Works

- **Activation Fee:** One-time setup fee of \$49.99 USD. Explain what this fee covers (website setup, initial optimization, etc.).
- **Monthly Fee:** Variable monthly fee based on the chosen OPP package (from \$121.99 to \$365.99/month).
- **Postpay System:** Explain that the first monthly fee is charged at the end of the first month of service, after the work has been completed. Emphasize the value clients receive before being billed. Use a simple timeline graphic to illustrate the postpay cycle.

Secure & Flexible: Payment Options

- Credit/Debit Cards: We accept all major credit and debit cards issued by banks.
- No Prepaid Cards: Clearly state that prepaid cards are not accepted. Briefly explain why (security, verification issues).
- Billing Dates: Explain the billing cycle (3rd, 10th, 16th, 22nd, or 26th – nearest future date).
- Email Invoicing: Clients receive invoices via email to the address on file.

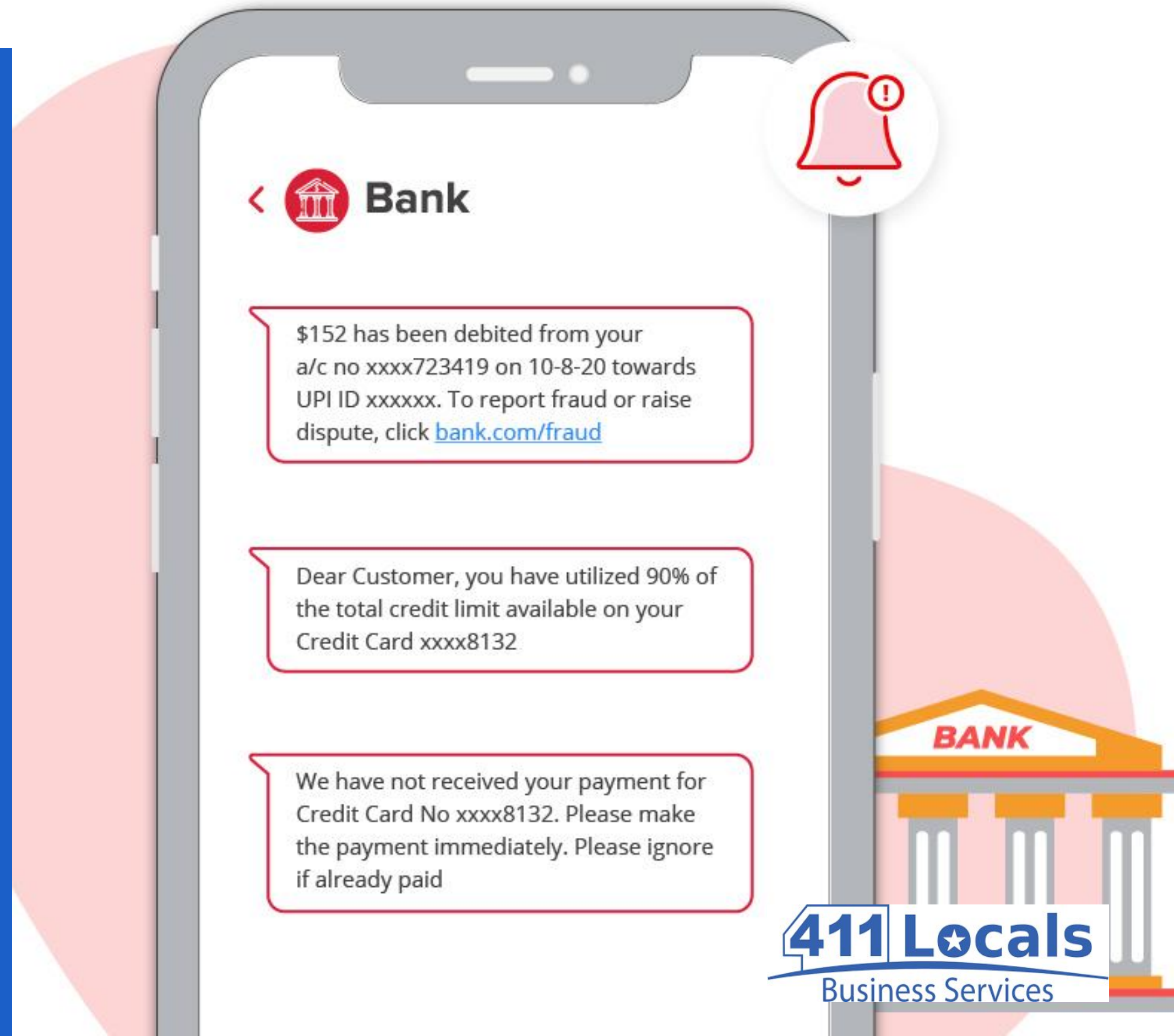


Two Ways to Secure the Deal: Payment Processing Options

- SMS Payment Link: Explain the process of sending an SMS payment link and the benefits for the client (convenient, secure, self-service).
- Manual Payment via Bitrix: Walk through the steps of manual payment processing within Bitrix. Include screenshots and clear instructions.
- SMS Text Agreement: Emphasize the requirement of the SMS Text Agreement for manual payments. Display the template: "You agree to buy 411 Locals Online Presence Pkg: setup \$49.99 & \$[PRICE] monthly. Free # & Call Screening Svc x 1 month. Reply YES"

Handling "Pickup Card" and Declined Transactions

- Explain the meaning of "Pickup Card" or "Issuer Declined" warnings.
- Reassure clients that this is a common security measure.
- Clearly outline the steps to resolve the issue:
 1. Inform the client they should expect an SMS from their bank.
 2. Instruct the client to reply to their bank's SMS to approve the transaction.
 3. Explain that you will re-run the card once they confirm approval.



Turning Objections into Opportunities: The “Hustler” Approach to Price



- Focus on Value: Shift the focus from price to value. Emphasize the ROI of the OPP and the long-term benefits for their business.
- Quantify the Benefits: Use data, case studies, and testimonials to demonstrate the value the OPP provides.
- Address Concerns: Empathetically address the client's concerns and offer solutions (e.g., discussing different package options, highlighting the postpay system).

No Strings Attached: Our Commitment to Transparency

- Month-to-Month Plan: Explain that the OPP is a month-to-month plan, with no long-term contracts.
- Easy Cancellation: Clearly explain the cancellation process: clients simply need to call and inform you of their decision.
- Payment for Completed Work: Emphasize the "pay-for-performance" aspect: "They only pay for job already done, never for job to-be-done". Reiterate that there are no refunds for completed work.





Become a Billing Boss: FAQs & “Hustler” Hacks

Address common billing-related FAQs (create a separate FAQ document for more detailed information). Include "Hustler Tips" for handling specific objections, navigating tricky situations, and building client confidence throughout the billing process.



Ask Me Anything: Billing Q&A

Billing with Confidence: You Got This!

**It always seems
impossible until it's *done*.**
- Nelson Mandela