

# Developer KAM Sales

## Training

## Bidding Strategy

# Topics Covered

How to get more  
clients, orders  
and sales?

Bidding  
Templates

Do's and Don't at  
marketplaces!

## How to get an order?



Sources of new client on **Fiverr, Upwork, PPH & Freelancer**

## How to get an order?

### Buyer Request Sections

Also called bidding on

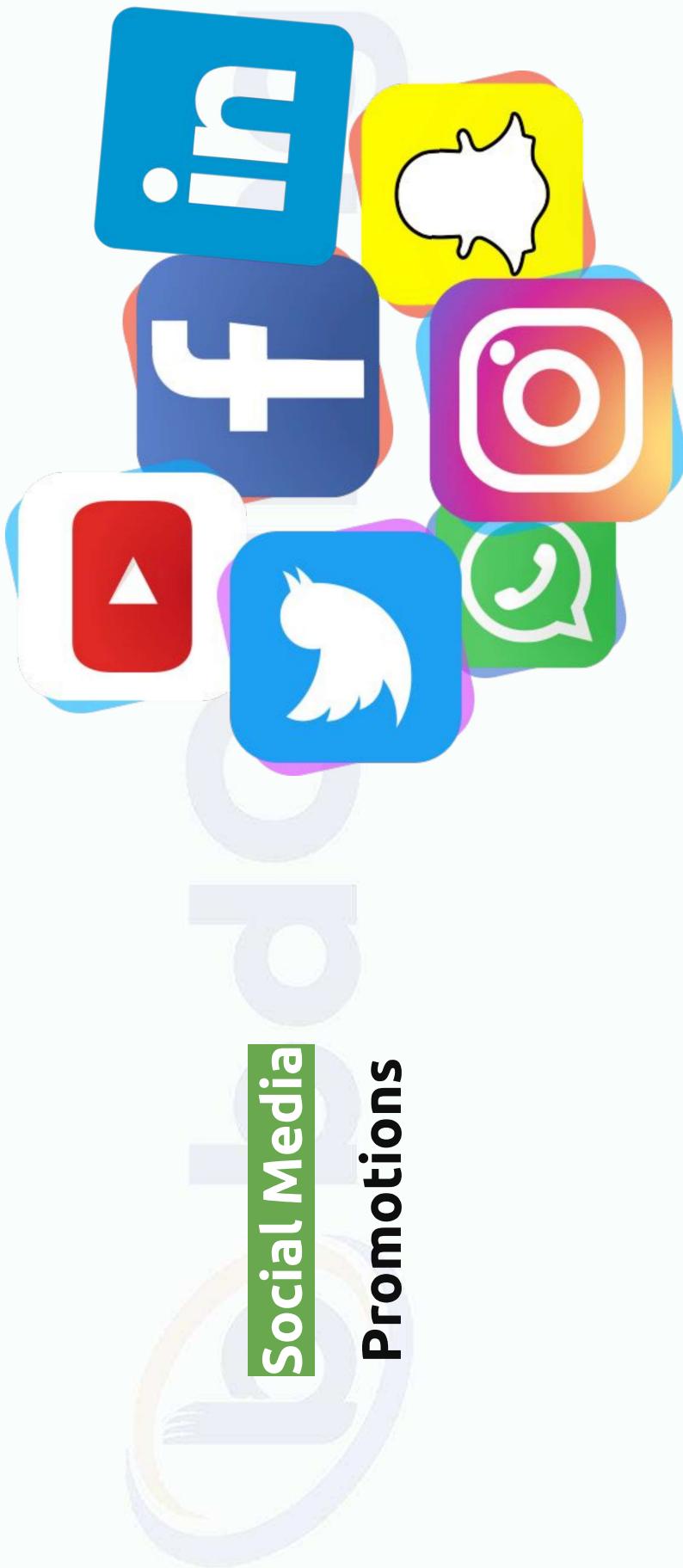
Upwork, Freelancer and PPH



## How to get an order?

Social Media

Promotions



## How to get an order?

Direct orders

on Fiverr, Upwork and PPH



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## How to get an order?

Queries from Gig page/Search page

on

Fiverr and Upwork

build shopify store...

## How to get an order?

**Follow up with**

**Old queries/Messages/Custom  
offer/Conversations**

**within (24h~48h)**



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## How to get an order?

- Email Marketing
- Old Client Reference
- Friends Reference



# Client Selection

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# Client Selection

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Spot a  
**GOOD CLIENT**



Stay away from a  
**BAD CLIENT**

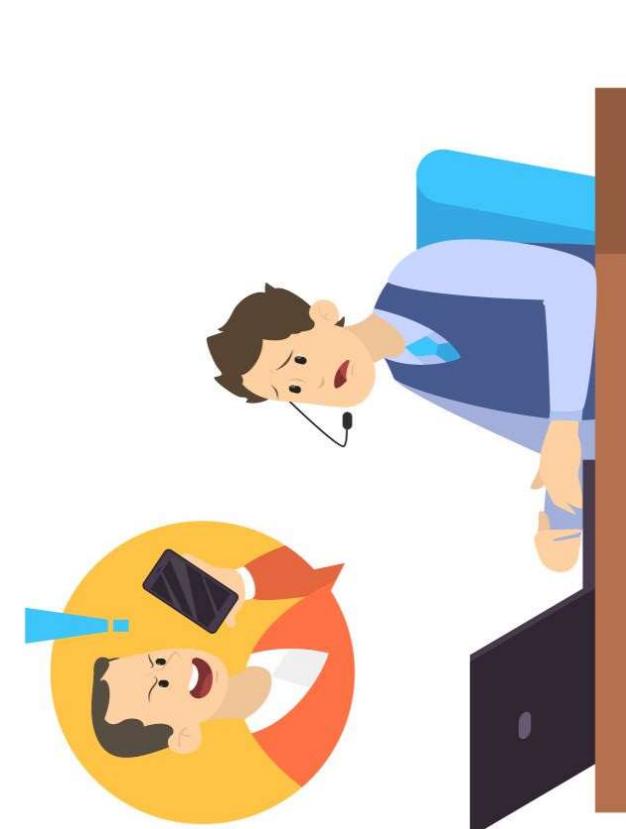
## Spot a GOOD CLIENT

- Payment method verified.
- Review history was good.
  - Good spending history.
- Upwork/business plus clients.
- Only submit proposals to USA,  
UK, Canada, Australia and  
European clients.



# Stay away from a **BAD CLIENT**

- Payment method not verified.
- Seller review history was not good.
- Asking for free sample in every job posting.
- Spending history isn't good enough.
- Avoid clients from Philippines, India, Pakistan, Indonesia, Nigeria, Malaysia except Singapore.



## How to write a killer proposal? - for **GOOD Clients**

### Greetings

Start with a professional greetings; find first name and address like: Hello Mr. John, Mr. Smith etc.

### Story

Tell a story that stops buyers..

### Promise/ Deliverables

Clearly state what will be the deliverables; make a promise what you will deliver.

### Sample

Make sure to attach work samples/examples and relevant experience can help to be considered for any job.

### Pricing

Offer a reasonable price for the job. If hourly, make sure to offer our standard hourly rates.



## How to write a killer proposal? - for **GOOD Clients**

**Deadline**

Make sure to state the deadline for the job with pricing. If hourly, make sure to offer our standard hourly rates.

**Why me?**

Stated the reason why the client will hire you?

**CTA**

Call to Action.

# CTA or Call to Action

**Here is the sample of CTA the below:**

- I look forward to talking to you!
- Are you available to talk about your project more this week? When is the best time for you?
- I would be happy to discuss your project needs and how I can help you meet them.



## Best time for sending a Killer Proposal

Area	BST Time	Platform
USA, Canada	6:00 PM-12:00 PM	Fiverr, Upwork, PPH and Freelancer
Australia, New Zealand	3:00 AM- 8:00 AM	
UK, Europe	3:00 PM-8:00 PM	

## Special Notes to Keep in Mind

- ❖ **No Grammar or Spelling Errors** in the proposal. Make sure to check each proposal with **Premium Grammarly Tools** prior to sending an offer.

► PREMIUM

## Special Notes to Keep in Mind

**We Can Do It!**

- ❖ Don't submit an offer if you **are not**  
**100% Confident**  
about the job deliverables.



# Don't waste time or connects on SPAM JOB postings

- Here is how you will know spam jobs:**
- Buyer asking for free sample in every job postings.
  - Craigslist/classified posting jobs.
  - CPA or affiliate link promotion post.
  - Request for creating mass accounts on social media or any other platform.
  - Includes website link in the post and ask to register/apply.



# Bidding Templates



## Template 01: Highlight your industry experience

Hello There/[CLIENT'S NAME],

It's exciting that your company is looking to **create, develop, build** a new attractive WordPress website!

I understand that finding the right fit for your [PROJECT] is a top priority. Getting the right [PROJECT DELIVERABLE] is critical to your company's growth and success.

With **5** years of experience in **WordPress** website design, development, and customization, I have worked with companies just like yours on many similar projects. For instance, I've done [shananadielle.com](#), [future-photography.net](#), [idrivesimple.co](#). This gives me just the right experience and perspective that you're looking for.

I've attached some samples for your review.

I would be happy to discuss your project needs and how I can help you meet them.

I look forward to talking to you!

Thanks!

Your Profile Name



## Template 02: Highlight your relevant experience and interest

Hello There/[CLIENT'S NAME],

Your post for the **convert Wix to wp, convert Squarespace to wp, convert Weebly to wp, redesign your WordPress site** stood out to me because it is extremely similar to the work I've provided for many of my other clients.

Have you had previous projects like this that gave you the results? Do you need it? What worked and what didn't?

The biggest mistake I've seen other companies make when embarking on [PROJECT] is not thinking of [DETAIL].

In order for the project to be successful, you have to [PROJECT TASK].

One example of similar projects that I've handled in the past includes [PROJECT EXAMPLE], where I helped my client successfully[OUTCOME].

Are you available to talk about your project more this week? When is the best time for you?

Thanks,

**Your Profile Name**

## Template 03: Highlight your skills and expertise

Hello There/[CLIENT'S NAME],

Your [PROJECT] caught my eye because of the unique challenge it offers. I particularly liked [SPECIFIC DETAIL], which aligns with my work values and goals.

Did you know that in [INDUSTRY], only [%] of [JOB TYPE] projects are completed with successful results?

A project like this really needs someone with [SKILL] to think through [PROJECT DETAIL].

I have no doubt I can provide this because I've already helped [NUMBER] other clients just like you with [PROJECT TYPE].

I've attached some recent examples of work I've done, and I can provide other references if you'd like.

How about we connect and go over exactly what you're looking for in a [JOB ROLE]? What's your schedule like?

Thanks,

**Your Profile Name**

# Important Instructions

Do's at  
marketplaces!

Don't at  
marketplaces!





## Do's at Marketplaces!

**Send Custom offer/Bidding, inbox message/follow-up message, direct gig purchase.**

- Respond to a message within 2~5 minutes (**MAXIMUM**) on any revenue channel.
- **NEVER say, I will review and get back to you.**
  - ◆ If the job is doable. Review it and send a custom offer instantly.
  - ◆ Pass it if NOT doable.
- Daily **send 2 high-quality/customized** offers to each and every revenue channel.
- **Send sample** when a client requested or send custom offer with details deliverable.
- You should send follow-up **within 24h-48h** if no order is given after a custom offer is sent. Send Follow-up messages **VERY CAREFULLY** in a Very personalized way.



# Do's at Marketplaces!



**Send Custom offer/Bidding, inbox message/follow-up message, direct gig purchase.**



- Create a work in progress (WIP\_Client name) spreadsheet as soon as a client confirms an order, and keep records of the link on the order tracking spreadsheet sheet. Maintain a template with following format:

**Ordernumber\_clientname\_project name.**

Example: **FO81020EC0C71\_robertd66\_100 Agents\_Realtor\_Broker Lists.**

The first tab should contain the database as per client request/instruction and keep client instructions on the second tab.

- After the team completes the order, check the work quality before delivery. Make sure to inform the client if there is any issue and you wait for a reply.

## Do's at Marketplaces!



**Send Custom offer/Bidding, inbox message/follow-up message, direct gig purchase.**



- After the team completes the order, check the work quality before delivery. Make sure to inform the client if there is any issue and you wait for a reply.
- After an order is delivered, Save all the files in a Google Drive Folder. Make a folder name “**Client Files**”.
- Keep records of client email/phone/Skype in the spreadsheet. Do the research and collect email addresses for each client as soon as he completed the order. We will use these lists to drain clients to bdcalling.com in the future.

# ✗ Don't at marketplaces!



## Understanding how marketplaces warning system/policy works?

- **NEVER login at any account except the permissible PC/IP address.**
- **Multiple accounts** for the same Users/PC/laptop/IP address - direct disable/no warning on Fiverr.
- NEVER do **Non-professional behaviors** with buyers/other users in any marketplace.
- **Don't argue** with clients in any circumstance.  
Ex: **Don't fight/engage** with buyers, NEVER use abusive words in your communication.

# ✗ Don't at marketplaces!

Understanding how marketplaces warning system/policy works?

- **Taking payment outside of Fiverr - taking away clients.**
- Interesting fact: don't try to trick the platform with partial refund.
- Sharing contacts (**Email/Skype/Phone/social media**) with buyers/other users - means taking away clients.
- If there is an indication that you are talking with a client outside of marketplaces then you will get a warning - 2 warnings on the same reason can ban your account.

# ✗ Don't at marketplaces!

Understanding how marketplaces warning system/policy works?

- **Don't offer services that violate Fiverr/3rd party terms.**  
Ex: Social media promotion/selling email lists/fake reviews/fake views/fake signup/offering help with academic assignment etc is violation of policy.
- **Don't send unsolicited messages/spam messages.** Promoting gigs on Fiverr in a non-permitting way is a violation of Fiverr policy. Ex: Sending unsolicited messages and offers through the inbox message. Asking to join groups, requesting for work or help etc is considered a mis-using fiverr platform.
- Speaking/spreading of negative things about Fiverr on/off Fiverr platforms.  
**Don't speak/spread negative things even on social media or blog posts.**  
If you write any blog post or social media post that goes against their terms of services/platforms, they will simply terminate you.

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Got any question? Ask me anything!