PROMOWEBS SALES TRAINING & ORIENTATION

September 2011

A Sales Trainer/Orientation manual for new and existing PromoWebs Sales Staff

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Chapter One:

Welcome

Welcome to PromoWebs. This is a small company with a big mission, and if we've hired you, then we think that you are the right person to get the job done!

PromoWebs is primarily a business development firm. If we had a slogan, it would be *"in the business of helping business get more business"*. This means that whatever we do, whatever we develop or sell, it is geared exclusively to helping our clients to attract new clients of their own. As it turns out, we believe in websites as a means of developing business. A great website gets found on Google, and websites that get found on Google get leads and inquiries.

When you are selling for PromoWebs, you are helping small and local businesses that are mostly forgotten by larger vendors. This means having the market to yourself and offering a product that most will be interested in seeing and hearing about.

The power and effectiveness of websites has proven beyond measure. Websites used to be really, really expensive and far out of the reach of most small and local businesses. PromoWebs makes websites accessible and affordable. Simple as that.

One last thing that underlines everything said in this manual: Your client is not going to become the first small or local business in history to *not* generate extra business as a result of buying a website. Set their minds at ease, and yours too.

Using this Manual

This manual is divided into sections that can be read in any order desired without feeling that something was missed. In all cases, however we almost always suggest starting at the start.

Try not to get into a thing where you get impatient because you see something that you feel you already know and don't feel that you need to read it again. We can't tell what each person knows individually and what they don't. This manual is for everybody.

Because this manual is designed for all of the different employee types, you may see references to areas that do not concern or interest you. This is primarily a Sales Training Manual but serves copywriters and programmers equally insofar as company policy etc.

Your success with PromoWebs depends entirely upon how willing you are to adhere to the company policies, procedures and preferences, and how well you can relate to our clients and their needs.

Our target clients are primarily small and local businesses. They have specific needs and we have specific products to match those needs. Clients who buy our products and services enjoy differing levels of success and achievement and this is something that we are proud of.

Salespeople love to be able to offer a variety of products and services. We've got that variety of products and services. Go forth, now and put the word on the streets. We think you'll find enough takers to keep you busy and earning for years to come. Nothing is better than being able to go out and see clients so you can give them something, and that is what we do.

Small and Local Business: Overview

The Situation

Canadian small and local businesses are facing tough times with a one-two punch from the combination of a global recession and a sudden, paradigm shift in the way business does business.

As with any change, many businesses will be lost at the same time as many new ones will be created. This sort of change creates opportunities which many will naturally miss. Others, however, will embrace the new changes and will probably prosper as a result of it.

We are speaking, of course about the little guys out there. The Mom & Pop shops, the entrepreneurs, the services and tradespeople…any and all of the hundreds of thousands of small and local businesses that dot the landscape. All need help. All need you.

Goodbye, Yellow Pages. Hello, Google!

All small and local businesses need to advertise at some level to stay alive. The Yellow Pages (also called the phone directory) has historically been the number-one choice for local advertising. Phone books were dropped off for free and advertisers were classified according to business type and ad size.

What with the whole "going green" thing and of course the internet, many homeowners began recycling or refusing the phone books and turned in droves to search engines like Google instead. When those user figures reached 30%, directory advertisers began to feel the effects of a shrinking market. At 54% (2008-2009) the phone books began shrinking and the phone directory publishers began to offer internet products alongside the published directories. Today, experts estimate that more than 75% of one-time phone directory users had permanently switched to Google.

This does not mean that small and local businesses no longer have a venue for which to advertise their products and services. In America, in the 1930's and up to the 1960's gas stations, motels and restaurants located alongside highways that were abandoned as superhighways went up were forced to recognize the fact that the cars weren't going by anymore…the cars were taking the big, new highways instead. No more cars meant no more business. Route 66 is one famous example.

The solution? Move the business up to where the cars were. Those gas stations, motels and restaurants that did, prospered as more and more cars whizzed by. Those that didn't move away, died away.

We draw this parallel to show that when the people don't want to read the phone directory ads anymore because they'd rather use Google, then logic dictates that business must move to Google. To get to Google, you need a good website, and good websites drive business.

The Solution

Small and local businesses need a good website just to counter the effects of the shrinking response to the phone directories. A good website offers more benefits than a phone directory ad ever could:

1. A good website means achieving a higher Google ranking. A higher Google ranking means more exposure, more phone calls and more market share;
2. A good website allows prospective clients a clear view of the company behind the Website Having that clear view allows the prospect to decide how they feel about the company and whether the company meets or suits their needs.

With phone directory advertising, businesses could only place ads in the heading to which they belonged and in the geographical area to which they belonged. They were free to place as many ads in as many phone books as they pleased, but that cost thousands of dollars and not many could afford to be so aggressive.

The internet has no boundaries, of course. That one-time website investment goes on to serve all users from all areas, regardless of where the company itself is.

Market changes have created the perfect cycle. Good websites mean good Google rankings, which means more visitors to the site. A good website gives the website visitors every reason to call the company now! Break any part of the cycle, and it all falls apart.

The PromoWebs Advantage

Better-Built Websites

PromoWebs makes the websites that get businesses onto Google with favourable rankings. In turn, Google users are apt to trust that if Google ranks that business high, then it must be trustable.

The websites that PromoWebs makes are built using tactics and techniques proven to generate response:

- ✓ PromoWebs builds websites using models or templates. Those templates are of the highest possible quality and easily eclipse anything else offered in the North American market. Using models allows us to control the quality of the code, ensuring that search engines such as Google do not encounter difficulty while "reading" the site code;

- ✓ PromoWebs uses professional copywriters to create compelling copy (compelling, as in compelling the reader to take a specific action as a result of having read the site);

- ✓ We construct our websites with over 200 usability guidelines in mind;

- ✓ All PromoWebs websites include standard-practice Search Engine Optimization to make it easier for search engines to view and rank the sites;

- ✓ Mobile websites are built with up to 85 usability guidelines. Usability guidelines eliminate embarrassing and potentially harmful coding and design mistakes.

PromoWebs also offers a number of business development products that complement new or existing websites. As a rule, we will not adopt, promote or represent products or services that do not specifically contribute to increased sales and bottom lines.

Professional Copywriters

PromoWebs uses professional copywriters to develop and write the content for the websites we build. This ensures that the website is *working* and not just *functioning*.

- ✓ By working, we mean that the site copy is fresh, dynamic and free of clichés and marketing terms;

- ✓ Compelling copy makes the website fun and informative;

- ✓ Compelling copy speaks *to* the reader, not *at* them, and asks them to take an action as a result of viewing the site (call, visit or email)

Professional copywriters are not easy to find. Writers that write for magazines or newspaper are not the same as trained web writers. Writers that have written copy that has subsequently been published on the web are still not web writers. This is an important feature of our Websites because if the copy is not properly written, the website will not be effective.

Website Usability

Website usability is the principle and practice of creating websites that are proven to be easy and intuitive to use. Most website designers have never heard of usability. We follow over 200 usability guidelines ourselves.

What Users Want from Websites

This section was going to be called "How to Spot a Really Bad Website".

What, exactly, do people want or expect from a website? Most designers answer this by saying "We'll give them what we think they should have." Web users respond by saying, "Hasta la vista, baby!"

Here's a novel concept. Give people what they want, not what you think they should have. Since many designers and most of the clients have no idea what ought to go into a website, lets us list it for you here:

Want: Information, not Entertainment

Users arrive on a website as a result of a search almost 90% of the time. This is a pretty good indication that the user is on some sort of quest or search for information that Google thinks you might have.

Users do not want or need whirling, twirling "stop and watch me!" graphics. They want information, and fast, or they leave.

Want: Anticipate. Deliver.

Your client knows their business best. They know how *their* clients think and shop and they know those clients make the selections they do.

During the copywriting phase, the writers attempt to draw this out of your client so they can write the site. They do this because it is very important that your client try to anticipate what their *own* clients need and then deliver on those needs. This may seem literal and logical but few websites do this. Most give the user what they want the user to have and withhold the rest.

Don't Want: Best Prices In Town! Come On Down!

Nothing turns a user off more than idiotic, sweeping claims instead of good, solid usable information.

The user is on the site because he or she does not want to get in the car and go anywhere until they are damned well satisfied that where they are going has what they want. Being coy or holding back pricing until the user makes a phone call rubs them the wrong way and the results are not pretty.

Want: Prices

Users want prices unless your client is giving the products or services away for free. Too many pricing variables or too many products to list? Use tables and break products into separate pages. Use price ranges. We can help.

Want: Easy Navigation

Users want websites to be easily navigable. Navigation panels should be clearly visible and easy to use. Some navigation panels are made in Flash and feature blindingly tiny drop-down or pop-out menus that disappear when the mouse slips.

Want: Updates

Clients must keep websites up to date for fear that they will stagnate. A well-updated site attracts and holds users in a way that no bricks-and-mortar business ever could. That's what Website owners could never understand: A good website draws and holds its own following, and those followers eventually become customers or referrers themselves.

Want: Date Last Updated

Simple but effective. A calendar or date on the site tells the user that this site is alive and well and no more than maybe a month old since the last update.

There are millions of old, abandoned websites out there feeding up out-dated information to trusting users, and we all know how it feels to fall into that old trap.

Want: Simple, Eye-Pleasing Colors

A website does not have to be the Mona Lisa. On the other hand, stark clashing colors and multi-colored fonts are a glaring sign of unprofessionalism and it is the rare user that sees past this.

Websites can have simple, eye-pleasing colors and if possible, convey a sense of the company behind the website a Mom & Pop business for instance should not have a minimalist, euro-look website.

Want: Get to the Point

Websites should get straight to the point. This is who we are. This is what we do. This is our typical client and this is what they are usually looking for. This is what we offer. Here is the price or price ranges. Here is how to buy or order it. Here is what we want you to do as a result of visiting the website.

Don't Want: Endless Link Possibilities

Whoever came up with the idea that users enjoy websites that present billions of links and linking possibilities should be kicked off the web. Google sponsors on one side, little boxes and panels full of links…unless the client is selling links, we don't suggest or allow these sites.

Want: Relevant Images

If the website owner has good pictures or images of their products or services, they should present them on the website, by all means. Same for images that specifically convey the nature of the site or invoke a feeling or mood while using the site…these are all fine and good uses of images.

We once saw a site that belonged to a home staging professional. These are the people that come in and make homes presentable for sale. The home page image was the background of the entire site and showed a sunny summertime living room with gauzy curtains floating in an unseen breeze and with the ocean in the background. The copy and navigation panels floated over the image and we thought we'd never seen anything that looked so good.

Don't Want: Tired Stock Images or Clip-Art

In the same way that good use of images serves a good website well, overuse of graphics and images that have nothing to do with the company are bad.

Does the client really have a pretty, smiling call center employee wearing a headset, ready to take phone calls? Ditch it. Is the company photographer nine feet tall or does he always stand on a ladder to take those weird, top-down fisheye picture-of-a-girl-looking-up photos? No? Ditch them, too.

Web Glossary

The Internet as an industry is full of funny terms and descriptors, some of which are used loosely and some that are misused. Here are some of the terms that we used and which you will hear.

User

Well out of the alphabetical order of the rest of this glossary, USER jumps the queue because we use it so widely and frequently that we just knew you had to know what it meant. Users are the people that comes to your site and *use* it. To them, using a Website is reading, navigating and searching, Users are prospective clients in a business setting, and anything we do to the Website is done on their behalf. Users have a horrifying choice of Websites to visit and it is an honour when they visit yours. Treat them regally, give them the information that they want or you will lose them faster than you can blurt out "Wait a sec! I've changed my mind! I'll put prices on the site! I'll give you the information you need! I'll change! I swear it!"

Blog

Blogs, or "web logs" (shortened like every other web term) are easily-updated diaries used to express opinions or share information in such a way that people can follow it and comment on it if they are stirred to do so. Blogs are added to by bloggers. Blogging is the verb. Now if somebody tells you they were blogging last night, you won't have to blush.

Business Development

Business Development encompasses all of the tools, tactics and techniques required to set in motion a plan to increase sales or numbers for a client. PromoWebs is a business development firm, meaning that we create and implement programs that develop business. You can't call sales and marketing business development, but they are an essential part of a business development plan.

Code

Code is the lose term that describes the programming language used to create a Website When you hear HTML, XML, CSS or Java, somebody is talking about code (*yawn*)

Content

Content is an all-encompassing term for the copy and graphics that make up a Website's intended message. Content is everything that is written and presented on the Website Collectively, good content is one way to achieve a higher ranking and of course, is what the user sees when they get to your site.

Copy

Copy is anything that is written and read. You are reading copy right now. Copy is written by copywriters. What the copy*writer* writes is copy*right* (legally owned by) the copywriter. Good copy is what "makes" a Website

Copywriter

See **COPY**. The person that writes the copy is called the copywriter. Copywriters have to know how to write for the web before they can be hired by PromoWebs. Users do not read the same way on a Website as they do a magazine or newspaper. You can hire an experienced copywriter only to have them pen something thick and wordy that users will not read. Copywriters look and sound like us but possess amazing hidden talents that can sway or convince people when needed.

Copyright

See COPY. Whatever the copywriter writes, is by law copyrighted by that person. Copyrights expire after 50 years.

Crop

See EDIT. A term used when talking about graphics. Cropping means to lop off unwanted areas of a graphic to try to focus the viewer on whatever you want focused on in the image. A picture of a man on a street for instance may have everything above his head, below his feet and to the left and right of him cropped so that all that is left is the man.

Designer

Also Website Designer. A bad old word from the bad old days. Website Designers designed Websites according to their talents, knowledge of programming, mood and the size of the cheque that they were collecting. Rarely was any thought given to who the user was, or what should be said about the company behind the Website, or what the user should or should not do as a result of visiting the Website Nothing much has changed today.

Domain Name

The domain name is the dot-com name as purchased by the business behind the Website A domain is typically expressed as www.yourcompany.com. Domains can be .Net, .Org, .Ca (Canadian businesses only) and so on.

Edit

Edit means to change or otherwise improve or make useful an image for the site. Editing may include cropping, slicing, resizing or resampling. Editing is left to the Men in Ponytails. You can tell them what to do but you can't talk to them until it's done.

Google

Google is instantly recognized as the most popular search engine out there. Google's uncanny ability to return accurate listings for almost any search makes it among the friendliest in the world and therefore the most trusted and most used. For users, this is a wonderful tool. For businesses, it is a wake-up call because right now, more than 70% of users who once used Yellow Page-type directories are using Google, and if Google does not know about your business, neither does the user. Scratch one prospective customer.

Hits

The number of times somebody or something actually visits and looks at your Website, usually after finding it in a search engine. Not all hits are people—most of them are 'bots, short for robots that are sent out to crawl the webs and bring back information useful for ranking or whatever. See **UNIQUE VISITORS**. Sales types often tout the number of hits that their phone book sites or listing sites are getting without exposing how many of them are living, breathing shoppers. This is what we mean by a loosely-used terms. See how well it can be made to fit when something is being sold? Phone book companies are notorious for this.

image

See **EDIT**. An image is a picture or graphic to be used on the Website to represent a product or service or simply as a decoration. Images should be limited to anything that represents what is being sold on the site. Useless images such as lovely, smiling call center-types (with headsets!) or people whose picture appears to have been taken by a really, *really* tall photographer with a fisheye lens should be left in the nineties, unless you have a call center and a really tall photographer. We don't want to get sued.

Links (Hyperlinks)

Links are how people get around on the web and are usually coloured blue. Clicking on links take you to wherever the programmer intended you to go. Everybody has figured this out by now. Trekkie-types use the full "hyperlink" because they like the sound of themselves saying that. Links can also be used when talking about hooking up with somebody else's Website Google loves a Website that has links to other such Websites if the link can be said to be helpful to the user. For instance, a Website about cakes might link to the Betty Crocker Website to provide more information on a baking tool or technique. All the better if the Betty Crocker folks link their Website back!

Navigation or Navigational Structure

The method in which the various web pages are connected and made accessible in a Website Navigational panels (usually, "nav panels" appear on the top, left or right-hand side of a page and are grouped together to suggest the means in which the site may be used. "Navigational possibilities" indicate the uses that one may have for the site.

Ranking

The Holy Grail of Website owners. Ranking determines how high up the list you are when somebody comes looking for a site like yours. If you sell apple pies in your town and somebody on the other side of town searches Google for "apple pies", and 25 possible results are returned, you want to be first on the list if you can, or at least number 3-5. Your ranking will determine that placement, and your ranking depends on more factors than we can type into this document. Also see **SEO**.

Sample/Resample

See **EDIT**. Resampling an image is done to compress an image while retaining its colors and properties.

Search Engine

See **GOOGLE**. No sense repeating everything here other than to say that there are some 1,800 search engines worldwide, although Google is the granddaddy of them all.

SEO

SEO or Search Engine Optimization is the principle and practice of optimizing a Website's properties so that search engines can understand and appreciate what the site does and who it does it for. Optimized rankings invariably mean more visitors (both repeat and unique) and so more business. SEO is an industry and attracts more snake-oil sales types than a county fair. A well-written Website that focuses on its users' interests is the first and biggest step toward a well-ranked Website

Server (or Web Server)

A server is a big computer that does nothing but what it is built to do, day and night, 24/7. In this case it is a web server, so Websites are parked there and made available for viewing when requested by **USERS**. Servers operate at insane speeds because they have little else to do. There are also data servers (stash data till it's needed), email servers, print servers etc. When your Website is hosted, it is parked on a server, usually with thousands of others.

Unique Visitors

An important distinction when talking about the number of hits or visitors that a Website has had in a given time period, usually a week or a month. Unique visitors (as opposed to repeat visitors) are new arrivals, probably seeing your Website for the first time. The more unique visitors, the better, of course.

Update

If you buy plants for the office then leave them in the corner to die because you don't clean or water them, then this is going to go right over your head. Websites are like plants…you can't just set them and forget them. You have to feed them and update them at least once a month. You can use a service to do this, or you can do it yourself such as with a blog. Google loves updates, and so do users. Updates show that your Website is a living, breathing, sharing thing and that you care about your visitors.

Web Page

A web page is any page, created with code (see **CODE**) and featuring any level of content. A web page will contain links if it is part of a Website

Website

A collection of web pages, assembled under a domain and linked internally through a navigational structure. Websites are used by businesses to promote their presence and to make clear to prospective clients what they do, who their target clients are and how to do business with them.

Chapter Two: Getting Ready to Sell

IMPORTANT! YOU MAY BE WORKING IN A CITY OR AREA WHERE AN APPOINTMENT SETTER HAS BEEN ASSIGNED TO YOU. DO NOT SKIP THIS SECTION—IT STILL CONTAINS VALUABLE INFORMATION.

Setting Appointments

Setting appointments (also called "cold-calling") is one of those tasks that salespeople often groan about. Many will not take a job that requires them to open conversation with total strangers. There is an underlying perception that doors and phones will be slammed in the salesperson's face as soon as the client knows that a salesperson is on the line. None of it is true, of course, but let's take a look at the selling process.

1) **Realize *who* and *what* you are**
2) **Research your prospect a bit**
3) **Contact your prospect**
4) **Present your product**
5) **Close the sale**

Realize Who and What You Are

Before you do anything, take a look in the mirror. That is *you*, and everything that you do today has to be something that is good for *you*. To realize is to realize *who you are*, what you do and what it stands for. So many people do jobs where they are trained to trick or convince or badger a customer into buying something that day, even if the customer doesn't *want* it, doesn't *need* it, can't really *use* it or can't really *afford* it.

This is not the case with PromoWebs. Our products are all about business development. There isn't anything that clients can buy from us that will not increase sales and visibility for them. You are there to *give*, not to *take*. The only time a client will refuse you is if they do not want or need more business. Strange but true: you will meet some of these! Feel good about what you do. You are there to help, and nobody can fault you for that.

Research your Prospect a Bit

Before you call anybody for any reason, you have to have your story straight. You can't just pick up the phone and start talking or you may get one of those bad reactions. PromoWebs has a database of over 100,000 Canadian small and local businesses. Each one of the listings in our database contains enough information to give you an idea of what the client does and what areas of business they are in. That's research, and it prevents embarrassment. It is also very professional and shows that you did your homework. Clients appreciate that.

Contacting your Prospect

Contact is as simple as a friendly phone call. Our clients are small and local businesses, so when you phone, you may be getting the owner of the business on the phone right away. Sometimes you get the assistant, and sometimes it's the guy's wife. Sometimes it's the wife's husband. In all cases, we <u>do not suggest</u> using the old tactic of brushing aside the person that answers the phone and asking who the "decision maker" is and then asking to speak to that person. People who ask that are really saying:

 "Hello. Are you the decision maker or just an insignificant peon? Because if you are just a peon, you are wasting my valuable time and you are not worthy. If you are the decision maker, then you are qualified to listen to my canned pitch and I will proceed to tee you up and bat you over the fence."

A Better Approach

Our best approach is a friendly phone call. *"Hi, it's _____ from PromoWebs. We make Websites and I'd like to show you some online samples. If you like what you see, I'll show you how to get one of your own"*

No matter what, you are not selling PromoWebs products and services over the phone. You just want to set an appointment or a drop-in. You can explain a bit about what PromoWebs does, but always relate back to the fact that we've helped tons of small businesses and you want to see if there is something we can do for them. Nothing is for sale until there is a visible need. This is not a pitch, it's a consultation.

On the Phone

One of maybe five things usually happen when you call:

1. **The owner answers.** Nice. The right person answers the phone and says "tell me more!" or tells you when its best to come over.

2. **The person answering tells you to speak to Jeff, the owner.** Owners always seem to be named "Jeff" or Barbara". Ask if they are in. Repeat the whole thing to them.

3. **The person answering asks you to repeat some of what you just said.** So repeat a bit. Clarify what you want, which is to drop by.

4. **The person answering asks you to email something over that they can look at.** So email it. Ask for a name and an email address then send it over. Tell them that you are around most days and would be happy to drop in for a consultative chat.

5. **The person tells you that everything is handled out of main office in Ontario.** That is not a small or local business. It's a branch office.

Let's get something out of the way. Nobody (except maybe in Toronto) is so busy that their day is carved into strict little slots that you have to fight to get into. People like that are usually highly self-important and actually apt to give you a hard time. Focus on the other 90% of small and local businesses. "Business development" is very familiar to them and to some, your call may come as music to their ears. The toughest businesses to get into may only be masking the fact that they are running in the red and they are too embarrassed to say so. It happens.

What to Carry on the Road

Doing this job successfully means carrying a laptop. Any laptop is fine (keep an eye on that battery!) with a profile dedicated to PromoWebs. This way, you are not leaving your personal stuff open onscreen. Create icons that link to other completed PromoWebs so you can trigger them onscreen without fumbling.

✓ Make sure your battery is charged;

✓ Make sure your computer opens to your PromoWebs profile;

✓ If you are visiting a client that is in an industry where we either have samples or have performed past work (i.e., restaurants) create a file folder called RESTAURANTS and put the shortcuts in there. That way, you can open the folder in front of the customer and be ready to show other restaurants samples;

✓ Make sure that you have chosen at least four different sample sites to show the customer;

✓ If tethering for WiFi, make sure you have your cable and that your WiFi/tethering settings work;

Types of Presentation Devices

There are more ways to show off a website that just a laptop:

✓ **iPad.** The iPad is a tablet capable of showing a 1024px wide website (standard) in landscape view. iPads cannot show Flash sites, but we do not sell flash sites. iPads can also be used to show off YouTube videos. iPads are the height of portability.

✓ **Netbook.** Netbooks are also capable of showing a 1024px wide website. They are small, light and cost about half as much as an iPad.

✓ **Tablet.** Tablet computers are here to stay, although the selection is shrinking as the iPad steadily steals market share. A minimum 9" screen is required or the website won't look right.

Presenting Websites

So here you are. Your client, a cheerful old gentleman, said "Sure! Come on over! Bring the coffee!" and so you came over the next morning.

As you sit down, you are somewhat aware of what this business does from your research. You can feel comfortable telling the client what you know about them already. They will fill in the rest. Ask how they are doing. They'll tell you.

You are on a fact-finding mission. The facts you are searching for?

1. Is the client aware of the shift in usage from the phone book to the web?
2. How does the client feel about their current website?
3. Does the client feel that a better website would do a better job?
4. Does the client agree that a video would really wake up their website?

Everybody is excited about video. Even a client who is purposefully presenting a poker face has to admit that a custom video is really the bomb. How can they not!?

Open a completed PromoWebs site in front of the customer now. Try to find something from the client's own industry, especially if it's a competitor. From here, you can navigate around the site, showing off the Sites page where we feature sample sites as well as websites that we've completed recently for clients.

PromoWebs has a lot to offer and it is a rare client that cannot take advantage of what we offer at some level or other. Becoming intimately familiar with what we offer will boost your confidence level significantly. Few clients will ask "zinger" questions but if they do and you do not know the answer, keep our toll-free number handy. We'll always have somebody available to answer any questions that you have. This is a relatively new industry for many of you and there is always more and more to learn.

Clients throw out a lot of objections, and this is so natural that there is a section in here devoted to just that. You know objections…you have your own every time an insincere salesperson approaches you in a retail store and says, "Can I help you?" You know what comes next…"Just browsing…". That's an objection and clients cannot help themselves.

You are not always going to make a sale on the spot. Many of your clients will sit and stew for days, weeks or even months at a time. Sooner or later, though, each will buy something and you will earn money for it, even if the sale is made at our head office.

Closing the Sale

The last step in the sales process is the close. Closing means to bring the previous steps to some form of agreement:

- Agree to do some work for the client; (sale)

- Agree to allow the client to mull things over and decide on the best way to move forward; (continue the pre-sales period)

- Agree somehow that the client cannot use your products or services at any level; (it happens)

- Agree to check up on something and to meet again with the answer or solution; (usually in a quote situation)

Most salespeople at one time or other have worked with a salesperson or sales manager who would brag about closing or use the word in a self-aggrandizing story (a story designed to make them look savvy and cool.)

Such stories (apart from rarely being true) are disgusting and only really show that the storyteller has nothing but contempt for the client.

When to Close

You close when you feel that you have a match between the value and promise of your product and the needs of the client.

There is so much written about closing and sales that it would take a whole other book to cover it all. We usually watch to see if there is a match and then say, *"Unless you have some objection to it, we'd like to go ahead and begin a new website for you [or set up a mobile website, or set up a Call Tracking Number, etc.]"* If there are objections, you deal with them, then try again. Nothing pushy, nothing tricky.

Overcoming Objections

Objections are a normal part of any sales cycle and are often a sign that the client is listening and absorbing. Objections mean that the client is interested, but wants to hear more about the _value_ in the product or service being presented.

Consider this fact: **People buy with their _emotions_, and back up the sale in their minds with their _logic_.**

- This has not changed at any time in the past and is not scheduled to change anytime in the near future;

- If something excites a client, they will move heaven and earth to make it part of their world;

- If the client senses or feels that they need to be made more excited about what is being offered, they will usually throw up a weak objection. Salespeople who buy into the objection and then walk away will never know just how close they came to a sale;

- Objections do not signal that the client does not want to buy—objections signal that the client want to buy but want to _hear more value_.

When dealing with small and local business, the nature of the objection is likely to center around money or the idea of committing money to a relative unknown. This happens when a service or other intangible item is being sold. It's normal.

Types of Objections

There are many types of objections, but only one message: _Tell Me More!_

There are a few things that we'd like you to keep foremost in mind when you are selling anything to anybody. Please burn these into your mind. They will help you to keep your sanity and your professionalism at an even keel:

1. **You are a professional. You are not "hawking" or soliciting.**
2. **Other salespeople have come before you. You are not one of them. Their unprofessionalism is not your fault.**
3. **The client's markets are shifting dramatically.**
4. **You are in possession of information that will help the client's business to grow amidst these dramatic changes.**
5. **Nothing is for sale unless there is an obvious need.**

Objections During Contact Phase of Sale

Your first objections will arise while trying to set up a meet. Clients will sense that you are just another salesperson and will naturally resist giving you their time. They've been burned too many times before.

Do not try to sell anything over the phone. It's not going to happen. You want to see the client face-to-face to discuss *their* future. If they won't take the meeting, don't get frustrated. Just phone the next one.

You are never, never going to get a 100% "yes" rate and we don't want you to feel that you've failed because so many said no. There are enough clients out there waiting for your call. Focus on the ones that want to see you. You cannot please everybody.

"I'm just too busy. Can you send me something?"

This natural reflex is a result of years of being badgered by unprofessional sales types and is none of your own fault. See above.

Explain to the client that we have a Website that they can refer to. Explain, too that information is free and that nothing is for sale until there is an obvious need.

"We already have a website"

Sounds like you are trying to sell the product and not the appointment. The client may very well already have a great website Maybe their version of a website is an old abandoned affair (which is usually the case.)

Stop selling websites and focus on whether or not they'll meet with you. If they meet, fine. If they won't, that's fine too. If they don't have a PromoWebs website, then they don't have a website (don't say this out loud for goodness sake!)

"Call me after summer/fall/winter/ is over" (after the holidays, after inventory)

This is an off-the-shelf put-off and an indication that the client is simply not willing to hear anything more than what they already believe.

You might want to ask them a quick question before you accept their response: "How is your Yellow Pages ad response? Has it changed?" If they answer that the response has indeed declined, tell them that when you call them next fall, spring, winter etc., that you will want to be talking to them at that time about getting response back on track. See how long it takes them to backpedal out of that one.

"Our budget is spent for the year."

Sounds like you are selling again! Who said anything about spending anything? You just want to introduce yourself, identify with the client in terms of declining response to their advertising, have a coffee, and chat about what can be done to get business back on track.

Objections During Presentation Phase of Sale

The client has accepted your visit and now you are chatting and presenting the different products that PromoWebs offers.

"We've already got a website"

Surprise, surprise. Somebody already has a website Tell them, that's the first step to attracting new prospects.

Here are a few questions to ask them:

1. Is it making you money? How's that going?
2. Are you tracking performance? How's that going?
3. When was it designed? More than two years ago? Things have changed, you know.
4. Who takes care of the site updates, marketing and maintenance? How's that going?
5. Is there a mobile version of the site? How's that going?

You can probably guess the answers already, but "I dunno" is probably going to sound like the answer to questions 1 through 5.

Explain the benefits of a new website to replace the old one. Focus on our success stories. They are true and awfully hard to ignore.

"My nephew looks after our website"

God bless nephews and if you are in the window replacement business, little boys with slingshots, too.

What a gift. An entire business whose web presence is created and commanded by a hobbyist nephew. There is so much wrong with this picture that it would take an entire section to spell it out, but this client is ready for a good old down-home moneymaking website instead of the thing that Dudley made when he was in grade 8, bless the little darling.

Take a look at the site that Dudley made. Ask the questions that you saw earlier. We've never seen a nephew site that was worth much.

"I can get one of those Do-It-Yourself websites for a whole lot less money."

Yes you can. Anybody can. Is it wise to bank the impression that the final Website product will have on a few bucks saved? We've never thought so.

Using some of the responses you've seen here, you should be able to get a chat going. Here are some additional points. Be gentle when presenting them:

- Those do it yourself sites are fine for hobbyists, but it is a risky business to bank a whole business on a DIY website There is simply too much at stake;

- DIY websites still have to be written by somebody, and unless professional copywriters are part of the deal, it might not be worth it. Again, too much at stake;

- The company website is the last place where one should look to save money. With so much at stake, the benefits of using a professional to create and write the site (especially at our prices) will far outweigh any savings that could otherwise be realized.

Here again, you must focus on the benefit and value of a new Website and a scheduled marketing and maintenance program to go along with it. We are trying to attract new prospects for *our* client, and it takes us an entire team of writers and programmers making a decent small and local business Website to do it. It is doubtful that a DIY website is going to contain the elements necessary to achieve the same level of success.

We are aware of **CityMax** and **Intuit** as DIY website makers. There are others out there as well. Fine for hobbyists but not suited for business.

"We're planning a whole new website and have already spoken to a website designer."
This may be true but honestly, we've heard that before. Find out how long the designer has had the site. If it is more than two months, then there is not going to be a completed site anytime soon.

- Is the designer using professional copywriters?
- Is your client paying extra for graphics that are already available or is the designer using a template?
- Has the designer discussed usability?

If money has changed hands already, present the other products and services that PromoWebs offers. Do not slam the designer.

Objections During Close Phase of Sale

It's time to close the sale. You've pointed out some fairly obvious areas of need and the client agrees with you, but…

"We've spent our budget for this year."

Few small and local businesses run themselves like major corporations, but this weak old excuse still works with many salespeople.

Interpret this one as "I have not heard enough value yet." Setting up a website that will begin earning money almost the next day does not require a committee meeting. Money can be found for something that will make money, but the client is obviously not convinced of this yet.

"We've invested a lot with the online Yellow Pages already."

This is actually something that you should encourage the client to keep doing. The Yellow Page people are pulling out all the stops to help their online listing customers "get found on Google".

Here's a question: Once the user finds your client on Google, what will they see? Is there *really* enough quality content to engage and compel the user to call the company. Remember, it's a chain: Good website for good ranking, good ranking to get found and a good website to compel the user to call or visit. Break the chain or weaken a link, and the whole thing falls down.

"I'll have to talk to my partner about this."

Fine. The client has a partner. Ask them if they would mind you sitting on when they talk to the partner. Nobody can explain the product like you can. If they decline, that's fine, but you should go over what and how the client plans to do your presentation for you. That's not nosy, it's helpful.

"We'll probably do something in the [summer, fall, winter, after Christmas]"

This is another old dodge tactic. There is no master plan to do anything later on. This is similar to the way you throw a stick to send a dog far away to go get it. You can keep throwing that stick over and over…it's easier than saying no.

Explain a few things to the client:

1. Very little input is required from the client themselves, beyond sitting and answering questions in an interview. Many of these clients are stressed by the idea of stopping what they are doing and participating in the construction of a website Not so;

2. No matter what, it is going to take Google at least 60-90 days to really finalize a ranking for the new Website, especially if there was already a bad site in its place. So if the client does something three months from now, they can count on getting their ranking in another 2-3 months after that. Delaying the new Website only delays the recovery of missing business.

"If only there was some sort of guarantee…"

This is a client that is going to sign up, but they are going to die a thousand deaths before they make out that first cheque unless you can personally guarantee them a return on their investment. Don't.

There are no guarantees in our industry and if there were, they certainly would not apply especially to a small or local business. There are, however enough stats, probabilities and success stories to make everybody comfortable enough to go ahead and help themselves.

"I want [this, that and those], but I only want to pay $ X X amount of money."

Oho, an offer! Will some people never stop? We do not reduce prices for anybody, for any reason, under any circumstances.

1. The prices are already fair and reasonable;
2. A tremendous amount of value is being offered;
3. Everybody gets the same high level of attention regardless of how large or small the bill.

This ought to offer some comfort that one client will not have to find out that another one got something free or got a reduced rate without qualifying for it.

We don't raise the prices to see if we can get clients to bite, and we don't expect the clients to try to lower them to see if *we'll* bite.

What to do when faced with an objection

As we said, objections are not refusals, they are cries for more (and better) explanations. This industry is still very new to these clients. For many of them, their only point of reference is a bad memory of an interaction with a website designer years ago.

Listen to the objection. If it helps, look upon the client as a favourite aunt or uncle who has sunk their savings into a venture that you are trying to save from the brink. You know what you know, and you need them to see what you see. If you cannot overcome the objection, gently close out the meeting and give yourself time to think. Tell them you'll call if you get any new ideas. That's fair enough for both parties. And in the end if they won't, then they won't. It happens.

Chapter Three: Client Types

Selling to Specific Business Types

Examples of Small and Local Business: Smallest to biggest:

OWNER-OPERATOR Usually owned and operated by a single person. May also involve family members as support or employees	• Tradesperson (Electrical, Plumbing) • Consultant • Truck driver/business operated from truck • Service provider • Baking/Cooking • Cleaning services • Automotive, (i.e., mechanic)
RETAIL/COMMERCIAL Stores or office-based enterprises. Usually involves employees	• Any retail store • Office-based businesses • Consulting firms • Professional services firm • Industrial supply
INDUSTRIAL Usually found in industrial parks. May manufacture, distribute or warehouse	• Any industrial business • Industrial supply • Manufacturing • Shipping • Industrial-level services (i.e., waste removal)

There are thousands of these types of enterprises out there. You cannot pinpoint one type or other as being easier to sell to. All of them need help just as much as the other.

The one common bond that all of these businesses share is that they were once (or may still be) Yellow Pages advertisers. That common bond makes it easy for you to approach and talk to them. They are all feeling the same level of shrinkage in their businesses!

Owner-Operator

Owner-operated businesses are usually owned and operated by the people that created them. Examples are trades, such as plumbing and electrical.

Dealing with owner/operators is usually pretty easy, as you are dealing with the owner one-on-one. As a rule, owners understand and appreciate proven advertising methods as long as they feel that there is no chance that they can lose their advertising dollars. Unlike their larger business counterparts, they cannot afford to spray money at something on a hunch or whim. They plan very carefully and spend just as carefully.

Selling to Owner-Operated (O/O) Businesses

- ✓ O/O's are busy people and are often operating their businesses alone and without staff;

- ✓ O/O's often run their businesses from their homes or trucks;

- ✓ Many O/O's like to meet in their homes, in coffee shops or in common areas such as food courts;

- ✓ O/O's appreciate simple explanations. You can be blunt but must always get to the point. The O/O will give you just as blunt and to-the-point an answer to your request to help them out;

- ✓ Always respect blue-collar O/O's even if they appear dirty and unkempt or have shocking language. Many work on dirty jobs sites and spend a lot of time around dirty, smoking and swearing colleagues;

- ✓ O/O's have to be careful with money. What they earn is usually what they take home as salary. They'll spend with you but you really must be careful to explain not only the benefits but the probability of outcome from what they spend.

Retail/Commercial

Retail and Commercial clients operate from brightly-lit stores and offices and the meeting is usually relaxed and quiet and may also be conducted in a coffee shop or if in a mall, at the food court.

Like any other client type, retail/commercial businesses are suffering and welcome your knowledge of this highly-fragmented web industry.

Selling to Retail/Commercial (R/C) Businesses

- R/C businesses are often staffed and may have receptionists that are trained to smoke out time-wasting salespeople. You can be the best salesperson in the world but you still have to get past these "gatekeeper" types;

- Prepare an elevator statement. This is a quick explanation of who you are, what you do and who you do it for;

- When you call, introduce yourself (first name only, to start) and tell this gatekeeper that you'd like to come in and show them a sample Website but you are not sure who to talk to. They'll let you know;

- Set your appointments in the morning for offices and after 10:30 for retail stores. Stores owners will usually ask you to drop by. Office types usually want a time.

Industrial

Industrial clients are usually located in and near industrial parks and often do business only with other industrial types.

This particular category of client is vast and there are so many facets of their operations, but if they advertise in the phone book, then they are looking for new clients.

Industrial clients are almost always "B2B", or business-to-business. This means that they are focused on attracting clients from within their industry.

Selling to Industrial Businesses

- Selling to industrial clients is not much different from O/O clients. The client may appear rough and unkempt. This is because of their daily surroundings;

- Office settings can often be messy and disorganized. Do not hold this against the client;

- It is important that you have the client define the type of client that they are looking for— industrial sales are a whole world unto themselves;

- Focus on ROI (return on investment). Industrial clients often feel that they can go with or without advertising without too much difficulty. PromoWebs understands these types and speaks their language, even if you can't!

How to View your Clients

Many of your clients own their businesses and often have their life's savings wrapped up in them. They are very careful what they do with their money. They'll spend their money, alright—with the right person, for the right value, and for the right return.

99% of business owners will make the same buying decision 99% of the time if the reasons and returns are presented and provable.

Small and local business owners know how to spot value and PromoWebs offers tremendous value to make it easy for even novice salespeople to represent the products.

Cranky Client Syndrome

You need to know that your clients (small and local businesses) are bombarded by salespeople all day long for products and services that they don't want, don't need, can't use and can't afford.

Clients don't know yet how friendly you are, how you feel about them or what you do or who you work for until they get a chance to chat with you. Don't be crushed if the poor business owner seems grouchy, abrupt or cranky at first. You would be, too if you took your life's savings and left your secure, 8-hour per day job to open a business so you can work 16 hours per day and make less money than you ever did and now the only calls you are getting are junior salespeople who have been told that they are "closers" and "*artistes*" and told to "go get 'em" and you are "*'em*" and now here they come asking for the "decision maker".

No wonder the client is cranky.

Small and Local Business Facts of Life

Here are some facts about your small and local business clients. Use these to build insights that will help you to understand them.

All businesses needs new business. All small and local businesses need new clients. The average business loses a third of their client base annually as clients die, move away or are poached by competitors. Without new clients, few enterprises survive.

Small and local businesses spend a lot on advertising. Yellow page advertising costs a small fortune and to compound the problem, they now insist that their clients sign up for the "online" program, meaning a meaningless listing in a Yellow Pages database. Other advertising includes radio, newspaper and flyers.

Phone directory use has fallen by almost 70%. Want to know what it feels like to a small business to lose 70% of their ad response? The client used to get 10 calls a day. Now they get 3 calls a day.

Local shoppers use Google to find what they want. Those shoppers represent that missing 70%. 7 out of 10 shoppers that habitually used the Yellow Pages now use Google. No big secret. But what if the business did not have a website, or had a crappy website?

Small and local businesses need more than a Google listing. We were once approached by a Yellow Pages salesman who wanted us to advertise in their online product. "We'll get you found on Google!" he kept repeating. "We'll get you found on Google!" We asked him what people would see if we signed up. "Your name," he said. "And your phone number." What else? "A map! And a video, but that's $250 a month extra." We asked him, what about a description of the company, the staff, the products, the services, etc. "Nope. We don't do that. You need a website for that."

There is more to the net than "getting found on Google." Businesses need websites for more than Google rankings, and if the website is not *useful*, it's *useless*. Burn that last one into your brain.

Small and local businesses need Websites. There is too much emphasis on Google out there, and too little understanding of the role that a website plays in the life of a small and local businesses. Businesses need website as badly as they need phones. Period.

Websites are for two reasons: 1) Helping people find out that the client even exists (Google search) and 2) helping people decide whether they even want to call or interact with the company behind the website

There are a few other uses for websites, but for the sake of your position in the world of websites, this is the most important thing that you need to know, because 95% of the websites that you will see out there fail miserably at even *being* websites.

Many small and local businesses have websites. Surprise, surprise. Websites have been around for some time. To be blunt, though, most are a joke (a *bad* joke) although we never say this out loud. Not even as a joke. People are touchy about their stuff, especially if it has their name on it.

There are two immutable rules of small business website life. Tattoo these on your cerebrum. Two rules: **1)** If a website is not *useful*, it is *useless*. There isn't a gray area with this one. **2)** If a website is not *making* its owner money, then it is *costing* its owner money. A website that does not generate good response is quietly generating a bad response in the form of prospective clients being turned away because there was nothing that they could use when they viewed the website

Things have changed. Permanently. As a PromoWebs sales rep and an inhabitant of planet Earth, you need to accept that things have changed out there and you need to make your clients aware of this as well.

The Yellow Pages directories are dead. We don't feel like getting sued by the people that happen to publish yellow-coloured phone books, but if anybody knows what the future looks like, it's these folks. No wonder they are so desperate to get you listed online. They don't offer much else.

Shoppers are now demanding Websites. Your customers want you to have a website so they can see and read what you do before they call you.

Mobile users are demanding mobile websites. People don't care *how* things work. They only care that things *do* work, and when they click on your client's website with a mobile device, they want to see a mobile website.

Chapter Four: Products & Services

PromoWebs Products & Services

MultiWeb $1,495

MultiWeb is a complete, multi-page turn-key package designed to drive business for small and local enterprises.

The core MultiWeb is **$1,495** and includes everything you see below. Additional pages are $**95 each**. Additional pages may be required to house different product lines etc.

Who is it for?

MultiWeb is the "classic" Website and is designed for any small or local business seeking new clients, new leads or new showroom visitors. The essential, Classic Website look, design and feel.

What's included?

Professional Models

PromoWebs uses professionally-designed and produced models to bring instant professionalism to our websites. Our models possess hidden qualities that make them compliant to web accessibility standards and have good, clean code that does not confuse search engines.

Professional Copy by Professional Copywriters

All PromoWebs websites are professionally written by seasoned copywriters who have been trained specifically in the art of writing for the web. Content is the most important feature of any website. It is more important than graphics and has to bring the website owner's personality and warmth up off the page and into the reader's mind.

Home Page

The Home page is usually the first page a user sees when they visit a website. The home page introduces the company's products and services in a gentle, welcoming fashion and tells the user what to expect from the website and how to use it. Look at the PromoWebs home page and you'll see what we mean.

Products Page, Services Page

Most companies sell at least one product or offer at least one service. Some do both. Some sell products that complement the services they offer and vice-versa.

PromoWebs offers one product and one service page which can then be expanded to fit as many products or services as are required by the client. Additional pages are $95 each.

About Us Page

To write an About Us page, imagine for a moment that a reporter is thinking of doing a story on the business behind the site. 'About Us' is where you provide details about what you do, who you do it for and why you do it.

You can also share information about green initiatives or the fair trade policies that you are proud to be a part of. None of this is written in a "sales" fashion—these are purely facts.

Contact Us Page

We always suggest putting a phone number on each page or up on the header panel, but users who are serious about locating or contacting you will use the Contact Us page.

PromoWebs has the habit of putting little maps with descriptors on the Contact page (4567 Maple Street, next to the Speedy Muffler and across from the Taco Bell)

Optional Pages

News & Events Page

News is news such as industry changes, articles written about you or about anything that might be of interest to the people that use your client's website.

FAQ Page

People have a lot of questions and they want to know two things:

1) That others have the same questions, and
2) That the website owner recognizes this already and has answers for those questions.

FAQ is **F**requently **A**sked **Q**uestions and usually demands that four or five common questions be presented and then answered.

Policies Page

There are laws here and there that demand that website owners announce, via Policies page, what information they collect and just what they intend to do with that information.

SoloWeb $995

SoloWeb is a unique, one of a kind one-page website (technically, a web <u>page</u>) that is built with a navigational scheme that allows users to scroll up or down and perform all sorts of other tasks without ever leaving the page.

Who is it for?

SoloWeb is designed to appeal to tradespeople or owner-operator businesses as well as to those who are promoting an event or selling a single product or service. This type of site is used when there is no real use for a multi-page website.

What's included?

1. **Home Page.** This is not your usual home page. There is room for a name, logo, a paragraph and the navigational icons, all of which can be changed or customized;

2. **News Page.** The News page is a great place to share articles, mentions or blog entries;

3. **Services Page.** Used to promote services offered. Can be re-purposed;

4. **Products Page.** Used to promote products offered. Can be re-purposed;

5. **FAQ Page.** Web users really appreciate a business that can anticipate their pre-purchase questions and put them at ease with answers;

6. **Contact Page.** The SoloWeb contact page is unique in that it features a contact form instead of just an email address.

The SoloWeb should not be sold as or promised as a replacement for a multi-page Website It simply has too many limiting properties to be considered for anything but its intended use.

Despite its simplicity, PromoWebs is tracking an inordinate number of hits on The SoloWeb websites and needless to say, the clients are very, very happy!

MobiWeb $495

MobiWeb is a trimmed-down, highly-simplified versions of the larger desktop version of a company's Website They are trimmed down to match and maximize themselves on the tiny screen that you get with a Blackberry or iPhone.

Who is it for?

MobiWebs are for businesses that have full version websites. The user market is split in two, with both sides racing to a perfect half-half ratio of desktop and mobile device users.

What's included?

MobiWebs keep the copy, colors and a bit of the navigational possibilities of their larger counterparts. The text is much larger and is usually placed on the same color background as in the desktop website. Decorative graphics are removed or made linkable, and navigation is made accessible and simple.

As a salesperson, if you are not familiar with web-ready devices such as iPhones or BlackBerrys, you should visit a store or retailer and ask to play with one. Try visiting a site you know, then visit MyPromoWebs.com. The mobile market is on fire and is not showing any signs of peaking or levelling off. Mobile websites are a very "now" thing and there will be lots of money to be made with them.

A little technical point to be made is that mobile users do not need to type in special addresses to get to the mobile version of the site. The computer knows which version to show onscreen. PromoWebs builds mobile websites from 85 known usability guidelines. Nobody else does this.

VideoWeb $695

VideoWeb is a 30-45 second custom-made video for businesses that see the value in using video to promote their company, products or services. Video is a very powerful sales tool. Websites that have used video historically have seen explosive sales increases.

Who is it for?

VideoWeb is excellent for companies that offer products or services whose value is easily promoted through video.

- Equipment that just loves to be shown off "on the job";
- A restaurant that features a full banquet room and a lavish interior;
- A unique device or design that must be seen to be appreciated;
- Signs, buildings, cars…if it looks great on video, we'll shoot it!

What's included?

VideoWeb is a professional product:

- Script is written by a professional sales copywriter;
- Professionally shot using Sony and Canon equipment by a professional commercial videographer;
- Professionally edited using Mac software;
- Professionally produced including graphics and illustrations (some may be charged extra)
- Output is to YouTube video through the PromoWebs channel. The video is presented on the websites as a small graphic inviting the user to click to play the video.

Marketing & Maintenance $95/month, minimum 12 months

It would be nice if we could all just put up a great website, then sit back and reap the benefits month after month. Ask anybody who has done that, and they will tell you what happens next: Nothing.

Websites, because of their instant-information nature, attract a lot of eyes. Those eyes belong to users, and users have a habit of following websites that they like.

This would be no different than your finding a great magazine that catered to a hobby of yours. You enjoy the magazine this month, then go back to the magazine rack next month to see if another issue has come out. When another issue is not forthcoming, your interest dies and another magazine catches your eye. Websites, in that sense, are no different from magazines, and that's why they have to be marketed and maintained.

There are also countless little tasks and adjustments that need to be performed, at least on a monthly basis. Without them, the website sits stagnant and has to rely on new users to drive business.

Websites need constant attention at three different levels:

- ✓ Active promotion to over 1,800 search engines;
- ✓ Updated content including changes to products and services and media attention;
- ✓ Monthly monitoring and performance reporting.

Who is it for?

Marketing and Maintenance is an essential for any website owner. There are programs and applications out there that will allow the client to do their own updating and such, but this is not a good idea. The statistic is that less than 1% of Website owners will find or take the time to update, manage or market their websites.

Every website sold should be sold with a Marketing & Maintenance program. At $95 a month, the client could not hope to give the website the same level of attention that a professional can.

What's included?
- ✓ Custom email addresses are set up and maintained;
- ✓ Website statistics and vital metrics are tracked, recorded and reported to the client;
- ✓ Monthly updates include media attention, blog entries, RSS feeds and other links;
- ✓ New products and services added or removed as needed;

Call Tracking Numbers $45/month plus $0.20 cents per minute

Call Tracking Numbers are just that: phone numbers that track and report specific details about a call made to a specific phone number. Those details are important—they provide *metrics*, which are specific numbers that represent a pattern of use or activity.

Call Tracking numbers look like regular local phone numbers but they are not found in phone books or by calling 411. When somebody phones it, the call is forwarded to the company's main phone line (the caller won't be able to tell.) The computer picks up the call and records the time and date of the call, the number of rings, and whether it went to voice mail. If answered, the call is recorded and can be listened to later.

Who is it for?

Call Tracking Numbers are used by businesses for many reasons, most notably to track how well a printed ad or ad campaign is working. For instance, a particular business wants to know how well their Website is doing, so they place a Call Tracking Number in the Website, forward it to the main line and wait for the computer report.

Now the client knows how many people actually called after seeing the Website The client also knows how long it took for the employees to answer the phone, if at all, and what was said during the call.

What's included?
- ✓ A single Call Tracking Number, forwarded to the client's main phone line;
- ✓ Monthly performance reporting.

SEO and Referred Services

SEO or **S**earch **E**ngine **O**ptimization is a huge industry buzzword and is often misused or misunderstood. SEO is the principal and practice of optimizing a website's properties so that search engines (almost particularly, Google) can find every reason to give the website a good, high ranking for almost any search.

All PromoWebs websites come with a certain level of SEO built-in. This makes it easy for Google to rank them high for local searches, meaning that if the business is in Little Town, BC and a Little Town, BC resident does a search, they have a darned good chance of seeing your client's PromoWebs site near the top of the list of possible websites.

In every industry, there is always one person or company who must simply dominate the world or, at the very least, their industry. As a PromoWebs representative, you will meet them. They almost always are young and dynamic and name their businesses after Greek mythology.

PromoWebs has affiliate relationships with some of the most successful SEO firms in North America. By successful, we don't mean "money-making successful"---we mean that they get their clients really, really good rankings for the search words that they are targeting. If, in your travels you come across a company that wants a quote for a full-blown SEO program, you'll need to refer them to us. You still get commissioned.

Real SEO programs typically run under 12-24 month contracts. A dedicated SEO program may be $800-$1500 per month or more and demand a solid understanding and commitment from the client. These are quoted outside of PromoWebs through our affiliate.

Writing Orders

The best part of the sale is the sale itself. If you've done your job (research, contact, present, close) then you will probably be selling something.

Using our Invoices

The invoices we use are 2-part NCR, meaning that what you write on the white copy gets written on the yellow copy without using carbon paper. The items listed are pretty straightforward, but let's quickly cover some of the lines you see there:

MULW: MULTIWEB $1,495

SOLW: SOLOWEB $995

VIDW: VIDEOWEB $695

MOBI: MOBIWEB $495

AVID: ADDITIONAL VIDEOS $495

The first video is $695. Additional videos are $495 each and should be ordered at the time of signing. The $200 savings comes from not having to send the videographer and his crew a second or third time.

APP: ADDITIONAL PAGES $95

After planning the Website, you'll often find that the products and services have grown out like branches on a tree. These additional pages are usually for product descriptions including prices, images and such and are $95 each. **Content must be provided for the extra pages.**

MMU: MARKETING & MAINTENANCE AGREEMENT $95/MO.

Marketing & Maintenance agreements are always 12 months. After 12 months, the client can stay on month-to-month. The reason for the 12 month agreement is that more work is done in the beginning months of the contract. We don't technically make money till later in the contract, so we even it out over a year period.

MSPR: MONTHLY SITE PERFORMANCE REPORT

The Monthly Site Performance Report is in development and will offer customers a view of their website's performance like no other.

HOST: WEBSITE HOSTING $24.95/MO.

Websites, like automobiles need to be "parked". That parking is called hosting, and the market is bristling with hosting companies offering anything from $5 to $50 a month. We charge $24.95 and give the client up to 10 email addresses for employees. We also support the site and email, something that is rarely offered elsewhere.

DOMP: DOMAIN PURCHASE

If the client does not have a domain or wishes to have PromoWebs purchase one for them, we will gladly do so. New domains require email accounts to be set up and set up again on the client's local machines. This is a bit of a bargain at $49.95

If the client has a domain already, PromoWebs will need to transfer it. The client will have to provide, locate or request the user name and password combinations for both the hosted server and the domain. Once they have this, we can transfer their domain.

AGPS: ADDITIONAL PROGRAMMING, SCRIPTING OR GRAPHICS $95/HR

In many cases, clients do not have graphics suitable for websites or want to provide graphics from brochures etc. Where graphics modifications (beyond simple cropping, resizing and resampling) are required, we charge $95 per hour. The number of hours will be determined by quotation.

Clients sometimes request additional programming or scripting to achieve something that they need outside of the site itself. This is an add-on, and must be accompanied by a custom quote.

Chapter Five: Policies, Procedures & Preferences

Working for PromoWebs (Policies)

Hours of Operation

PromoWebs operates during normal business hours, from Monday to Friday, 8:30am to 5:00pm. You are not expected to work outside of those hours and must obtain authorization if you plan to work outside of business hours.

At no time are you required to work on a weekend or holiday, even if you are trying to complete a report or other paperwork.

Working with Leads

Leads are provided in the form of White Leads, an industry term for a lead that is supplied as any combination of a company name, address and telephone number, contact name and any other pertinent information.

These leads are being generated from phone calls to actual owners of companies. The only reason you are seeing the lead is because the owner or person otherwise responsible has been contacted personally and has expressed an interest in seeing you to talk about websites at one level or other, for one reason or other.

PromoWebs leads cost money and are worth money. They are the property of PromoWebs and are *never* to be used to further personal purposes. Selling, sharing, transferring or using these leads for any other purpose outside of that for which the lead was generated is grounds for immediate termination and legal action may ensue as a result of the breach.

Treating and Handling Clients

Without exception, PromoWebs clients are PromoWebs' clients. To the extent that a company can "own" a client, PromoWebs owns each one of their clients individually whether in lead form or a signed, sold client. PromoWebs expects each of its clients to be treated with the utmost professionalism, courtesy, and fairness due any client in any industry.

Clients are to be spoken to as the professionals that they are. Some of our clients use foul language and may have shocking appearances (dirty, dusty, threadbare) as a result of their work in their industries. A professional drywaller is probably not going to show up at a meeting in a suit and tie. He may be mud-spattered and dusty and may even use foul or inappropriate language, but that does not diminish his standing as a professional in his industry and does not permit you to "mirror" his style in an effort to appear to align yourself with him. Maintain your professional demeanour at all times.

Payday

Payday, without exception is the Friday following the week during which a website has "closed". Closed is defined as a website that has been completed and signed-off on with the client. If a website has closed on a Monday, the commissions due will be paid *not on the Friday of that week* but *on the Friday of the following week.* Al other salary arrangements are paid every two weeks.

Expenses

Unless agreed to in writing, your expenses are not covered by PromoWebs. Expenses such as lunches, tolls, bridges and other expenses such as automobile related expenses are your responsibility.

Expenses that *are* paid forthwith are obvious reimbursements for such as out-of-pocket expenses as photographers, videographers, artists or any other expense incurred when you are on the spot and need a service fast.

Company Property

Items that are both obviously and generally expressed to be company property ("generally expressed" means that a normal person would not confuse the item as anything other than company property, especially of that person is working for PromoWebs and is part of normal hallway conversation) are company property and may be assigned, loaned, or otherwise placed into the care and trust of the employee. Such items must be returned to the company on demand and without delay. "On demand" means within 24 hours.

Company property includes: laptops or other electronic devices loaned or assigned to aid you in the course of your duties, leads, cash or cheques written to the company, for the company or otherwise for work intended to be performed by the company, invoices, sales materials, orientation materials and any other item known to have originated from the company and placed into your care. You are responsible for such items and accept the burden of care for such items, including replacement value if they are not surrendered to the company on demand.

Treating and Handling Money

During the course of your duties, you will come into contact and care of cash and cheques originating from a client and destined for the company. Cash and cheques must be returned in person to the company no later than noon on the day following the receipt of such funds. These funds are the property of the company and must not be withheld, appropriated, spent or otherwise used without express written consent of the company. Extraordinary circumstances may include using a portion of cash collected to fund a sudden field purchase or payment such as to an artist, photographer or other authorized support mechanism. Withholding funds, delaying the return of funds, holding funds hostage in exchange for demands made during the course of termination may result in the involvement of the RCMP.

Non-Disclosure, Non-Competition

All employees sign a Non-Disclosure, Non-Competition agreement with PromoWebs. To the extent that such an agreement can be enforced, PromoWebs reserves the right to enforce these agreements.

The essence of the Non-Disclosure agreement is that you did not know what made PromoWebs tick before you joined, and you must not share the knowledge, techniques, and "secrets" that make PromoWebs successful or at least functional at any level if you leave.
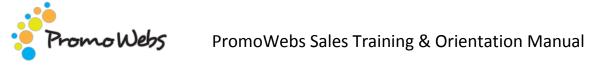
The essence of the Non-Competition agreement is that you were not in the website design business to the same degree as PromoWebs is or was when you joined, and so you should must not leave PromoWebs feeling that you are equipped to offer substantially the same product as PromoWebs does at or near the same price point, in any fashion that causes our clients to view your product as a viable competitor to PromoWebs.

Termination

Termination is never a happy topic unless an employee is leaving to pursue a career or opportunity under friendly terms. In many cases, employees seem to feel that termination is cause to hurt or injure the company. This need not be the case but there are strict rules that govern an amicable parting of the ways and employees are expected to be mature enough to respect these rules.

Termination may be the result of quitting or being fired. If you are quitting, you are required to provide adequate notice (a two-week notice is sufficient) and to participate in a winding-down of affairs, including outstanding client orders.

Termination as a result of firing can be brought about by breaching company policy. At no time is it acceptable to claim that one "didn't know" that a policy had been breached. The company will work with you to bring about resolution to any problem, but in the end, both parties must default to what is contained in this document.

To put it in casual terms: know the company policies, procedures and preferences. Consider them as boundaries and work within them. If you disagree with any of our "Three P's", schedule a meeting with your supervisor and explain what you feel is a better way to do things. Realize that breaching a policy may be grounds for immediate dismissal without notice. Breaching a procedure or preference may bring a warning, and is irksome and counterproductive at a minimum.

Selling Websites (Procedures and Preferences)

Product Knowledge

Product knowledge is important in any industry, but never more so than in the business development industry. When it comes to websites as a form of advertising, knowing your product intimately before you can even begin to talk about it is everything. Attempting to talk to a prospective client about a product that you have not thoroughly researched is a recipe for disaster.

The PromoWebs website is an excellent source of information about our products and services. All of the information is presented in an easy language meant to speak to prospective clients and website visitors. They can understand it, and so will you.

What do we Sell?

PromoWebs is primarily a business development firm. That means that are actually in the business of *helping* business *get* more business. We do this by building websites that are proven to build business, using knowledge, tips, tricks and techniques from an industry that was there when we got here.

PromoWebs sells three distinct types of websites: **MultiWeb**, which begins life as a five-page website (Home, About, Products, Services and Contacts); **SoloWeb**, which is a one-page, multi-section website (home, news, products, services, contact) and **MobiWeb**, which is a version of an existing website designed to be viewed on a web-enabled smartphone such as a blackberry or iPhone.

PromoWebs also sells **VideoWeb**, which is a 30-second high-definition video placed on a client's website and viewable through a YouTube player. Video is a very powerful sales tool and can be added to any website. It is important to note that **VideoWeb** can also be added to a **MobiWeb**.

No matter the product we are selling, we are selling it for one single reason and purpose: To generate leads, inquiries and showroom visits for our clients.

What's Included in a Site?

All sites are made up of two main components: **CODE** and **CONTENT**. Code is what makes the site look and function the way it does and is the function of PromoWebs' programmers. Clients care very little about the type of code being used to construct our sites, but for savvier clients, it is important to let them know that we do not program any longer with **Flash**, and have switched our preferences to sites constructed with HTML, HTML5 and JQuery. This is covered in training and is not essential information. As we say, savvy clients will find this interesting.

Working with Leads

Leads are provided in the form of White Leads, an industry term for a lead that is supplied as any combination of a company name, address and telephone number, contact name and any other pertinent information.

These leads are being generated from phone calls to actual owners of companies. The only reason you are seeing the lead is because the owner or person otherwise responsible has been contacted personally and has expressed an interest in seeing you to talk about websites at one level or other, for one reason or other.

You'll receive your leads daily and you must call the customer immediately. There will be notes regarding the customer's preference for contact (phone, email).

Scheduling Appointments and Meetings

Once you've made contact with the customer, it is time to schedule a meet. Many of our customers are small owner-operator types. They often don't have offices and operate from trucks or home. Such customers often prefer to meet in coffee shops or restaurants.

Presenting Products

Presenting websites and web video needs a decent laptop with wireless capability. The optimal setup is a 3G iPad—they show sites well and are very easy to transport and pull out. They can be propped up on a table or placed in a customer's hands while you watch.

If you are using a laptop or netbook, it will have wireless capability. Starbucks is a popular meeting spot as they have free wireless. If wireless is not available where you are, the next best thing is an iPhone or a smartphone that has tethering capability. Tethering means that you use your cell phone's data plan to bring up the internet on the laptop. iPhones can double as WiFi Hotspots themselves, broadcasting a wireless signal that can be picked up by up to five devices.

Selling a Site: The Sequence

We can't teach you how to sell a website, but we can show you the sequence usually involved.

1. The customer is excited and wants a site;
2. An agreement is filled and signed by the customer;
3. A deposit cheque is received, dated on the date of signing;
4. The salesperson interviews the customer briefly. Results are entered into our online ordering system;
5. The customer chooses a template (MultiWeb);
6. A sales copywriter calls the customer. The copywriter will be taking over from here;
7. The site is built and staged. The customer is asked to view the site;
8. Email addresses are setup on all computers and devices;
9. Customer signs off;
10. Site is closed and commissions prepared for next pay date.

Deposits in Lieu of Pre-Payment

In the world of custom creations, a 50% deposit is always received for work to be completed before the work even begins. This is an immutable law and does not change for any man, woman or business. Even Microsoft would have to put up the deposit. Customers often try to get around this, claiming trust issues, past experience or just the fact that their word is "as solid as oak".

No work will begin at any level until the deposit is received. The PromoWebs agreement is a contract that clearly states and defines the terms of the temporary relationship that we are entering into with the customer. If the customer refuses to pay the deposit, then the agreement is null and void. There is simply no such thing as building a custom website on spec and trust. Not at PromoWebs, anyway.

A customer who does not comply with PromoWebs' deposit policy does not automatically become "fair game". Making a site for the customer on your own or giving the customer the private phone number of somebody who will is grounds for immediate termination and possible legal action. We'll work on a non-compliant customer at the management level.

Deposits are in lieu of pre-payment. Taking a deposit is a courtesy; it establishes that there is enough trust on the part of the vendor (PromoWebs in this case) to begin working on and completing a new website with only half of the funds in hand. A customer does not do us a favour by giving us a deposit—we are doing him a favour by only taking half. Without exception, PromoWebs demands pre-payment for custom programming and graphics work.

Content Development

Content means copy and images. Copy means the wording, images mean the pictures. Copy is written by our sales copywriters. Images are the responsibility of the customer. When you are in business, you have digital pictures of your equipment, yourself and your logo. If the customer is missing images, we'll be happy to put him or her in touch with a photographer. Images for websites must be of near-professional quality. We strongly discourage Polaroid-quality images.

Copy is written by our staff sales copywriters. Customers often worry about having to write their own copy and this is again something that is strongly discouraged. Copywriters come with the website. Put the customer's mind at ease.

Staging

Once the site is substantially completed, PromoWebs will "stage" the site on our servers (www.mypromowebs.com/staging/client/index.html) . The customer will have an opportunity to view the finished site and make or suggest changes to it.

Hosting & Email Setup

Customers who are hosting with PromoWebs ($25/month) are given up to five email addresses (customer@hisdomain.com) which are set up on the customer's local computer and smartphone.

Website Models

Site Types (HTML, CMS)

There are a number of website types out there and you are going to hear about them from time to time. It is important to know the difference between each type.

HTML/JQuery

Almost all of our websites are constructed from HTML or JQuery code. These are the easiest sites to work with and the resulting site is perfectly visible on any of the 30 million iPads out there. JQuery gives the nice slide show you see on many of our sites.

Flash/Flash Intro

PromoWebs prefers NOT to create Flash sites because a) Flash is not visible on iPads and b) Flash sites also have to have a mirror HTML sites so that they can be visible on iPads, and that adds cost that the customer often does not understand.

CMS

CMS means Content Management System. This means that the content (usually copy, images) can be managed or changed, modified or removed at will by a special back-end system that allows such changes. An excellent example of a popular CMS is WordPress.

As an FYI, MS sites are often ordered but never touched. There is a certain amount of training (4-6 hours) required to show the customer how to make changes, which only 4-in-100 CMS owners actually do. Great idea, but not many really use it.

WordPress

As above, WordPress is a popular way to get a site made. WordPress makes simple, "three-box" sites that have a wide landscape image at the top (box one), a navigation strip (box two) and the copy container (box three). Three box sites are a big yawn and show just how little the business is willing to invest in itself. Joomla, like WordPress is based on the PHP programming language and creates CMS sites. Joomla is very well suited to large corporations or companies that plan huge sites that they want to manage internally.

eCommerce

PromoWebs does construct and sell ecommerce websites, but few of our customers will ever ask for one and for those that do, be advised that ecommerce is very expensive, very hands on and not for the faint at heart. Many will ask for an ecommerce site, thinking that they'll be making money while they sleep, but the reality is quite a bit different than just that.

Chapter Six: Appendix

Appendix: Product and Services Quick Reference

Use this handy guide to refresh your product knowledge memory.

MULW: MULTIWEB $1,495

- ✓ MultiWeb is a multi-page website, almost always **FIVE** pages but sometimes **SIX**
  - o Home Page
  - o About Us Page
  - o Products Page
  - o Services Page
  - o Contact Page

- ✓ MultiWeb is based on models whose structure is pre-defined and cannot be changed
  - o Elements can be changed
  - o Structure cannot be changed
  - o Logos can be changed
  - o Some elements can be recolored
  - o All copy can be changed
  - o Page names can be changed
  - o ToolTips can be added
  - o Images can be changed or added BUT NOT REMOVED OR RESIZED

SOLW: SOLOWEB $995

- ✓ SoloWeb is a single-page, multi-section website
- ✓ SoloWeb is built ONE WAY and cannot be changed
- ✓ Background colors can change
- ✓ Images can be added or changed
- ✓ Icons can be changed

MOBI: MOBIWEB $495

- ✓ MobiWeb is a website meant to view on an iPhone, BlackBerry or other web-enabled device
- ✓ MobiWebs can also feature a VideoWeb
- ✓ MobiWebs come with a contact form, not just an email address

VIDW: VIDEOWEB $695

- ✓ VideoWeb is a 30-45 second HD video
- ✓ Professionally shot, edited and produced
- ✓ Professionally voiced
- ✓ Business owners are encouraged to appear in their videos
- ✓ Output is to YouTube player

Appendix: Terms and Conditions

These are the terms and conditions that appear on the back of the Sales Agreement.

This is a contract. The undersigned is entering into an agreement to purchase, acquire or otherwise use and benefit from the products or services as selected on the face of this agreement and agrees to pay for those products and/or services in the manner required by the terms and features of each.

WORK FOR HIRE.

Websites are created on a work-for-hire basis. The undersigned ("Client") hereby engages the services of PromoWebs for the purpose of designing, creating, testing and delivering a fully functional Website, to be delivered to the Client in the form of Hypertext Markup Language ("HTML"), and/or on the Internet under a provided URL.

FEES.

Fees paid are for programming time. Graphics provided or otherwise suggested by the client that require more than cropping or resizing will be charged at $95/hour and will be quoted to the client first. Optional programming for extended functionality is charged at $95/hour and will be quoted to the client first. Additional charges require a Change Order (signature not required—proof of fax or email may be used as proof of conversation and client assent.) A 50% deposit is payable as of signing of this order with the balance being due upon completion of the site unless otherwise agreed to. Website completion is considered as completion of the Core Website, with or without content. Delayed and incomplete content does not mean an incomplete website. The undersigned agrees that they are personally responsible for the value of this contract. Remedies for non-payment may include temporary masking or removal of site, collections and/or small claims court.

TIME LIMITS:

Both the client and PromoWebs have an obligation to respect time under this contract. Delaying interviews, refusing to interview, refusing or delaying provision of content (images, etc.) or delaying or refusing to view or accept the draft version of the website as staged do not constitute a cancellation of this agreement. This agreement may only be cancelled in accordance with the provisions in this agreement. Website must be substantially completed within 30 days. Client may forfeit any deposit amount received after 30 days if delays are caused by above.

COPYRIGHT.

Materials provided for use in the website (images, etc.) are copyright their respective owners. The client has permission to use such images and content and assumes all responsibility for their use.

MARKETING & MAINTENANCE

Website marketing and maintenance is provided under contract, beginning on the 1st of the month immediately following the date of completion of the website and continuing until cancelled. Cancellation may only be made in accordance with the provisions in this agreement. Remedies for nonpayment may include temporary suspension.

TRAFFIC ANALYSIS

The Monthly Traffic Analysis agreement as listed and promoted includes a detailed monthly Traffic Analytics report, presented in PDF format and emailed to the client.

DOMAIN PURCHASE

Domains may be purchased and registered to the client for use by the client. Such purchases are considered "pass-through" expenses and may appear on this invoice.

DOMAIN TRANSFER

Domains are transferred free of charge where the domain user name and password are provided and transfer of the DNS name servers is permitted. Fees are charged where the client cannot provide a user name and password. Inability to transfer a domain does not constitute a cancellation of this agreement.

CANCELLATION

This agreement may not be cancelled in whole or in part unless agreed to, in writing, by PromoWebs. Fees may apply for early cancellation. This agreement will not be considered cancelled until all fees and expenses to the point of announcement of cancellation are paid in full. Client is responsible for all costs related to and associated with development of the website to the point of cancellation.