



Webinar 5

Our Session Will Begin Shortly

Our Training...

- ☑ Psychology of Selling To Business Owners
- ☑ The Referral Strategy

Getting In The Right Mindset

- ☑ What kind of “seller” are you?
- ☑ If you don't believe in your products you won't sell well!
- ☑ Don't need to know EVERYTHING

Talking To Business Owners

- ☑ Business owners LOVE to talk about their own business!
- ☑ The more they share the better

Important Information To Look For

- Is business spending money on advertising?
- Where specifically?
- Are they happy with results?
- Website?
- Happy with results?
- What do they WANT?

What The Business Wants

- ☑ More customers
- ☑ More money from existing customers
- ☑ Better reputation with what people say
- ☑ Positive “buzz” about their business
- ☑ Become more aware with “online”

Flow Of Meeting

- ☑ Introduce self, briefly state purpose of why you are meeting
- ☑ As soon as you can, get the business owner talking
- ☑ Share more about how your offer can help **THEM**

THEM not YOU

Wrong: I made these videos to be HD. The videos are high converting.

THEM not YOU

Wrong: I made these videos to be HD. The videos are high converting.

Right: I want to see YOUR business get more customers. Our videos are focused on increasing the amount of visitors on your website that turn into paying customers for you.

Benefits For A Business

- ☑ More sales from their existing advertising
- ☑ New forms of leads for their business
- ☑ Getting in front of people already looking
- ☑ Going where the people are
- ☑ Improving reputation

The Close

- ☑ Ideal for them to ask you what it costs!
- ☑ Don't be pushy
- ☑ Option: Scarcity
- ☑ Don't appear needy or "you'll do whatever it takes"

The Close

- ☑ Negotiate but be firm
- ☑ Clarify things clearly
- ☑ If not interested, ask why
- ☑ Figure out if there should be future contacts

Referral Method

- ☑ Existing customers are incredible sources of new work
- ☑ Incentive referrals
- ☑ Be clear with what needs to happen
- ☑ Contacts need to come from business
- ☑ Make this process as easy as possible

Questions & Answers