

Website Coordinator – Sales Associate (BUSINESS PRIMER)

WHO IS OUR CUSTOMER?

Our customer is any business large or small that needs a web presence. From existing business's that require a website "facelift" to the small business owner that doesn't believe he can afford a high quality website. By constructing a custom website that



every business can afford our market is everywhere! New "startup" businesses are a great source to "jump start" your sales efforts. These businesses will include: Dry Cleaners, Construction companies, Tradesmen ie: plumbers, framers, electricians, drywall, painters, Auto shops, Motorcycle shops, Tanning salons, Hair salons, Nail salons, Deli's, professional services from accountants to real estate agents, just to name a few.

WHERE DO I FIND CLIENTS?

Finding clients is the hardest part of sales in most industries. However yours are everywhere. Every business knows it needs or wants a website. Most business owners don't know how to go about getting one or is afraid because they are not computer literate. The goal of onQsites.com is to make this process as painless and easy as possible. Our system is designed to get you in the door, sign up the customer and be there if they have questions. The rest will be done from the main office during the website build. So where is your client? Everywhere you go doing the normal course of a day.

- Hair Salons
- Restaurants
- Dry Cleaners
- Financial Companies
- Pet Stores
- Tradesmen

Anywhere you shop, eat, visit or frequent all you have to say is "Do you have a website"?

Other areas to farm business are:

- A. Getting a list of new businesses license issued from the local city or county government.
- B. Val-Pak and other coupon mailings. Sift through the coupons looking for companies that don't have a website listed.
- C. Thrift Papers. Look for companies that could benefit from our services.
- D. Yellow Pages. Same as Thrift Papers.
- E. Local Printers and Sign companies. (They work with new businesses every day).
- F. Cold calling on small businesses. (Small strip centers are very productive)

Selling and Objectives

Selling is as easy as asking a few questions. DO YOU HAVE A WEB SITE? The direction of the conversation will be dictated by the answer.

If the answer is yes.

Ask a few questions such as:

Are you happy with it?

Do you know who host your site?

Does your site do everything you want it to do?

Are you getting response from your site?

Be prepared to have an answer for all of these questions. You will discover that potential clients have made their own site and it is not performing for them or perhaps they secured a name with GoDaddy and don't have a site or they are listed in a directory and assume they have a site.

If the answer is NO, then this is their lucky day. Proceed to explain why they need a site, how easy it is to get a site from us, and how we can do it inexpensively and how their business will benefit from having a site. After making your sales pitch PUSH for the close. Overcome any objective and attempt to re-close. Remember the object is to leave with a completed order form. They need a site and this secures the business for us and you make more money.

COMMON OBJECTIVES

I am not sure that I need a website.

Explain that 87% of the general public uses a search engine (Google, Yahoo) for products and services they need. A well designed website creates a successful business image. And, every business needs a strong, competent image in the “new economy”!

A web site is fine but how will anyone find me?

Explain that our team of designers researches their type of business and uses the appropriate meta-tags to improve position on the internet. I'll dynamic website system is favored with the top search engines and will get there site indexed and noticed sooner.

I will have to think about it or talk to my wife about it.

Explain that with a twenty minute interview we can go ahead and write the site. Now, We are running a special monthly package with no long term contract - **It is a risk free offer.**

I can't afford a website.

Explain that in this day and age a business can't afford not to have one. His competition is moving ahead and he needs to keep up. Again remind him that we take the burden away with our monthly payment options.

HOW WILL WE REACH OUR CUSTOMER

Gorilla marketing is the key to our success. It begins with our everyday life. Asking everyone you come in contact with if they have a website. If they don't, overcome any objective and sell them one. If they have a current website ask if they are happy with it, if not listen to their concerns, overcome them and sell them on one of ours. Always carry brochures, flyers, sales book and business cards. Visit store fronts, vehicles with trades advertising, look through coupon mailer for companies not listing websites: ie: Valpak.

Look through shopper papers for companies not listing websites. Visit construction sites for tradesmen. Find support or association groups. Obtain list of new business from city and county business license departments. Walk into office buildings and obtain names from registry plaque.



The referral is always your best source for new business. Most everyone knows someone who needs a website. Always ask, and ask often!

Key Points to Achieve More Sales

Explain why we are unique as a website design and hosting firm.

- We are hands on and that they will have a designer familiar with them and their business assigned to them
- That we specialize in business website for their type business and have the products, talent and skills to produce the best possible design and usability for the most affordable price
- Remind them of our exclusive services available for small business from Realtor sites to E-Commerce
- Let them know that they will have the ability to easily make changes to their website – that if they can send an email or update facebook, they will be able to make changes themselves if they want!

Create a sense of urgency

- Remind them that for a limited time we are offering certain specials
- We can get started now and perhaps secure a website name today before their favorite choice is gone forever!

Make the website about their needs

- Let them know we can show them how to make their website an effective marketing tool to gain them more business
- Ask question about what they need and let them know we can provide the solutions for those needs

Use Emotionally Charged Words and Phrases

Because people are influenced by opportunities to experience pleasure and avoid pain, be sure to use words and phrases that tap into emotions. For instance:

- Stop struggling...
- Stop being frustrated...
- Feel proud about how your company looks on the Internet...
- Experience the thrill of having new customers buy from you while you sleep....
- Finally get rid of the hassles from....

Light a Fire – Then let go!

People only spend money when they have to, which is why the principle of urgency is so important. Find ways to convince your prospects that they're standing on what many consultants call a "burning platform," and convince them to jump.

Back off and pull them don't push them to make a decision. Remind them that you will be their website coordinator and that you are willing to help them in any way you can. Remind them of our risk free guarantee "that if they are not satisfied with the website they can cancel and owe nothing".



Light that fire and let them go, but first you must make contact and let them know what we can do for them! Good luck and great selling....