
Title	: SA Alternative Guideline
Issued By	: Greg Rosebeck
Document Owner	: Greg Rosebeck
Department	: Operations
Start Date	: 4/10/2018
End Date	: Until Further Notice
Approved By	: Roumen Todorov

I. Purpose

This guideline is for Deals to be accepted without an “I Agree” due to customers lacking electronic communication ability: Text SMS, Fax / Facsimile or Email. It will only to be used in the event **a customer tells us they are not able to Fax, Text or Email in general.**

II. Scope

This guideline shall be implemented in the Sales Division and or departments that are allowed to sell or upsell.

III. Guideline

Requirements:

1. Representative must verify that the customer does not have at all or does not know how to use or have access to email /fax/text message
 - Verify if the customer is incapable of replying to a text or email
 - Verify if the customer does not have a fax
 - Must confirm and Verify Service Agreement using the following V Script

Legend:

- Red - Verbatim
- Blue - Non-Verbatim
- Brown - Agent Guide/As Instruction Only

I have a few quick verification questions to confirm your Service Agreement. Please Simply state a clear 'YES' or 'NO' to the following information and questions.

You understand THIS CALL is BEING RECORDED and will be monitored to ensure the hZighest level of QUALITY. Correct?

I am speaking with (Decision Maker Name), correct?

Do you have access to Text Messaging or Email or Fax to confirm our service agreement?
(If yes, we must obtain the SA as usual; must have a no response to process the order)

Continue with vscrip of your department.

V. Revision History

Date	Author	Approver	Rev. No.	Changes	Section Reference
04/10/2018	Greg Rosebeck	Final Level - Roumen Todorov	N/A	N/A	Draft & Creation of Original Document
08/22/2018	Dennis Tuwahan	Final Level - Roumen Todorov	N/A	N/A	N/A
2/18/2021	Hermann Calero	Silviya Angelova	N/A	N/A	Removed text "And You are the (Owner) of (Business Name)? You are in the (List Industry Type) located at (Full address including Zip Code). Correct? IS THIS THE ADDRESS THAT YOU want listed ON the first page of GOOGLE? And the () phone number is the correct number for customers to contact you?"

				<p>Your card will be charged \$_____ today and auto billed \$_____ every 30 days thereafter for our services. Correct?</p> <p>And you understand that the optimization time frame for mid-tail keywords is (Insert Appropriate Time Frame)</p> <p>48 Days (Small City - 20,000 Population) 60 Days (Medium City - 20,000 to 80,000 Population) 90 Days (Big City - 80,000 Population This applies for MEGAPOLIS as well)</p> <p>"Ok, importantly, and remember this call is recorded (as I mentioned previously), we are seeing many of our customers on the First page of Google in as little as 18 days for their long tail keywords that matter the most in their local Zip Code." (This is NOT Mandatory)</p> <p>Ok (Name) __ , to get your campaign started as soon as possible we have just one more step. I will/can connect you directly right now with a/your Online Marketing Executive who will confirm some important account and keyword information to get you started.</p> <p>Please hold while I, 3 way /conference them on the line. (Or if the customer is unable to continue with the call:)</p> <p>I Understand we have spent a lot of time on the phone now, I can have them contact you within 24 hours on this same phone number?</p> <p>DM Name, I have [insert OME name] on the line now. Thank you for your business and we look forward to working with you."</p>
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