

Listing + CAS

I have a few brief verification questions to confirm your 411Locals Service Agreement. Please Simply state a clear 'YES' or 'NO' to the following information and questions.

*****Add TimeStamp, Insert the Date, Time and Minute of the call when you *start reading the script*.**

You understand THIS CALL and all of our calls are RECORDED and may be Monitored to ensure the highest level of QUALITY. Correct?

I am speaking with (DECISION MAKER'S NAME), correct? I want to confirm

You are the Owner (or) authorize to Make Marketing/Financial Decisions on behalf of (STATE BUSINESS NAME)?

(ADDRESS VERIFICATION)

You are in the (LIST INDUSTRY TYPE) located at (FULL ADDRESS INCLUDING ZIP CODE). Correct?

This is THE ADDRESS to be listed ON the first page of GOOGLE? (Correct -Yes/No)

Google will be sending you a postcard with a 5 digit verification code to the address _____ You will receive it within 5-14 days. Once you have it, please provide us with the code through call,text or email. This has to be done to complete the validation process

You can receive a postcard from Google there , Correct? (IF NO)- re explain and start to verify address again (From this script)

And the (STATE THE PHONE NUMBER) is the correct number for customers to contact you and we will send all the screened calls to the same phone number. Right?

In order to provide you with reports and the number of calls this campaign brings you, we will be assigning a Call Forwarding number for your marketing campaign.

Additionally, you will receive a free upgrade for the first 30 days with a call screening service, that will help block telemarketers and save you time. We will screen the calls and block any solicitors and transfer directly to you any prospect calls. After the 30 days, you decide if you want to continue with the call screening, or all calls should be routed directly to you,correct?

*****In all other cases:**

In order to provide you with reports and the number of calls this campaign brings you, we will be assigning a Call Forwarding number for you and all calls will be directly forwarded to you.

You authorize 411Locals to screen all calls coming from your marketing campaign and forward to you directly any potential jobs, correct?

You understand that for this purpose we will use a call forwarding number in all marketing materials, correct?

And your Email Address is (READ EACH LETTER), Correct?

Your Primary List of Services that we will focus on includes: _____ / _____ / _____ / _____ / _____

Do you authorize 411 Technicians to create and monitor your optimized GOOGLE company profile and submit it to search engines and directories as necessary?
(YES REQUIRED). Ok Great!

Your card will be charged \$Listing set up fee & CAS set up fee Non refundable setup fee today to activate your service and your card will be auto billed \$Listing MRC & CAS MRC on the 30th day for services rendered for the previous month, with no term plans or contracts. Correct? (YES or REQUIRED Affirmative Response) *(insert discount for Listing & first MRC billing date for CAS)*

We are Almost Finished. *(Optional)*

And you understand that the optimization time frame for mid-tail keywords is *(Insert Appropriate Time Frame)*

- 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)*

Ok, and remember this call is recorded (as I mentioned previously), we are seeing most of our customers on the First page of Google in as little as 18 days for their long tail keywords that matter the most and in the local ZIP Code, where it's most important.

Last item, our SEO tech team will have Google send you a Postcard in the regular mail, the Postcard has an important verification code that you will need to get to us. Can you look out for that Postcard & get us the code?

Ok very good (NAME), we have just one more last step to get your campaign started.