

Telling the Hard Truth

The value is trust

Introduction

In the world of SEO local listings sales, it's essential to be a trusted advisor. Sometimes, that means delivering difficult truths to potential clients. This training will equip you with the tools and techniques to have these conversations effectively, ethically, and in a way that strengthens your relationships.

Why Tell the Hard Truth?

- Client trust and satisfaction: By being upfront about limitations and potential challenges, you build trust and set realistic expectations. This leads to happier clients and stronger long-term relationships.
- Credibility and reputation: A external reputation for honesty and transparency will attract more clients and referrals. A internal (company) reputation will bring more credibility on you for your job.
- Stealing the Thunder: or going one step ahead, will give you the chance to avoid or pre emptive objections

Delivering the Hard Truth

- Timing is key: Don't drop a truth bomb early in the conversation. Build rapport and establish a foundation of trust first.
- Focus on value: Frame the hard truth as an opportunity for the client's business. Explain how addressing the issue will benefit them in the long run.
- Be empathetic: Acknowledge the client's concerns and frustrations.
- Offer solutions: Don't just present problems. Show the client a roadmap to success, even if it requires additional effort or investment on their part.
- Transparency and Honesty: Be upfront and avoid sugarcoating the situation.
- Use data and evidence: Back up your claims with data and industry benchmarks to solidify your points.

Examples of Hard Truths in WB

- Why should I pay the balance when I did not get any results:- facing the truth of reactivating account with the proper expectations of the process.
- Optimization time frame - The time that takes to build the marketing campaign according to city size and industry
- Accurate expectations - explain realistic and accurate estimate of results based on city size
- It's a marathon, not a sprint: SEO is an ongoing process, not a quick fix. Manage expectations and explain the time investment required to see results.



Examples of Hard Truths in AE

- Someone told me I will get more jobs - Educate the customer with fierce honesty that the main goal of the add ons will be help him manage and not generate more jobs directly
- I will get higher ROI - Confront the fact that also this depends on the effort of closing their jobs and the add ons help to manage his listing
- ORM will increase # of reviews (customer not utilizing the app) - Conversate and instruct the customer that the ORM is to help manage reviews and if not using the app to send review request it won't help generate more reviews.
- BE/CAS - Help you get more leads (convert not generate) - Reinstate the services are meant to help conversion not to generate new jobs, this helps filter calls and save time.

Examples of Hard Truths in Google ADW

- Click Costs - can vary based on competition, keywords, and other factors. It's essential to budget and monitor campaigns closely to avoid overspending.
- ROI isn't Right Away - While Google Ad campaigns can generate leads and sales, there's no guarantee of a positive return on investment (ROI) during the first or second month. Success depends on factors such as ad relevance, landing page quality, and conversion rate optimization.
- Ongoing Optimization - Successful Ad campaigns require constant monitoring and optimization. This includes adjusting keyword bids, refining ad copy, testing different ad formats, and improving landing pages. It's a continuous process that in which not breaking the machine learning is imperative.

Examples of Hard Truths in Google ADW

- Not a standalone solution - Google Ads should be part of a broader marketing strategy. While it can deliver quick results, it's not a substitute for organic traffic, SEO efforts, or other marketing channels. A well-rounded approach is essential for long-term success.
- Results take time - While Google Ads can deliver immediate traffic, achieving optimal results often requires time and patience. Building momentum, refining strategies, and optimizing campaigns can lead to more consistent and sustainable outcomes over time.

Conclusion

Telling the hard truth is an essential skill for SEO local listings sales agents. By following these tips and practicing effective communication, you can build trust, strengthen relationships, and ultimately close more deals.

