

6.1 Target Market & Ideal Customer Profile (ICP)

6.1.1 Primary Markets

Geographic

- Pakistan: Lahore, Karachi, Islamabad, Faisalabad (tier 1-2 cities)
- USA: Chicago metro area, expanding to nationwide remote clients
- Secondary: Canada, UK, Australia (English-speaking markets)

Industries

1. E-commerce & Retail: Online stores, D2C brands, marketplace sellers
2. Professional Services: Law firms, accounting, consulting, agencies
3. Real Estate: Agencies, property management, developers
4. Healthcare: Clinics, dental practices, telehealth
5. Education: Coaching institutes, online course creators
6. SaaS & Tech Startups: B2B software, mobile apps
7. Hospitality: Restaurants, hotels, event venues
8. Local Services: Home services, automotive, beauty salons

6.1.2 Ideal Client Characteristics

Firmographics

- Company size: 5-100 employees (SMB to mid-market)
- Annual revenue: \$100K - \$5M
- Growth stage: Established or growth phase (not pre-revenue startups)
- Online presence: Existing website (outdated or underperforming)

Pain Points

- Low online visibility (not ranking on Google)
- Outdated website (slow, not mobile-friendly)
- Poor lead generation (high bounce rate, low conversions)
- Manual processes (no CRM, no automation)
- Wasting ad budget (poor targeting, low ROI)

Buying Signals

- Recently raised funding or experiencing growth
- Hiring marketing/sales staff
- Competitor launched new digital campaign
- Seasonal business preparing for peak season
- Negative online reviews needing reputation management

Decision-Maker Profile

- Title: Owner, CEO, Marketing Director, CMO
 - Motivations: Increase revenue, reduce costs, competitive advantage
 - Budget Authority: Yes (or strong influence)
 - Urgency: 1-3 month decision cycle
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6.2 Value Proposition & Messaging

6.2.1 Core Value Prop

"Unisoftwares delivers measurable growth through data-driven digital marketing and custom software—at 50% the cost of Western agencies, with the same quality and faster turnaround."

6.2.2 Key Differentiators

1. Full-Service: Marketing + development under one roof (no coordination headaches)
2. Proven ROI: Case studies with 180% traffic growth, 140% lead increase
3. Cost-Effective: Pakistan-based team = lower rates without quality compromise
4. Fast Execution: Agile process, typical project 4-8 weeks
5. Transparent Reporting: Monthly dashboards, real metrics, no fluff

6.2.3 Messaging by Persona

For E-commerce Brands "We help e-commerce brands reduce cart abandonment by 25% and increase organic traffic 3x in 6 months through technical SEO, conversion optimization, and strategic content."

For Local Businesses (USA) "We put Chicago-area businesses on the map—literally. Our local SEO gets you to Google's Local Pack, driving foot traffic and calls. Plus, we build websites that convert."

For SaaS Startups "We turn your MVP into a scalable product with clean code, cloud infrastructure, and growth marketing that actually drives signups—not just vanity metrics."

For Service Businesses "Stop losing leads to competitors. We build lead-generation machines: high-converting landing pages + targeted PPC campaigns that deliver qualified leads at predictable costs."

6.3 Sales Process & Methodology

6.3.1 Sales Stages

Stage 1: Lead Generation

- Inbound: Website forms, SEO, content marketing
- Outbound: Cold email, LinkedIn outreach, referrals
- Events: Webinars, local networking (Chicago), trade shows

Stage 2: Lead Qualification (BANT Framework)

- Budget: Can they afford \$2K-\$50K+ project?
- Authority: Are they the decision-maker?
- Need: Do they have a clear pain point?
- Timeline: When do they need to start/launch?

Stage 3: Discovery Call (30-45 minutes)

- Understand business goals and challenges
- Ask about current marketing efforts and results
- Identify technical pain points (website speed, mobile, etc.)
- Discuss budget range (without hard commitment)
- Schedule next step: proposal or demo

Stage 4: Audit & Proposal (3-5 days)

- Free Audit: Quick website/SEO audit (automated + manual review)
- Custom Proposal: Scope of work, timeline, deliverables, investment
- Case Studies: Relevant success stories included
- Sent via: Email + scheduled review call

Stage 5: Proposal Review Call

- Walk through proposal document
- Address questions and objections
- Negotiate scope/pricing if needed
- Request decision timeline

Stage 6: Closing & Contract

- Send contract via DocuSign/PandaDoc
- 50% deposit required to start
- Kickoff meeting scheduled within 5 business days

Stage 7: Onboarding & Handoff

- Sales → Account Manager → Delivery Team
 - Client onboarding questionnaire
 - Access credentials collected
 - Project plan shared
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6.3.2 Sales Cycle Benchmarks

- Small projects (\$2K-\$10K): 2-4 weeks
 - Medium projects (\$10K-\$30K): 4-8 weeks
 - Large projects (\$30K+): 8-12 weeks
 - Average conversion rate: 25-30% (lead to closed deal)
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6.4 Qualification Questions (Discovery Script)

6.4.1 Business Understanding

1. "Tell me about your business—what do you do, and who do you serve?"
2. "What are your primary revenue streams?"
3. "How do customers currently find you?"
4. "What's your biggest business challenge right now?"

6.4.2 Current Marketing & Website

5. "Do you have a website? How old is it?"
6. "How much traffic does your site get monthly?" (Use SimilarWeb if they don't know)
7. "What's your current conversion rate?" (Leads or sales per 100 visitors)
8. "Are you doing any marketing now—SEO, PPC, social media?"
9. "What's working? What's not?"

6.4.3 Goals & Success Metrics

10. "What's your goal for this project—more leads, sales, brand awareness?"
11. "How would you measure success in 6 months?"
12. "What would make this a home run for you?"

6.4.4 Budget & Timeline

13. "Have you set aside a budget for this project?"
14. "What's your ideal start date and launch deadline?"
15. "What happens if you don't solve this problem this year?"

6.4.5 Decision-Making Process

16. "Who else is involved in this decision?"
 17. "Have you worked with agencies before? What was that experience?"
 18. "What's important to you in choosing a partner?"
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6.5 Common Objections & Responses

Objection 1: "Your prices are too high."

Response: "I understand budget is a concern. Let me show you the ROI: Our average client sees 3x return in the first year. If we generate an extra \$50K in revenue, a \$15K investment is a no-brainer. Plus, we're actually 40-50% cheaper than US-based agencies with the same quality. Would it help if we phased the project to fit your budget?"

Objection 2: "We're working with another agency."

Response: "That's great—what's your experience been so far? (Listen) Many of our best clients switched to us because they weren't seeing results or transparency. We're happy to provide a

second opinion or audit your current efforts at no cost. If your current agency is killing it, stick with them. But if there's room for improvement, let's talk."

Objection 3: "We can do this in-house."

Response: "In-house is fantastic if you have the team and time. Most of our clients tried that and realized it pulled their staff away from core business. Plus, agencies bring specialized expertise—our SEO team lives and breathes Google algorithm updates. You'd need to hire 3-5 specialists to match our bench. Worth considering?"

Objection 4: "We need to think about it."

Response: "Absolutely, this is an important decision. Can I ask what specifically you need to think about—budget, timeline, or fit? (Address concern) Let's schedule a quick call next week to answer any questions. In the meantime, I'll send you a couple of case studies similar to your industry."

Objection 5: "We've been burned by agencies before."

Response: "I hear this a lot, and I'm sorry you had that experience. What went wrong? (Listen) Here's how we're different: (1) Transparent reporting—you see real data, not vanity metrics. (2) Direct access to your team—no account manager runaround. (3) Money-back guarantee if we don't hit agreed milestones. Would those safeguards make you comfortable trying again?"

Objection 6: "We don't have time for this right now."

Response: "I get it—you're busy. Here's the thing: your competitors aren't waiting. Every month you delay, they're gaining ground on Google. The good news: We handle the heavy lifting. After the initial kickoff (2 hours), you're maybe 2-3 hours per month. Can we start with a quick win—like a free SEO audit—and go from there?"

6.6 Sales Enablement Materials

6.6.1 Must-Have Collateral

- Company One-Pager: Overview, services, differentiators
- Case Studies (3-5): Detailed project write-ups with metrics
- Service Brochures: One-pagers for SEO, PPC, Web Dev, E-commerce
- Pricing Guide: Tiered packages (Good/Better/Best)
- Testimonials Sheet: Client quotes and video testimonials
- Sample Proposals: Templates for common project types

6.6.2 Tools & Tech Stack

- CRM: HubSpot or Salesforce (track leads, deals, activities)
 - Proposal Software: PandaDoc or Proposify (trackable proposals)
 - Calendar Booking: Calendly (easy scheduling)
 - Email Sequences: HubSpot sequences or Outreach.io
 - Audit Tools: Screaming Frog, Ahrefs, Google PageSpeed
 - Video Messaging: Loom (personalized video pitches)
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6.7 Commission Structure

6.7.1 Sales Executive Commission

- Base Salary: PKR 40,000 - 60,000/month
- Commission Rate: 5-8% of closed deal value (gross project fee)
- Payment: Paid monthly after client invoice collection
- Quarterly Bonus: Extra 2% if exceeding quarterly target by 20%+

Example Calculation:

- Close \$30,000 deal
- Commission: $\$30,000 \times 7\% = \$2,100$ (approx PKR 588,000 at 280 PKR/USD)

6.7.2 Account Manager Recurring Revenue Commission

- Base Salary: PKR 80,000 - 120,000/month
 - Commission: 3-5% of monthly recurring revenue (MRR) from retained clients
 - Annual Bonus: 10% of annual retention value if client retention > 90%
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6.8 Sales Targets & KPIs

6.8.1 Individual Sales Targets (Monthly)

- Junior Sales Executive: PKR 500K - 1M in closed deals
- Senior Sales Executive: PKR 1.5M - 3M in closed deals
- Business Development Manager: PKR 3M - 5M in closed deals

6.8.2 Sales Team Metrics

- Lead Response Time: < 2 hours (during business hours)
 - Discovery Call Booking Rate: 30-40% of qualified leads
 - Proposal-to-Close Rate: 25-35%
 - Average Deal Size: PKR 150K - 400K (\$500 - \$1,500)
 - Sales Cycle Length: 14-30 days (target: < 21 days)
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FAQs (Sales Playbook)

Q1: What's our ideal client?

A: SMBs with \$100K-\$5M revenue in e-commerce, professional services, real estate, or SaaS looking for digital growth. (Source: Sales_Playbook_Detailed.pdf, Section 6.1.2)

Q2: How do I handle the "too expensive" objection?

A: Focus on ROI, show 3x return examples, compare to US agency pricing (we're 40-50% cheaper), offer phased approach. (Source: Sales_Playbook_Detailed.pdf, Section 6.5)

Q3: What's the commission rate for sales?

A: 5-8% of closed deal value, paid monthly after invoice collection. Quarterly bonus for exceeding targets. (Source: Sales_Playbook_Detailed.pdf, Section 6.7.1)