



Price Adjustment Training

# Objectives

- ➡ **Introduce the new price adjustment**
- ➡ **Explain the difference between the previous price adjustment**
- ➡ **Call handling application**

# Price Adjustment all MRF products

**We are adjusting the price in ALL STATES for all MRF products**

- **Our price adjustment is strategic way to allow our company to continue to grow while still offering a high level of service that have benefited our clients**
- **Our goal as a company is to continually improve the quality of our services. This means hiring the most talented people we can find to produce the best possible work. Our clients reap the benefits of improved quality, so it's a mutually beneficial business decision**
- **Heavy investment in revitalizing our customer service. Clients should already have experienced a 150% improvement of our customer service answer rates since 2018. Now, we answer 99% of clients calls within 20 seconds or less during work hours.**

# We have also...

- Made enormous investments in Research and Development (R&D) to decode Google's algorithm. This lead to an impressive increase in our abilities to place our clients higher more often in online searches.
- Our prices are incredibly competitive, even with the adjustment! Let me give you an example: <https://ahrefs.com/blog/seo-pricing/>
  - In the US, based on the research made and published by Joshua Hardwick, head of contents at Ahrefs: "SEO Pricing: ~350 Agencies, Consultants, and Freelancers Reveal How Much SEO Costs in 2018 [New Research]" the most popular pricing tier when it comes specifically to SEO is between \$2,500 - \$5,000 a month
  - 66.25% of SEO agencies charge at least \$1000 per month
- Our rates range from \$110 to \$350 a month on average

# Price Adjustment Details

**The price adjustment is only 7% more on each deal with an MRF + 3.5% administrative fee on each deal with an MRF.**

**Customers will be notified through:**

- **Customer's primary email address on file**
- **A hard copy of the letter will be delivered in the mail ONLY if there is no valid email address on the account.**

# Price Adjustment Details

**Announcement will be sent on Feb 1, 2022. Feb 2022 customers price increase begins and will reflect on next customer's billing due date.**

- All customers that purchased more than 90 days prior to the increase

*Customers before Nov 12, 2021 if using the date 02/09/2022 (Anything sold after would be in the 2nd wave of price increase)*

- All new recurring deals

## **Excluded customers:**

- Customers that are either in the retention/escalation process at the time of the notice or have been in the retention/escalation process within the last 30 days.
- **Special Customer-** STEVE MAGDESYAN (LA Accounts)

# If a client is not accepting the price adjustment...

**We may receive calls from customers not accepting the price adjustment or even threatening to cancel. What to do?**

Customer Care, Accounts Receivable, and Area Expansion will resell the value, leverage the price adjustment talking points. ➡ <https://bit.ly/3otltnd>

**If customer is not accepting the increase regardless of the value added:**

- CC, AR, and AE can offer a 6 month discount of 10%

Client still **NOT** accepting a 6-month discount and want to cancel - **Transfer to Retention**

Retention is authorized to offer 1 year discount of 10%

- “2022 Price Increase” Tag/subject line must be placed in the Discount request and the person entering the discount in the system will use “2022 Price Increase” as well.
- For CC, Create a task with subject **2022 Price Increase** and should be assigned to **Joy Larsen**

# Customer asking for refund

We may receive calls from customers not accepting the price adjustment or even asking for refunds (2 or more MRF)

- 1 (One) MRF refund request for full MRF or partial refund- **Transfer to Retention**
- If customer calls in asking for refund of difference or full MRF for two months or more - **Transfer to Escalations**

Escalations will resell the value and find out why refunds are being requested leveraging the price adjustment talking points

- Escalations can offer up to a 6 month discount of 10% (if CS did not offer this option) and up to lifetime discount as needed.
- Escalations will follow discount procedures.



# Retention and Escalations

## If client insists on cancelling:

- Identify all reasons for cancellation, specially if you offered the lifetime discount.
- When cancelling, select the primary reason for cancellation, if price increase was a factor, select secondary reason for **cancellation: Price Increase AZ,AK,AR,AL**  
*(while this is an older cancel reason, it will be used to track cancellations driven by the price increase)*

# Questions?