

Persuasive Talking Points: Recommending Divi Builder

These talking points are designed to help you convincingly position Divi Builder as an essential investment for MDGH.

1. Lead with Benefits, Not Features

Present Divi as the creative engine for the website's flexibility and long-term savings, not just a page builder.

2. Emphasize Long-Term Control & Independence

Highlight that the client can easily update photos, text, and layouts without hiring a developer for small changes.

3. Connect It to Their Brand Goals

Link Divi's visual customization options to MDGH's emphasis on beauty, elegance, and global appeal.

4. Highlight Cost-Savings vs. Hiring for Every Change

Show how a one-time Divi cost avoids repetitive editing fees, saving thousands annually.

5. Position It as a Professional Standard

Explain that premium builders like Divi are the industry standard for professional, scalable websites.

6. Address Cost Concerns Before They Arise

Bundle the cost into the overall project or offer to split it, presenting it as a goodwill gesture.

7. Add a Visual Hook

Show a high-end design mockup or demo using Divi so they can see the upgrade's impact.

Suggested Closing Script

"To deliver a site that captures MDGH's elegance and makes it easy for you to update without extra costs later, I recommend Divi Builder."