### Running a Demo – Version C

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| Overview | The purpose of this document is to provide you with a general outline to follow during a demo.  Every demo will be unique, and many factors will determine the path it will take. However, your demo will nearly always follow a basic format.  This document is an outline for the “Combo” demo (Sponsored + Organic). |

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| Opening | Before picking up the phone, make sure that you have the following in order:  **Action: PowerPoint deck pulled up**   * customized, * ready to be shown in “Presentation Mode”   **Action:** **Firefox open with the following tabs**:   * Google * Client’s Website * AdverSite example * A Yodle Live demo account, ready to be shown in “Client View” * A GoToMeeting initiated  |  | | --- | | Skip Point: Have Site Explorer and/or WooRank pulled up (if necessary for pitching YO) |   **Action: Become familiar with Demo Account’s Budget**   * Be aware of how many calls they are getting compared to their budget   **Action: Open Sales Wizard**   * Click on “Create in Yodle Live” from the opportunity in Sales Force * Fill in prospect info, then minimize window   **Action: Call your prospect and then**:   * Thank your prospect for their time * Make initial small talk to build rapport * “Have you ever used GoToMeeting before?”   **Transition**: “As we get things setup I would like to get to know your business a little better, how you’ve been marketing, and see how we can help.” |

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| Needs Analysis | **Get to know their business**   * What is something about your business that you are really proud of? * What makes you stand apart from your competitors? * Anything else that differentiates you from other \_\_\_\_ in your area?   “We are on the phone today because there is an area of your business that needs improvement.”   * What is it and why does it need to change? * What aspect of the business are you looking to improve immediately? * If you don’t improve this aspect of your business, what effect will this have   **Dig into advertising:**   * Are you doing any advertising at this time? Where? * How much are you spending there? * Are you advertising at all online? * So, why are you interested in on line advertising at this time? * 82% of people looking for your services on line * The days of using the print YellowPages are almost over * So you’re total advertising is about $X a month. (get actual $) * How many new calls did you get as a result if your $X in advertising last month? And how much new $$? * How do you go about tracking your advertising results? * Are you happy with the return you are getting from your advertising? * If yes: Do you think you can do better? * If no: what are you planning on doing differently?   “Let’s step away from advertising and look at your short term financial goals.”  **Financial Goals:**   * Ideally how many new jobs would you like to take on next month? * What is the average value for each of those jobs you want to be doing? * The goal here is to get **X** jobs and **Y** revenue next month * **X** = number of Jobs needed * **Y = Revenue -** (**X)(**Value per Job) * What would happen to your business if you weren’t getting these jobs in the next few weeks?   **One more quick question**: If I were to get you 10 qualified calls from people looking for your specific service, how many would you turn into your customers (% Close Rate)?  **Action: Have calculator ready**   * Calculate the total number of calls we need to deliver to generate $Y * (X Jobs) / (% Close Rate) = (Z Total Calls)   “So the goal of this call is to clearly show you how we are going to get you **X** jobs and **Y** revenue over the next month.”  “With a close rate of %, Is it safe to say we need to get you **Z** phone calls to make this happen?”  **When do you want this problem to change?**   * Is this a nice to have or do you want this (**PAIN**) to stop within the next (8) days in order to stay competitive?   **Transition**: “Now that we have defined your goals and that we need to get you **X** new jobs and $**Y** in revenue over the next month, let me show you how we are going to do that” |

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| Agenda Slide | **Action:** PowerPoint deck **Agenda slide** - **“Presentation Mode”.**  “How much time do you have left for this call?”  Is there anyone else who you think should see this demo?   * Maybe your partner of wife?   **Agenda slide 1/3** – “We have discussed your business needs”  **Agenda slide 2/3**  “Next, I’ll discuss with you what we bring to the table.”   * We’ll run a few searches * I’ll show you someone currently working with us * And discuss how we’ll get you the calls you need * This is unlike anything you have ever seen before! * **Reminder**: Get prospect as excited as possible!   **Agenda slide 3/3**   * So if this makes financial sense, and I can clearly show you how we can bring you **X** jobs and $**Y** is this something you would feel comfortable testing out today to solve (**PAIN**)?” * “Well, the reason I ask is that we can get you setup very quickly. * We can get your phone ringing in as little as 8 business days. * You can handle those calls right?   **Transition**: “What have you heard about Yodle?” |

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| Yodle Overview | **Action:** PowerPoint deck - **Company Overview** slide   |  | | --- | | Reminder: Know how to use the yellow highlight feature of GoToMeeting |   “When you are looking at a company to do business with, what things are important to you?”  Depending on Prospect’s response, discuss some of the below Yodle points  **Longevity**   * 6 years of service - An eternity for a technology company * How long have you been in business? * How has your business changed over the years?   **Company strength**   * 450+ employees * 8000+ clients * We’re growing at a staggering rate, even during the current recession * How has the recession affect your business? * 150% growth per year over past 3 years –why? * The reason for our growth is we deliver results for our clients   **Independent Reviews**  **BBB**   * Are you a member of the BBB? * What is your rating? * We have an BBB A rating which is very difficult to achieve   **Inc 500**  Have you heard of the Inc. 500?   * Similar to the Fortune 500 except for small growth companies * We were ranked the 35th fastest growing company in the United States * We are growing at a phenomenal rate because we deliver results for our clients   **Dummies Book**  Do you read any of the “For Dummies” series?   * Dummies approached our CEO to authored the book Local Online Advertising for Dummies * We can say we literally wrote the book on online advertising.   **Referrals**   * What % of your business is from referrals? * What does this say about you and your company? * 1/3 of Yodle’s business comes from referrals * Which shows how our current clients feel about the results we deliver   Do you feel it is important to work with a company with so much online marketing experience?   * How come?   “Bottom line, Yodle is a major player in the online marketing world.  When you work with us, you are working with an industry leader.”  **Transition**: “Well enough about Yodle, back to your business.   * If someone was looking online to find a [specific service] in your [specific location], where do you think they may start their search?”  |  | | --- | | Skip Point:  “When your [Yellowpages] rep said he’d get you online, did he tell you what site you would show up on? YP.COM?”   * And why does he want you on YP.COM? * With Yodle, we want you to be found everywhere so as to best acquire leads at the lowest possible price. * For example, if someone was looking online to find a [specific service] in your [specific location], where do you think they may start their search?” | |

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| Iceberg Slide | **Action:** PowerPoint deck **- Iceberg** **Slide**  And which search engine would you use?   * Google is the largest player, accounting for 64% of the search market * Along with Yahoo, Bing, AOL, they handle much of the search market * However, they are only a tip of the iceberg   “When someone is looking for a (service) in (location), what do you want to happen?”   * You want them to call you right? * Do you care how they find you?   “Yodle casts the widest net to ensure potential new customers can find your business.”   * We have premium partners in all the major internet search engines (G, Y, B, AOL) * And Alliance partners with over 75 other outlets. * No other company will provide you with this type of search coverage.   “Do you know which of the search engines or directories are the most expensive?”   * Google is the most expensive * All of the other 75 outlets are less expensive * That’s why we work with everyone, to get you found in the most cost effective way   “At the end of the day, what’s really the goal of working with us?”   * To generate [x # of new jobs] at the lowest acquisition cost possible, right?   “Well Mr. Customer, lets recap”   * While Google is the largest, it’s not the only way people search for services * Yodle works with 75 outlets, we have no allegiance to any one search engine * We are looking to find you the highest quality calls at the lowest possible cost     **Transition**: “Given the popularity of Google, let’s use that as our example.” |

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| Live Search | **Action:** **Exit presentation mode** of the PowerPoint by hitting the “Escape” key. **Open Firefox** to the Google tab.   |  | | --- | | Tip: Use the yellow highlighter to   * Separate Sponsored from Organic * Highlight business names |   **Intro**: “Tell me, if someone were looking for [prospect specific service] in [prospect’s location], what do you think they might search for?”  **Enter answer in Google Search**   * Do you see yourself anywhere on the SERP? * Does anyone on this page look familiar to you? Anyone else? * How about (list a few from all sections)? * Are they your direct competition? * Do you think [competitor] is getting business from here? * Right now, this customer is going to call your competitor, not you * If (competitor) is getting business from being here and you are not, how does this make you feel? * Do you want this call? * If you don’t get these calls, how will this affect your business long term? * What do you need to do to fix this problem?   “The SERP is broken down into 2 separate sections” (use highlighter)   * Sponsored - The upper and right side * Organic - Down the bottom   “In a perfect world, where would you like your company site to show up?’   * At the top of both the Sponsored and Organic sections – why * Do you ever look at page 2 or 3? * What is the problem with showing up anywhere except page 1?   “After you have searched on Google for a service, where do you click?”   * Sponsored or Organic * Why?   **Who clicks in the Sponsored section**   * 30% * People closer to the final buy decision * Ads are very specific to the exact needs of searcher   **Who clicks in the Organic section**   * 70% * People who are potentially more browsing   “But do you know type of person is going to turn into that next [job] worth [X]? That is why you need to be in both sections!”  “How do you feel that your company is not showing up in the SERP?”   * How long do you think you can afford to not show up here while [competitor] does? * Let me ask you something, how many phone calls do you think you missed out on TODAY because you are not here but [competitor] is? * Given the current **PAIN**, would you feel comfortable investing in Yodle today so that we can stop this problem from happening another week?   “So, again, why are you interested in on line advertising at this time?”  “There are 3 basics to be successful in on line advertising that we’ll be discussing throughout the rest of this call.”   * You must have a website designed in a way to prompt people to call you * People have to be able to find your website on the internet * And then you must be able to track your results and refine your campaign to improve performance over time * Do you agree?   “Just to confirm, are we still on track for time?”  **Transition**: “Let’s take a look at what [competitor] is doing to get this type of call” (a competitor listed on the SERP) |

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| Competitor’s Website | **Action:** In the Organic section, identify a **Competitor’s Website in FireFox** using the site preview tool, then open it  **Intro**: What is the main purpose of a website?   * Get a person looking for a service to call so they can become a customer * The site is not to educate people but to get them to call you, to take action   “What do you think about this website? What stands out to you?” Good, Bad  “Let’s talk about the site from a conversion rate standpoint.”   * Conversion rate = % of people who view a website then call the business * A typical site converts at about 4% - 100 visits, 4 calls   Diagnose site according to **Website Analysis Checklist**  Do you feel this site is designed to get a person to call the business? Would you call? |

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| Prospect’s Website | **Action:** Switch to the **Prospect’s Website in FireFox**.   |  | | --- | | **Reminder**: Determine if we are selling a Yodle built site or using the client’s site before proceeding. |   **“Let’s take a look at your website”**   * How old is your site? * Who built it? * How much did it cost? * If you need to make updates who does this, what is the cost? * What is the purpose of your site?   **Intro**: “So Mr. Customer, if someone was looking for (specific service prospect offers) in (prospect’s location), and clicked on your website, would they find specific information related to that service immediately?”  Diagnose site according to **Website Analysis Checklist**  “What do you do when you view a website and cannot find exactly what you are looking for immediately?”   * The back button is the enemy * Lose 30% of visitors for every click made to find information * Today, people are very impatient with their search activities * Do you feel your website was designed and built as best possible to drive phone calls to your business?   **Transition:** “Now let’s take a look at a Yodle built website.” |

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| AdverSite Example | **Action:** Switch to an **AdverSite example in FireFox, and open a specific landing page**.  **Intro:** “This is a website built by Yodle  “Yodle designs websites for a single purpose – to drive people to call the business – improve the conversion rate.”   * A typical site converts at about 4% (visit to call rate) * An AdverSite converts at about 16%. Four times greater!   Why does a Yodle site have a conversion rate 4X greater? (point out)   * Landing pages * Call to action above the fold * Phone number, email, address on all pages * Testimonials * Well organized, limited information, easy to read * This is why our sites convert at 4X greater than a standard site   “Think of this - If you got 1 new customer as a result of people visiting your website, today, if you had a Yodle site, with a 4X greater conversion rate, you would have 4 new customers.”   * That’s an extra $ (3 X avg $ / job)   “How much do you think a website like this would cost?”   * A Yodle built site is only $599 * You own the site for life * All revisions are free * How does this sound * Do you see how a Yodle website with a high conversion rate will help to solve your **PAIN**?   **Transition**: “Now that you know that you need a high converting website to get people to call you, we need to discuss our strategies for getting people to visit your website in the first place.” |

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| SERP Overview - Organic | **Action:** **Open Firefox** to the Google tab.    **Intro**: “We discussed earlier that the SERP is made up of 2 sections – Organic and Sponsored.”  “Let’s look at the Organic section first.”  The benefits to you of being listed high in the Organic section   * 70% of people select companies from this section * All clicks to your website are free * Within 60-90 days, 92% of our clients are in the top 10 spots   “How do you think your business will be affected if your website is high in this section?”  “How would this help relieve your **PAIN**?”  “Let me show you someone we got to rank high in the Organic section and then explain how we did it. You’re going to love this!” |

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| YO Account Example | **Action:** **Open Firefox** to the **Yodle Organic demo account -** C**lient View**  “We have this phenomenal platform where we provide 24/7 access to detailed reports on the performance of your campaign. “  “Here is an example of one of our current clients that we have showing up high in the organic section.”   * You’re able to monitor the visits to your site. * We give you insight, which websites we are linking back to your site * And the one that I really like is this, the keyword tab – (show it)   **Action:** Within the Organic Account, switch to the **Keyword Report**  “What we do is identify the services you want to show up for and then turbo-charge three KW’s related to those.”   * Tell me, which 3 services might make the most sense for your business? * This is a client in [city] and they chose [KW] to target. * When they began working with me, they were showing up in [initial position] and right now we have them in [current position]. * 92% of our clients are on the first page after just 60-90 days * The higher you show in the Organic section, the more people will visit your website * This is exactly what I want to do for you!  |  | | --- | | Skip Point  Action: Open Firefox to the Google tab and search for a phrase the demo account is ranking well for.  “The proof is in the pudding, check this out!” |  |  | | --- | | Note: If prospect seems pumped about Organic, and you sense you can close without further building value then attempt to trial close. |   “So, to generate all of this traffic,”   * We charge just **$667 / month**. * For 6 months vs. the 1 year contract that other advertising companies require.   Can we agree that improving your organic ranking is important to your business?  So this is something you want to do. |

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| Return to SERP | |  | | --- | | Feature Point  If prospect pushes back or more value needs to be built, use the following  Action: Open Firefox to the Google tab and revert to the search phrase you typed in the “Live Search” chunk  “You mentioned you knew some people listed in the Organic section”   * State some competitors * Let me explain what we’re going to do to get your here   “Do you know how Google determines who will be at the top of the  Organic section?”   * They look at 2 things * Is your website designed properly to contain the correct content * Do others feel your website is important * Google only wants to display websites that add value to their customers   On-Page Optimization  “We begin by thoroughly optimizing your website to make it more search engine friendly.”   * Doing so will make it show up higher than your competitors   “For this search phrase, there are over XXXX results. Think of this as the height of the mountain. My job is to help you navigate to the top.”  Action: Identify a competitor ranking well  “The reason this person is coming up so high is Google has deemed them the most relevant website of anyone else. He has exactly what I searched for in the code of his website!”   * We’re going to make sure your site is coded exactly how Google wants it |  |  | | --- | | Feature Point  Switch to Clients website and then pull up Woo Rank to show basic problems with client’s off-page optimization.  “So this is your website as you and I see it. Any idea what it looks like to the search engines?”  Action: Right-Click on the client’s website and select “View Source”  “It’s difficult for you and me to read this, but I have a tool that analyzes how search engine friendly your site is.”  Action: Navigate to WooRank.com and type in the prospect’s URL   * Point out the On-Page deficiencies that Woo Rank mentions   “Do you see how we can make some serious improvements to your site?” | |

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| Off Page Slide | |  | | --- | | Feature Point  If prospect pushes back or more value needs to be built, use the following  Action: Pause screen, then open up the “Off Page” slide  Intro: “What we do on your website is only 1 piece of the puzzle.”  Off-Page Optimization is the 2nd piece   * Have you heard of the importance of links and content on ranking? * Google only wants the most popular websites to show up at the top * That’s how they provide value to people doing searches   “We take a 4 pronged approach over the next 6 months”   * Have you ever had anyone create unique articles and content online for your website? * Well we have an expert author write 5 article on your behalf and submit to article directories * Do you have a video today on your site? * Were you aware that Google owns YouTube? * They care about video content. * We create a video slideshow/photo montage that we syndicate to all the video directories * We will get hundreds of links back to your site * The final piece is Maps optimization * Have you claimed your Places page? * In addition to the “off-page” elements we just discussed, Google is now putting a lot of emphasis on their business profile pages. * Action: go to SERP * Take a look at this person (first person in the list) * You see the letter A below his site description and on map, * We’re going to do this for you as well, which not only assures a higher ranking but also helps you claim more of the SERP real estate.  All in an effort to dominate the SERP |  |  | | --- | | Feature Point  “It’s quite similar to a popularity contest.”   * Imagine you walked into Google’s headquarters and started screaming that you deserved to show up #1 in the Organic section for your service. * How do you think that would go over? * Now, what if you had hundreds of other websites across the web vouching for you – and saying on your behalf that you in fact should be showing up #1 for your services in the Organic section. * How might the outcome be different? * That’s the basis for our strategy. * We work to generate numerous links from other websites across the web back to your site, driving up your website popularity and increasing the likelihood that you’ll show up. |   “So, to improve your ranking and start generating all of this traffic,”   * We charge just **$667 / month**. * Also, our contract is only for 6 months vs. the 1 year contract that other advertising companies require.   For this price you get   * on page optimization of the website we design * continual off page optimization with links back to your site * a lot of service for a small monthly fee     Can we agree that improving your organic ranking is important to your business?  **Discuss PAIN point again**  “So we’ve talked about how we are going to get you into the top of the Organic section, but let’s shift gears and discuss how we’re going to start generating you business immediately” |

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| SERP Overview - Sponsored | **Action: Back to the Google SERP**  **Intro**: “Now let’s discuss how the Sponsored section works and how it can help to solve your **PAIN**.”  “At the top, in this shaded area, we have the sponsored links”   * The top 3 and then everyone down the far right of the page * Do you know how the sponsored links work? How? * It is a blind auction * All of these competitors are bidding against each other for position * The person at the top of the list is usually paying the most amount of money of anyone on the entire page. * The way it works is that when a prospective customer clicks on your ad, you must pay Google some amount of money determined by your position. Sounds like a fair trade off right?   “But ultimately, your goal should be to get someone to pick up the phone and call as opposed to just click, right?”  “And, that’s exactly what our technology does.”   * Can be very dangerous if you do not know what you are doing. * You could get a lot of clicks, spend a lot of money and not get any clients. (i.e. improper geo-targeting) * But it can be extremely powerful if you work with an expert like us * We have a proprietary technology we call ClickRank. * We are going to be bidding on thousands of Keywords and with ClickRank every Keyword gets a score. * Score goes up if the click becomes a phone call, email or new client. * Score goes down in the click becomes nothing. * Higher the score the higher we are willing to bid, the lower the score the lower we are willing to bid. * Through time we are getting you better and better results.  |  | | --- | | Feature Point  If the prospect is not understanding the concept of ClickRank, wants to always be ranked #1 or has the objection “my cost per click is too high” use the script below:  “Here, let’s take a look at an example.”  Action: Highlight the top Sponsored Link listing.   * “Let’s say this person at the top of the list is paying $5 every time someone clicks on him. * And let’s say this person over on the right is only paying $1 every time someone clicks on him. * Based on that extremely limited amount of data, any thoughts on which position is better?” *Response may vary.* * Well, we said that the goal is to actually produce calls as opposed to the clicks so let’s add a bit more color to the example. * Let’s say that it takes 20 clicks for the $1 click to turn into a call, well that call cost you what? * Now what if we found that the $5 click only took 3 clicks to turn into a call. Now which position do you want to be in?” * Exactly! That’s what our technology does; it determines which position and which KWs are going to produce the highest volume of calls & emails at the lowest possible price. |   **Discuss PAIN point again**  **Transition**: “Beyond our ability to track every movement on the site and the phone calls they generate, we have an amazing platform that gives you detailed reports on exactly what we are delivering to you each day.” |

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| Dashboard | **Action:** Switch to the **Yodle Live demo account -** C**lient View**  **Intro**: “This is the dashboard of one of our current clients”   * Shows a high level overview of what we are delivering to them each month. * They have a username/password to access this information 24/7 * When we work together you’ll have the same access to your account’s data   “Tell me, what type of tracking do you have today? Exactly how many new calls/clients/dollars did you get as a result of your advertising last month?”  **Action:** Point out “**Your Calls & Emails**”   * Here you’ll see that we generated [X inquiries in (Month)] * I can prove to you that each one of these came from us, do you remember how we track this? * In (Next Month), we saw an uptick, an increase in inquiries to (Y). * What I like the most about this is that he didn’t spend a penny more than the month before. * Our ClickRank technology literally works to get you more leads each month, without spending any additional money.   **Action:** Point out the “**Campaign Summary**”   * We also track the number of people who visit your site. * The sites that we build convert at an incredibly high rate. * For this client, we’re converting at (X%) * While visits are an important aspect of the campaign, what we should really focus on is the number of calls & emails * In a rolling 30 day period we generated (Y) for this client. * So let’s figure out how much money we made him: He got X calls and if he converts calls to clients at the same rate as you he got Y clients. At an average of $Z per client he made $AA dollars last month. * Do you see why we grew 150% last year? * We are making our clients a lot of money!   **Discuss PAIN point again**  **Action:** Point out “**Contact Yodle**”   * Do you have anybody in your office that is paid a salary to measure how much money you make on how much you spend? * Beyond my role and our relationship, each client is assigned their own dedicated **Marketing Specialist** * Our Marketing Specialists are experts in [industry] and have hundreds of accounts to use data from to improve your campaign * This person is responsible for monitoring your campaign and getting you the best possible results. * She will reach out periodically and a typical conversation may go like this.” * Perhaps she’ll say that she has been seeing lots of search volume for (teeth whitening) and she might suggest you go after that KW as well * Maybe she’ll mention that there appears to be some search volume just outside of the area you are currently targeting and may ask if you would like to go after a larger audience   **Transition**: “So for your dedicated Marketing Specialist, access to this great platform, and everything else I’m about to show you, it’s just **$69/month**, fair enough?” |

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| Contact Manager | **Action:** Switch to the **Contact Manager - Client View.**  **Intro**: “The Contact Manager is the bread and butter of what we bring to the table and this is where my clients spend most of their time.”   * You can see here every person who called you as a result of your Yodle advertising in addition to who called, where they called from and you can even download and listen to a recording of that call!  |  | | --- | | **Reminder:** If your prospect is an attorney or in the medical field, say this:   * “Now, due to [HIPAA, or Client/Attorney Privilege], I cannot actually show you the calls we are delivering to this client, but let’s take a look at someone in one of our non protected segments.” |  |  | | --- | | Feature Point  Open up one of the calls. Make sure you have reviewed the call ahead of time.   * Would you like to listen to one? * What do you like about this call? * If you got (3) calls like this a day do you think you would land 1 job? How much would that be worth to your business right now? * Would you pay \_\_\_\_\_ for a phone call like this? * What are a few reasons why we were able to deliver such a quality lead to this guy? * Why do you think we record the calls? * We do this for 2 reasons – to help you audit your staff and to help you audit us |  |  | | --- | | Feature Point  Does prospect have a reception staff  Example   * How many receptionists do you have right now? * Would you say that one is stronger than another? * What are you doing to get your staff better? * Do you do any auditing/training of your staff? * Reminds me of a client we had that ran a spa. * A woman called in and wanted to host a bachelorette party there for her and 6 other women. * And when she called, the receptionist told her, sorry but my book only goes out 3 months, you’ll have to call back as we get closer to that date. * Can imagine the reaction the owner had when they heard that call * What do you think he immediately did? * How would you use this feature with your staff? |  |  | | --- | | If Applicable: “Now when you used the [Yellowpages] was there ever a question of if the service was working or not?”   * How did you know/track? * With Yodle there is not going to be a debate if this is working or not…that is either your voice on the phone or it isn’t. * Would you like to be able to track your other advertising to this level of detail? * We can provide you with tracking phone numbers for your other forms of marketing. We are so confident we are going to get you better results we will have a ‘bake off” any day of the week to provide we get a higher ROI. |   **Reminder**: Be sure to exhaust all reasons for recording the calls and then say:   * Now we don’t just care about click and calls we care about….[let prospect finish sentence] (answer should be new clients) * You can come into the platform and say whether this was a good call, bad call or an actual appointment or sale * Why do you think we do this? – Actually 2 reasons * In your yellowpage advertising did you know exactly the return on investment you received? What was that exact dollar amount? * We show you a clear picture of your ROI, down to the penny * We discussed ClickRank. How do you think this impacts ClickRank? * We take this data and feed it back into our bidding algorithm * More clicks if it is good (or a new sale), fewer clicks if it is not.   **Transition**: “Beyond our ability to track the calls, we have an in depth analytics package that reports on all aspects of your campaign. Tell me, what type of reporting do you find most valuable?” |

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| Ad Stats | **Action:** Switch to **Ad Stats - Client View**. Point to the **Referrals** chart.  **Intro**: “As you can see we track every movement on your website. You can see traffic to your site by day, hour and month.”  “This pie chart shows keywords people are actually searching for:”   * A large chunk falls into the category of ‘other’ * These are the long-tail or specific key phrases * These keywords are cheaper and convert at a higher rate   “Tell me, if someone searches for (dentist), what are they looking for?”   * Now, if someone searches for (dental implants 10024), that sounds like someone you would want, correct? * And that’s exactly what we are focusing on with these ‘other’ KWs   **Action**: Switch to **“Referral – Sites” Button**   * Remember we discussed distribution before? * Check out the traffic this client is getting in addition to Google. * Where else do you think that traffic could be from?   **Action:** Switch to **Lead Metrics** and **scroll down**  **Transition**: “In addition, we track calls and emails by day, hour and month”  “Another important stat is the unanswered call volume. This tells us that (X%) of the time, people are hitting voicemail or hanging up.”   * Tell me, if 10 people called, how many typically turn into patients again? * Ok so if this client received 100 calls last month he got [Y] clients right? * Now if he missed [X%] of calls that means he lost [Z] clients * What was your average spend per client again? * Ok so he lost [avg spend] \* [Z clients] last month by just not picking up the telephone! * How much money do you think you lose each month by not picking up your calls? * How do you know how many calls you missed? * It is worth it for many clients to use Yodle just to plug this hole of lost revenue!   **Action:** Point to **Calls & Emails by Hour**  “Do you have any visibility into when you get the most calls each day?   * We report that * How would you use this to adjust your activities / staffing levels?   **Transition:** “There is one other cool stat we track”  **Action:** Switch to **Geo Stats tab**  “We show you clearly on a Map where all of you phone calls, emails and new visitors have come from.”   |  | | --- | | If Applicable: We discussed you were using the [Yellowpages, Direct Mail, radio, etc]   * How did you know which neighborhoods to target? * We can give you tremendous insight into your customer base as we know that one area gets you a lot of calls and another neighborhood may not be worth advertising in. * As we discussed before we can provide you with tracking phone numbers for your other forms of marketing. The data we collect here can make you more efficient in every other dollar that you spend. |   **Transition**: “Let’s take a look at the services this client is currently promoting with us.” |

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| Ad Campaigns | **Action:** Switch to **Ad Campaigns** – **Client View**  **Campaigns Tab Intro**: “This client is currently advertising for [veneers, implants, and crowns].”   * Which services would you want to advertise for again? * The campaigns we create are not necessarily the services that you do, but rather the services which make you the most money and you want to promote. * We list the total number of keywords we are currently bidding on for each service we’re promoting. * [if using AdWords] How many KW are you currently bidding on? * One benefit to online marketing is you can literally flip the switch at any time on any of these. * If, say in June, you want to run a promotion for (teeth whitening) and then turn that off in August, we can do that * Tell me, do you typically run promotions for (veneers)?   “Now, you mentioned that (veneers) were big for you so let’s dive into what we are doing for this client for that service.”  **Action:** Click into one of the active advertising campaigns  “At the top of the page, we list all of the different ad copies that we are running on the major search engine and you’ll see that some of them are different”  **Action:** Point to two different ads running on the same search engine   * Any idea why we have multiple ads running? * Which value proposition do you think people in your area will respond to more [pull two example’s from your conversation – 10% off or 20 years of experience]? * Why do you think that? * Well we are not going to make any decisions based on a hunch. We write 3-5 ad copies and test them to see which gets us a higher click-thru-rate and higher call-thru-rate   We are constantly refining this, month over month   * From there, we create a list of literally thousands of KWs * From generic, (veneers) to incredibly specific, (non invasive veneers upper west side NYC) * Some of these KW may get a click every 6, 12, 24 months, but when they do this click will be significantly cheaper and will convert at a higher rate. These are the ideal KW to target, right? * As you can see it takes a lot of work to set all of this up right?   “For the labor involved in addition to domain name, phone number, etc that we need to purchase it is a one-time setup of $447. We can get this done in as little as 8 business days”  **Discuss PAIN point again**  **Transition**: “The only other aspect of this that we need to figure out is your monthly sponsored budget. |

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| The Close | **Action:** Remain on **Ad Campaigns** – **Client View**  “We’re on the phone today because you need to generate (X) new clients over the next month.  “From what I’ve shown you, do you believe we can get you these phone calls?  “We discussed the need to bring in an additional (X) new customers, each being worth (Y). Based on the typical performance of an account, I’m recommending a budget of ($1500) to show you a return of ($$$). Should we go with that or start out a bit more aggressive?” |

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| Account Activity | **Action:** If you get pushback on where these numbers come from, switch to  **Account: Account Activity > Daily Spend** – **Client View**  “I think this will help explain our billing in more detail. You can see exactly what this client spend and the money he made back in return”  **Action:** Point out the current month’s billing statement   * This client has a budget of ($1500) * Everyday his balance decreases, like a debit card, as we get him visits, calls and emails. * And as the month goes on, you’ll see that the budget is depleted while at the same time the number of inbound inquiries is going up * At the end of the month, we spent his entire budget and generated (X) new calls and emails * Can you handle (X) new calls and generate (Y Revenue) or should we be more aggressive?   **Transition**: “So again, can you handle (X) new calls and generate (Y Revenue) or should we start out a bit more aggressive? I want to make sure you start with a budget that you feel comfortable with.” |

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| Sales Wizard | **Action:** Switch to **Sales Wizard** by clicking “Create in Yodle Live” from the opportunity in SalesForce  “What number should we begin sending these leads to?”  **Action:** Begin filling out the first page of the Sales Wizard   * I need to collect some basic info, what’s the physical address you’d like displayed on your website? Collect all basic info * Recap and confirm on all Fees * Recap Organic options   **Action:** Click “Save and Go to Payment”   * Are we using Visa, MasterCard, AMEX, or Discover? * Fill out required information and send E-Contract   “Open up the emailed contract I just sent you and click on the link.”   * All you’ll need to do is scroll all the way down the page, type in your name exactly as it appears, click the checkbox that begins “as an authorized agent” and then fire it back to me and we’ll be good to go. |