



AllProWebTools.com

SALES

GUIDE

Build. Manage. Profit.

AllProWebTools.com

970.612.1515

INDEX

Who is AllProWebTools	3
What am I Selling	6
What Makes Us Better	9
What Makes Us Better	10
How do we Compare	11
What is the Product Pricing	12
What will I be Doing?	14
Where do I Get Prospects	18
Understanding Prospects	19
Industry Solutions	24
Simple Sales Process	26
Detailed Sales Process	28
The Sales Cycle	30
Sample Pitches	31
Sales Tips	39
Objections / Rebuttals	40
How to Close	42
“End User” Compensation Plan	43
“AllPro Provider” Compensation Plan	44
Compensation Notes	46
Common Terms	48
Conclusion	49

Who is AllProWebTools

Our Mission

To deliver an all inclusive business, sales, and marketing centric Commerce solution, at an affordable price, for small businesses and startups that can grow with the business.

Small business does not operate the way it used to just 10 years ago. Many of the old rules no longer apply. Small businesses face worldwide competition in a fast paced environment dominated by technology. The speed of adoption of new technologies by consumers and competitors is requiring that entrepreneurs devote more time to simply trying to “keep up” with the latest social platforms, marketing methods, and hardware that will keep their message in front of potential clients.

In the early stages of business development, resources are scarce. Entrepreneurs cannot afford to take time away from their project to learn about the ever-changing landscape of technology and customer engagement. Lists have been created recommending as many as 47 different softwares that are needed to run a successful business. Entrepreneurs’ lose valuable time researching, purchasing, upgrading, and training their staff to use these different “solutions”.

AllProWebTools is the future of small business development. AllProWebTools offers the same functionality in one solution, that is commonly solved by over 30 separate software solutions. Learning one software solution is faster. Purchasing a single solution is more economical than several disparate solutions. The system is cloud based, so there is no need to pay for hosting, and updates and patches are automatically applied. Security is managed by AllProWebTools, which reduces the need for separate IT support. New versions are released every 30-60 days which include new features so that your presence is always compatible with the latest hardware and marketing methods.

This solution is the future for small businesses. Take a moment to explore the many ways that AllProWebTools can help you earn spare-time, part-time, or full-time income as an Account Representative.

Who is AllProWebTools



Our founding principles

Community.

Building relationships and encouraging client engagement through feedback allows us to continue to provide a relevant solution. AllProWebTools was designed by our clients – and built by us.

ROI.

By providing relevant data and alerts based on real-time information, AllProWebTools gives business owners access to the information they need to make the right decisions to propel their business toward success.

Prosperity.

Delivering freedom and financial independence by the value we bring to others. Your success is our success is your success.

Who is AllProWebTools

3 Ways to Partner

Referral Partner (Direct Sales)

A Referral Partner introduces small business owners and entrepreneurs to the AllProWebTools solution and acquires new clients.

AllPro Providers and AllPro Experts

Examples of Providers & Experts would be:

- **Bookkeepers**
- **Virtual Assistants**
- **Web Developers**
- **Graphic Designers**
- **Accountants**
- **Business Coaches**

Any one of the above can get an AllProWebTools account for free if they are working with at least 3 AllProWebTools clients and providing their services to these clients. Once they have 3 clients, they can take a test and apply to be a “Certified AllPro Expert” - this means that we will advertise their business in our software to all of our clients for an entire year. The cost to take the Certification test is \$199 - and this entire amount is the sales person’s commission.

Learn more about this here: <https://www.allprowebtools.com/New-from-AllProWebTools-AllPro-Experts/>

Affiliate Partner

An affiliate can refer another affiliate, a Referral Partner, or a Developer. Affiliates earn an override on all sales resulting from recruitment of any other partner. (Limited to 1 level)

An affiliate back-office is provided with promo materials, tracking codes, and reporting systems to track sales and interest generated by affiliate.

What am I Selling



As a small business owner, you do it all.

Doesn't it make sense for your business management software to do it all, too?

These are the tools most small business owners use every day to run their business.

Hosting

Commerce

CRM

Email

Productivity

Timecards

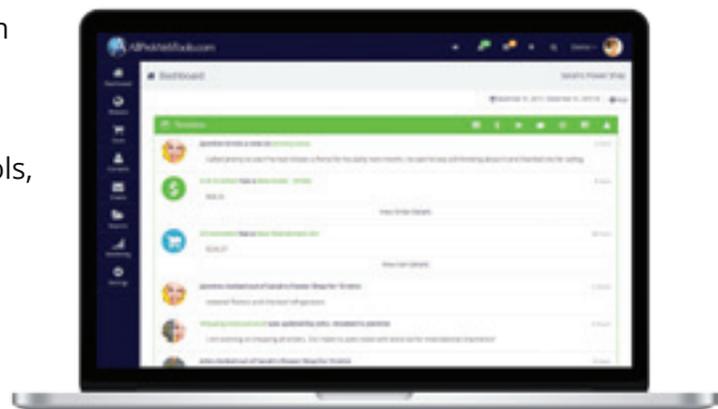
Marketing



Now you can get all these tools together in one easy solution.

Now with the unique all-in-one business management solution from AllProWebTools, you can have it all, without all the hassle

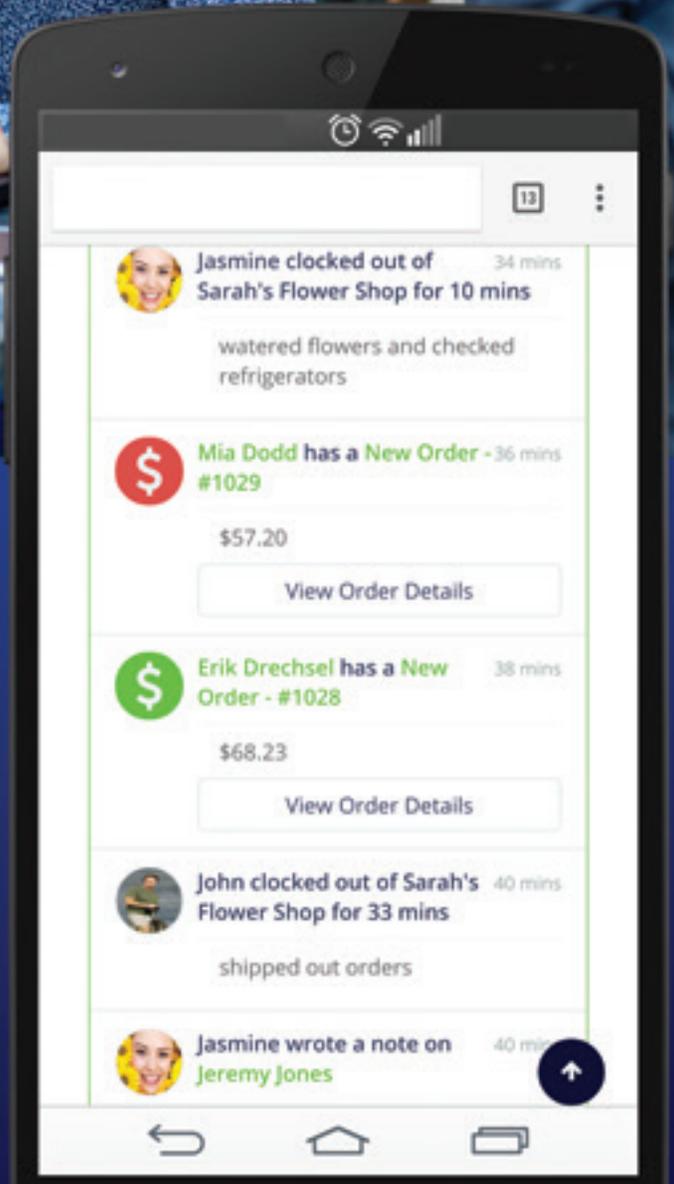
- One solution, unlimited users
- One monthly payment
- One business dashboard
- One easy-to-use solution



Includes the unique Workflow Timeline, exclusively from AllProWebTools

A live feed of your most important business updates, posting in real time.

What am I Selling



Workflow Timeline

It's like you never
left the office

What Makes Us Better

AllProWebTools helps SBO's:

- See what's working and what's not
- Save Time
- Save Money
- Increase Profits

Selling Points

- An Affordable Website System to Market and Manage Your Business
- Many themes to choose from
- AllProWebTools provides online tools to manage your business
- Information Dashboard to Monitor Critical Business Statistics and Communications
- Customer Relationship Manger (CRM) stores customer and prospect information
- Order Invoicing
- Payment Processing
- Sales Tax Manager
- Inventory Control
- Prints postage for USPS, UPS and FEDEX For Easy Shipping
- Online Time Card Function
- Task Management
- Job Scheduling
- Product Galleries
- Coupon Creator
- Commerce
- Email Marketing Campaigns
- Website and Blog Editing
- Help Videos and Cloud Based Backup



Status	ID	Name	Price	Quantity	Total
✓	1	Mickey Mouse	100	1	100
✗	2	Alvin the Chipmunk	50	2	100
✓	3	Stuart Little	25	4	100
✓	4	Peter Pan	25	4	100
✓	5	Ernest Duck	25	4	100
✓	6	Puff the Dragon	25	4	100
✓	7	Thunder Ball	25	4	100
✓	8	Shirley the Dog	25	4	100
✓	9	Cricket	25	4	100

What Makes Us Better



Automated Monthly Marketing Report



Case Studies



WordPress Hack Infographic



emails	retail	Column1	emails2	total2	Column2	emails3	total7
						250	\$ 10.00
			500	\$ 45.00		500	\$ 14.00
			2,500	\$ 60.00		2,500	\$ 29.00
			10,000	\$ 110.00		10,000	\$ 74.00
12,000	\$ 10.00						
20,000	\$ 11.60						
30,000	\$ 13.60						
50,000	\$ 17.60						
75,000	\$ 22.60						
100,000	\$ 27.60						

*AllProWebTools pricing is per email sent

*Constant Contact pricing is per email address, regardless of number of messages sent

*iContact pricing is per email address, regardless of number of messages sent

How do we Compare

	Customer Relationship Management*	Email Marketing*	Sales Team Management*	Content Management System*	Ecommerce*	Social Media Automation*	Setup
AllProWebTools	✓	✓	✓	✓	✓		\$195
GreenRope	✓	✓	✓				\$399
HatchBuck	✓	✓	✓				\$199
Infusionsoft	✓	✓		✓			\$1,499
Hubspot	✓	✓					\$600
Act-on	✓	✓					
OntraPort	✓	✓					Free
Marketo	✓						
Salesforce	✓		✓				
Volusion	✓			✓	✓		
ConstantContact		✓					
MailChimp		✓					
WordPress				✓			
Big Commerce				✓	✓		
Shopify				✓	✓		
Wix				✓	✓		
Hootsuite						✓	

* Services with built in functionality that does not require a 3rd party integration

** Prices and functionality listed is to the best of our understanding as of 5/1/2016. Please see each providers website for most accurate pricing and feature information.

What is the Product Pricing

There are no long term contracts.

Everything is month to month and starts at just \$10

For details on pricing and what is included, go to: <https://www.allprowebtools.com/Pricing/>

There is a one-time setup cost of \$195 that includes:

- We will import all of their data and remove all the duplicates so when they login for the first time, all of their customers and sales leads are already to go
- We will give them up to 10 hours of personal training to get them and their whole staff comfortable
- The entire setup fee is paid to the sales person



What is the Product Pricing

Affordable Website System **\$995**
Site completed in 7 Days

INCLUDES

- 3 Image Rotator
- 5 Page Website With Blog
- 7 Images
- Free Domain Name
- Free Email Box
- 1 Hour of Training
- AllProWebTools

Staple Business Card Here

1 Tell us about your company

Company Name: _____

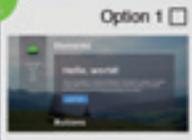
Website URL: _____

Do you have a logo? Yes No

Color Scheme: _____

2 Choose your theme

Option 1



Option 2



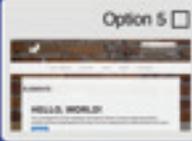
Option 3



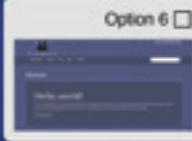
Option 4



Option 5



Option 6



More Themes Located at: AllProWebToolsThemes.com

Other Theme Name: _____

CHOOSE A CUSTOM DESIGN PACKAGE

Features	Basic	Ecommerce	Ultimate
Customizable	✓	✓	✓
Unlimited Pages	✓	✓	✓
CMS	✓	✓	✓
1 year Domain	✓	✓	✓
HTML 5	✓	✓	✓
Mobile	✓	✓	✓
SEO	✓	✓	✓
Website Tracking	✓	✓	✓
SEO Tracking	✓	✓	✓
PPC Monitor	✓	✓	✓
Control Panel	✓	✓	✓
Blog	✓	✓	✓
Page Transfer	10 Pages	25 Pages	50 Pages
Graphic Design	4 Hours	10 Hours	20 Hours
Writing	3 Hours	5 Hours	20 Hours
Payment Integration		✓	✓
Phone Orders		✓	✓
Live Order Tracking		✓	✓
Product Reviews		✓	✓
Customized Invoices		✓	✓
QR Codes		✓	✓
Google Maps		✓	✓
	\$1,995	\$3,995	\$7,995
Design Hours	20	40	80

What will I be Doing?



This is a VERY social job and can be very fun if you like people, learning about new things, and eating free food. The more personable you are and the longer you stick with it, the better you will do.

Dress for success:

The typical “dress code” is business casual. You will likely do better and earn more credibility with an outfit that announces that you are serious about your business.

Creating relationships:

This is the best way to make sales and get referrals. People do business with people that they know and trust - Period. The interesting thing about this is that trust is mostly earned by just being seen regularly. After this a few people will give your services a try and then a little buzz will develop about how well you did – and viola – you’re in the game!

Driving:

Driving will be an opportunity to check voice mails, return calls to clients, practice your presentation, and mentally prepare for your next appointment. We highly recommend using a wireless headset for convenience and safety.

What will I be Doing?

Business meetings:

There are enough meetings to attend to keep you busy for 8 hours every day of the week. Meetings are usually a structured event 1 hour in length. Most people arrive at least 30 minutes early and leave 30 minutes after. Meetings are put on by chambers of commerce and various business prospecting organizations. These are groups of business owners who come together to exchange business related information and learn more about each other's businesses in an effort to refer business to each other. Meetings usually feature one business owner who takes the stage for 20 minutes or so to specifically talk about his own business. You will likely do some of these presentations once you are comfortable.

After hours events:

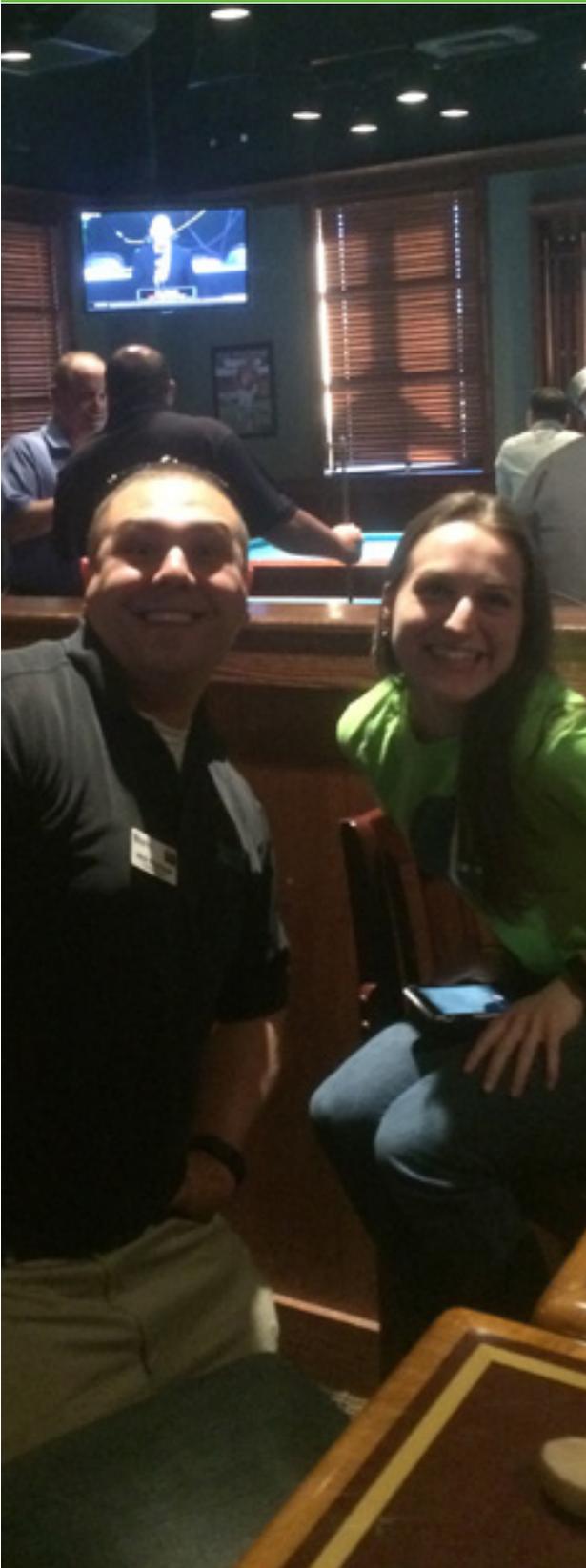
These are usually held at a bar or lounge around 5-6pm. This is a more relaxed setting where you get to hang out, eat and drink and get to know business owners.

Inbound calls:

We often get inbound calls for our services. The caller usually needs to be hand-held and explained to a bit about our offerings. These calls may not close on the first call and may require a follow-up call or two.



What will I be Doing?



Phone Introductions:

This is by far the most efficient use of your time. You can contact over 100 small business owners each day by using our lead generation tool and making personal phone introductions. Our sample scripts are designed to immediately get the prospect talking - not the sales person. This quickly creates a very friendly interaction where you can more easily present AllProWebTools as a solution to their needs. This is a numbers game and requires persistence. Out of 100 calls the average is 10 leads and 2 closes.

Demo Webinars:

One of the most important parts of the sales cycle is giving the prospect a personal tutorial of the software. This is done by screen share where the client joins your computer and can see everything that you see and hear everything that you say. You can take them through a brief overview of the software so they understand what it can do.

1. The less you talk and the more questions that they ask - the better. Try to avoid talking too much (how do you know they are even still on the phone?)
2. 60% of prospects that do a demo are ready to buy right after the demo - so be sure to close them by asking, "Now that you have seen what AllProWebTools can do, I am curious: On a scale of 1 - 10, how helpful do you think this would be for your business?"
 - a. If they say a high number - show them where to go

What will I be Doing?

to get started (Don't even ask if they are ready, just start telling them what to click to get signed up)

b. If they say a low number - ask them what else it would need to do in order to be helpful - or what is it that they think is missing that would have made it a "10"

Marketing Interface:

Most of our closes occur because of the great research done by the marketing department. You will be communicating your prospects needs and existing website address to the marketing department and will receive a detailed marketing proposal and analysis that will clearly outline our proposal and various marketing package options.

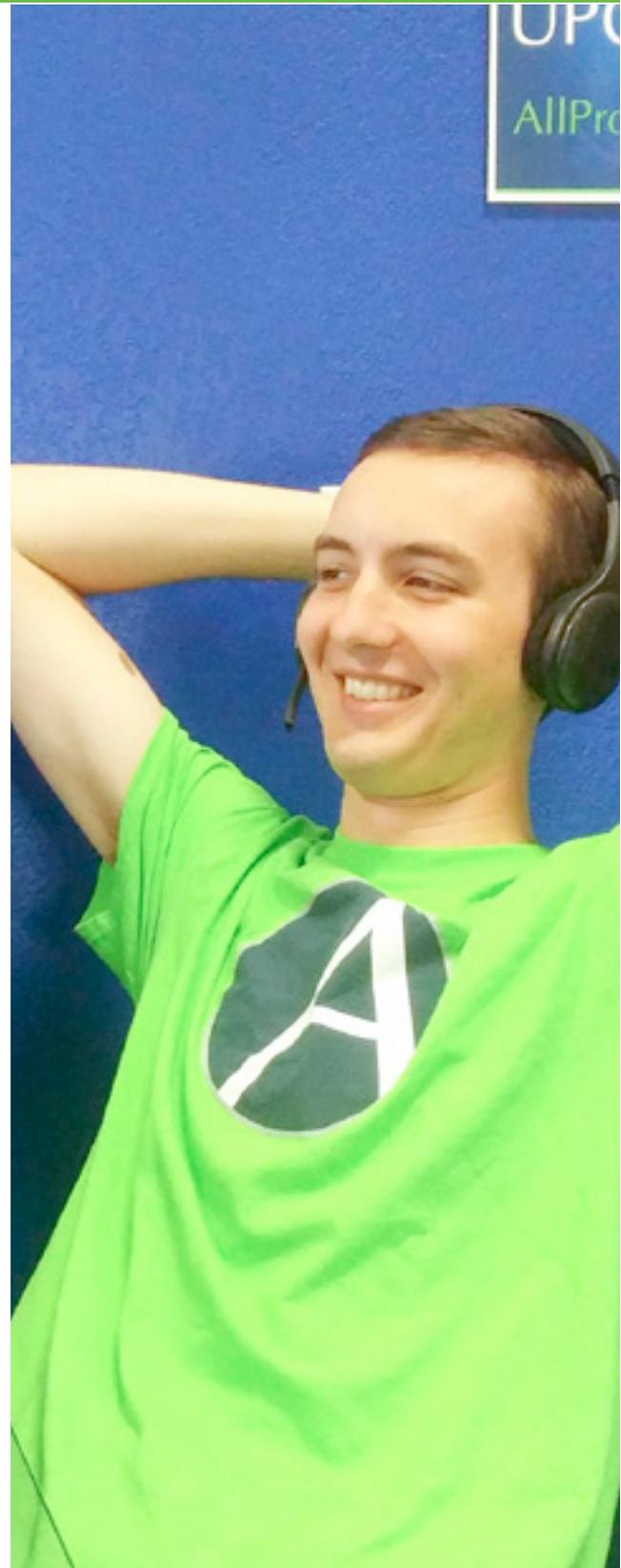
Emails:

There is a lot of written correspondence involved. Excellent grammar and spelling are very important; to be taken seriously by your potential clients.

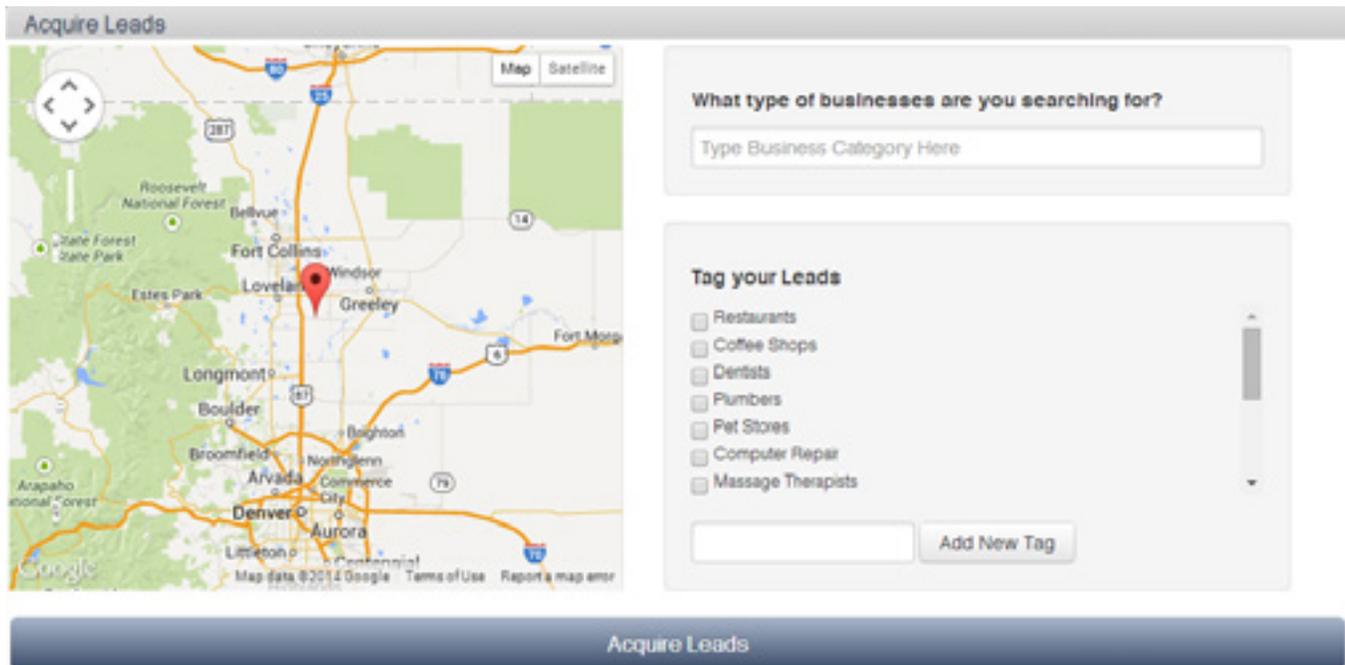
Your Contacts:

A great place to start prospecting is by examining your own contacts. Review your own LinkedIn contacts for small business owners. These business owners will likely see the value in consolidating all of their business processes into one software solution. You may also know friends, relatives, and neighbors who are starting a new business.

You can also ask all of the above contacts if THEY know anyone who is starting a new business.



Where do I Get Prospects



Colorado Prospects

OneBusiness.com
NCBR.com
FCGov.com
NaturallyBoulder.org
ColoradoTechnology.org
BoulderMarketingGroup.com
Local Coupon Mailer Reps

Check calendar weekly for events:

ReporterHerald.com
Loveland.org
FortCollinsChamber.com
LongmontChamber.org
BerthoudColorado.com
BultinColorado.com
AllProWebTools Sales Calendar

Nation Wide Prospects

Manta.com
Thumbtack.com
Kickstarter.com
Indiegogo.com
LinkedIn.com
SBA.gov
Galvanize.it
Meetup.com
Craigslist.com
Secretary of State
Lunch and Learns
DexOnline.com
YellowPages.com

Understanding Prospects

Most SBO's only got into business because they **created a great product or enjoy providing a service** - not because they enjoy accounting, marketing, taxes, hiring and firing, negotiating, etc.

You must be consistent and contact them EVERY DAY. AllProWebTools helps to alleviate, or simplify, many of the daily processes of running a small business.

Most SBO's **do not have a business degree**, business education, or prior business experience.

You must be consistent and contact them EVERY DAY. You can advise daily with advice to help them overcome business issues.

Most SBO's **do not have a plan to grow their business** - in fact, they are just winging it from day to day.

You must be consistent and contact them EVERY DAY. You can give advice daily to help them think about growth, the road ahead, and the steps to accomplish their goals.

Most SBO's **believe they know how to do things better** - that is why they believe their product or service is better than their competitors.

You must be consistent and contact them EVERY DAY. Over time you can teach them small things that will make you a trusted source for advice.



Understanding Prospects

Most SBO's are **scared of investing** and possibly losing money - they have likely been burned on "marketing" deals in the past that did not result in immediate profit.

You must be consistent and contact them EVERY DAY. Continue to explain the benefits of what you offer and how it can benefit their company. You can even mention recent success stories.

Most SBO's are **do it yourselfers** and would prefer to spend more of their time doing something they have no experience with, than to hire a professional.

You must be consistent and contact them EVERY DAY. You can check in with them and ask if they have been too busy to accomplish their goals.

Most SBO's are **extremely price-sensitive** and often shop around for the absolute lowest price.

You must be consistent and contact them EVERY DAY. If they are price-shopping - they will tell you.

Most SBO's **have a difficult time trusting** - as they have been burned with deals before.

You must be consistent and contact them EVERY DAY. This will build trust and rapport.

Most SBO's are **too busy** which causes them to be **forgetful** and their attention **fragmented** all day long.

You must be consistent and contact them EVERY DAY. They will remember you.

Understanding Prospects



Understanding Prospects

SURVEY RESULTS

PROFESSIONAL AND PERSONAL CONCERNS

Despite the strong satisfaction levels of most small business owners with regard to being self-employed, many still have significant professional and personal worries.

The top three professional worries for small business owners include finding new customers, affording healthcare & other employee benefits, and keeping current customers.

The top three personal worries for small business owners include affording healthcare, saving for retirement, and providing an adequate family lifestyle.

PERCENTAGE OF SMALL BUSINESS OWNERS THAT HAVE THESE PROFESSIONAL WORRIES

#1	Finding new customers	42%
#2	Affording healthcare and other employee benefits	39%
#3	Keeping current customers	33%
#4	Paying bills for the business	33%
#5	Hiring good employees	29%
#6	Competition	21%

PERCENTAGE OF SMALL BUSINESS OWNERS THAT HAVE THESE PERSONAL WORRIES

#1	Affording healthcare	48%
#2	Saving for retirement	46%
#3	Providing an adequate family lifestyle	33%
#4	Paying bills at home	31%
#5	Saving for college funds	29%

What They Want

SURVEY RESULTS

TECHNOLOGY AND MARKETING APPROACHES

Most small business owners have still not adopted modern technology or new marketing techniques.

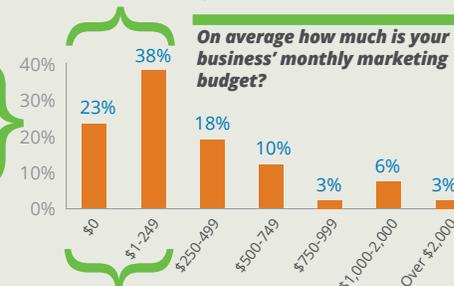
Although just over half of small business owners use technology for accounting, only a minority use automated technology for other key business operations. Technology adoption rates for various business functions are as follows:

Almost 1 in 4 (23%) of small business owners report that they don't spend any money on marketing, while just over half (56%) spend less than \$500 a month.

9/10 Businesses Fail - This is Why

On average how much is your business' monthly marketing budget?

#1	Accounting	51%
#2	Appointment Booking and Scheduling	39%
#3	Customer Relationship Management	34%
#4	Point-of-Sale Systems	25%
#5	Acquisition Marketing	14%



Not taking advantage of the latest technology



A majority of small business owners don't have a website (52%) or a mobile-optimized website (90%).

Understanding Prospects

SURVEY RESULTS

MARKETING EFFECTIVENESS AND MEASUREMENT

Given lack of spend on marketing, it's unsurprising that small business owners identify word of mouth and professional referrals as their most effective customer acquisition approaches, at 78% and 56% respectively. Additionally, more than half (56%) of small business owners do not measure the results of the marketing efforts.

EFFECTIVE MARKETING CHANNELS FOR FINDING NEW CUSTOMERS

#1	Word of Mouth	78%
#2	Business Referrals	54%
#3	Business Websites	31%
#4	Email Marketing	13%
#5	Online Directories	13%
#6	Online Advertising	12%
#7	Social Media	11%
#8	Print Directories	10%
#9	Event Marketing	9%
#10	Direct Mailings	8%
#11	Location Signage	7%
#12	Print Ads	7%
#13	Truck/Vehicle Signage	7%
#14	SEO	6%
#15	Other	5%
#16	Radio Ads	2%
#17	Daily Deal Coupons	1%
#18	TV Ads	1%

SMB's rely on this because it is free

HOW DO YOU MEASURE YOUR RESULTS FOR MARKETING?

#1	I do not measure results from marketing	56%
#2	I track the number of phone calls I receive and where they come from	31%
#3	I track the number of emails I receive and where they come from	25%
#4	I count "likes" or "check-ins"	9%
#5	I track in some other way	6%
#6	I use a marketing vendor that tracks customer leads for me	4%

SMB's have no idea what is working and what is not!

Industry Solutions

Plumber / Electrician

/ Drywall / Concrete /

Carpet Cleaner / General Contractor / Landscaping

- Brochure website
- Lead box to text message alert of new customer
- Invoicing from mobile device
- Email Marketing to previous clients for up sells and maintenance offers
- CRM - manage customer database
- Task / To do list manager
- Video Testimonials

Massage Therapist /

Chiropractor / Dentist /

Attorney

- Brochure website
- Online Appointment Scheduler (save money on secretary)
- Email Marketing to previous clients for up sells, maintenance offers, health tips
- Directions to location
- Task / To do list manager
- Video Testimonials
- Online credit card processing for

appointments

Online sales (candles, food, art, herbal supplements)

- Brochure website
- Online shopping cart
- Shipping integration
- Lead capture box (newsletter or special offers)
- Task / To do list manager
- Video Testimonials
- Find a store system / suggest a store
- Reseller module with online wholesale ordering
- Email Marketing to previous clients for up sells, maintenance offers, special offers

Coaching (lifestyle, business, specialty, social media)

- Brochure website
- Lead box for free information
- Online Appointment Scheduler (save money on secretary)
- Online credit card processing for appointments
- Email Marketing to

previous clients for up sells, maintenance offers, health tips

- Directions to location
- Task / To do list manager
- CRM to remind to call back clients
- Video Testimonials
- Membership - special pages that members pay to get access to
- Sale of information products (mp3 downloads and PDF white papers)

Computer, auto repair

- Brochure website
- Lead box for free computer tips
- Online Appointment Scheduler for repairs (save money on secretary)
- Email Marketing to previous clients for up sells, maintenance offers, health tips
- Directions to location
- Purchase computers online
- Gift Certificates
- Online Computer repair purchase
- Customer repair tracking interface

Industry Solutions

- Staff repair order tracking and management
- Timecards to track and bill clients for employee labor time per project
- Task / To do list manager
- Salesman commission tracking
- Video Testimonials

Sign Company

- Brochure website
- Lead box for special of the week
- Showcase previous work with photo gallery
- Directions to location
- Task / To do list manager
- Video Testimonials

Music Band

- Brochure website
- Showcase previous events with photo gallery
- Sell Tickets to events
- Sell mp3 downloads, t-shirts, bumper stickers, etc
- Video Testimonials
- Band Member Blogs

processing for reservations

- Email Marketing to previous clients for special offers
- Directions to location
- Task / To do list manager
- CRM to remind to call back clients
- Video Testimonials

Hotel / Lodge / Bed & Breakfast

- Brochure website
- Lead box for free information
- Online Appointment Scheduler / Room availability
- Online credit card

Why do I need a website?

Comparing you with your competition – by your website

Be seen

Annual cost of site = \$1,000 -> one customer pays for the investment

Showcase your previous work

Testimonials of previous clients

Simple Sales Process

1. Meet the prospect

2. Learn about their daily use of software, spreadsheets, or pen and paper and look for ways to make their life easier with AllProWebTools.

3. Get them to do a “quick 10 minute” screen share so you can show them a few things.

4. Ask them on a scale of 1-10 how helpful AllProWebTools would be for their business.

5. If they say a high number - show them where to go to get started (Don't even ask if they are ready, just start telling them what to click to get signed up)

6. If they say a low number - ask them what else it would need to do in order to be helpful - or what is it that they think is missing that would have made it a “10”

7. Show them how to get started and put in their credit card number

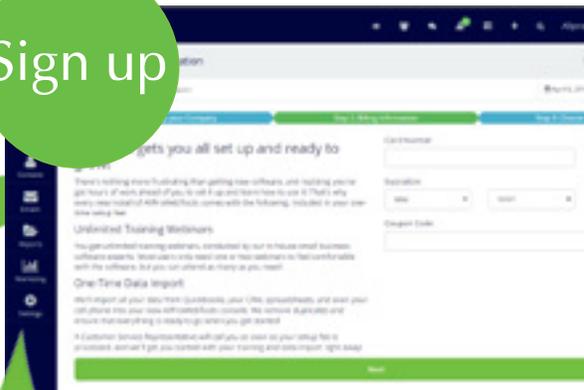
8. You just got a sale

Simple Sales Process

Meet



Sign up



Demo



Recieve Client Payment



You Get Paid!

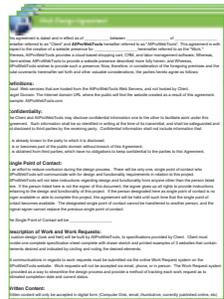
Detailed Sales Process

1. Meet prospect.
2. Develop rapport – do not immediately try to close a sale. What will set you apart from everyone else in the room is your patience and truly listening and caring about your prospect’s needs and goals.
3. Discuss prospect’s marketing goals or website needs. Ask about the problems they are currently working to overcome. This will elicit the pain points that you can use later.
4. Continue to explore all of the pain points for the business and note them all down.
5. Repeat all of the pain points back to the client and offer to do some research to offer some ideas at no charge.
6. Follow up with prospect within 48 hours and communicate ideas.
7. If your prospect has more questions or wants more details – sell a marketing analysis (\$500).
8. If your prospect is interested in a website: (See the document “When will my new website be ready?”)
9. Fill out the Website Quote Request form with the prospect.
10. Communicate with the programming department to get a general idea of cost and time to complete the project - the programming department will give you a list of follow-up questions to clarify the estimate. They will also tell you if the prospect’s budget can support the project scope requested.
11. Present contract to client and obtain full payment.
12. Submit payment and all materials to the secretary - the sale has been closed, your commission is earned, and all responsibility is now out of your hands. A customer service rep will be assigned to the new client to assist them with their website.

Once the prospect has closed, you will want to continue regular communication (at least once a month) to be sure they are happy with the services and to offer appropriate up sells to further their marketing goals. Regular communication often results in referrals to more prospects.

Detailed Sales Process

Simple Site Process



Custom Site Process



Recieve Client Payment



You Get Paid!

The Sales Cycle

This cycle works in every situation. It will work for cold calling, networking meetings, chatting with a business owner in a restaurant, etc.

Step 1: Establish rapport (10 seconds)

1. Customer
2. Salesman
3. Friend (not available if doing an intro call). If you meet in person this is the role you want to play.

Step 2: Continue rapport

1. Questions
2. Compliments - "Wow! (Repeat their answer) ..."
3. Waypoint Question: "What makes your business special? (What is special about you that no one else does?)"

Step 3: Look for pain points

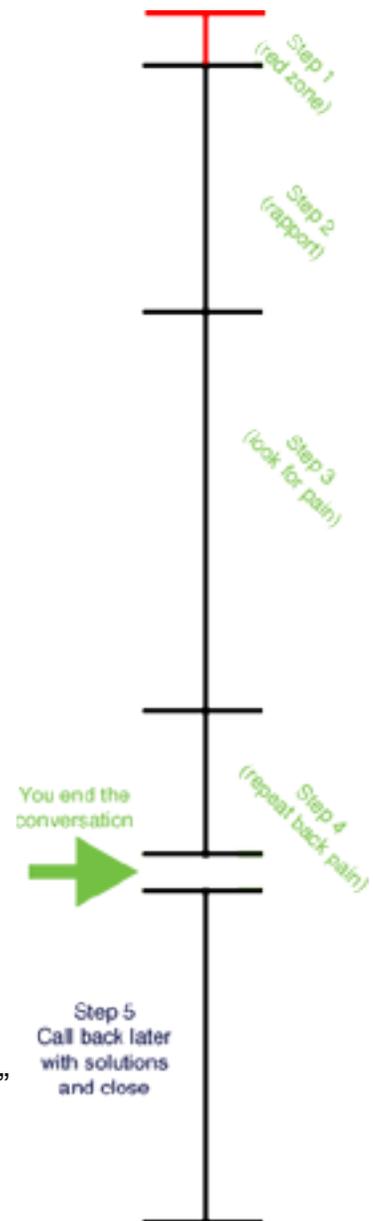
1. Ask about struggles / goals
2. You can create pain points by asking why their site "looks so old" or "why is it missing a ..." or "why is it so hard to use"
3. Get a list of pain points - not just one and do not address any of them yet
4. Waypoint Question: "Why does your website look so old?"

Step 4: Repeat back pain-points

1. Repeat the entire list back to the prospect all at once
2. Ask how their business and life would be affected if all these issues were fixed
3. Offer to "put some thought towards how you might be able to help"
4. Hang up

Step 5: Call back and close

1. Remind them of the previous conversation and the entire list of pain points
2. Offer specific solutions to these issues and tease them so that they ask you what the solution is.
3. Demo the specific solutions - NOT the entire software
4. Ask how their business and life would be affected if all these issues were fixed
5. Follow the closing instructions in the sales guide to close the sale



Sample Pitches



Several Scripts
Available Upon
Hire

Notes



Great sales questions (for after rapport) to elicit pain points

Demographics (who buys?)

How much \$\$ is an avg sale?

How many customers /mo to be happy with sales?

What are their growth goals?

What has / hasn't worked in the past?

Who are their competitors?

Who else do you know that's starting a business?

So what did you do to get to that point?

How did you develop that relationship with your customers?

How did you find the right people to build such an awesome team?

Avoid these common mistakes:

1. "Hi I just wanted to call and see how things are going and how your business is doing"
2. "I am calling from ABC company and wanted to see if you are happy with your website"
3. Never ask for the manager or owner - just pitch whoever answers the phone - if they are not the right person, they will usually interrupt you and hand you to the right person
4. Never infer or suggest or guarantee page 1 on Google or other marketing results. We can only guarantee the effort - not the result
5. Do not agree to meet a prospect outside of the office - invite them to our office and highlight the reasons why this would be better:
 - a. We have staff and diagnostic tools for marketing and web design at our office that will be beneficial to the discussion
 - b. We have a nice conference room
 - c. It is greener and saves gas, time, and money.
 - d. World leaders make major deals over the phone everyday.
6. Did you get a chance to look over the _____ I sent you?
 - a. You are asking a question that they will always say "no" to. Instead, point out something in the information that you sent that you are VERY excited about - talk on and on about it and get them excited too. This will get them excited enough to actually look at the info you sent.

How to leave a voice mail:

"Hello, I have a few questions for you. Please call me back at xxx-xxxx my name is _____"

Do not give the name of the company - do not tell them why you are calling.

Objections / Rebuttals

“I’m going to think about it.”

Can I ask what there is to think about? It sounds like you want to grow your business, and your website visitors to be able to clearly see your website on their mobile phones.

“I don’t have the money, it’s too expensive.”

I understand, what would be more in your price range?

“I don’t even know you - Who are you?”

I know, I don’t know you either - but after talking to you, I am really starting to understand what you are doing and I want to see you grow because you are a local Colorado Business. It seems like all the big corporations are coming in and pushing out the small business owners that really care about their customers and do whatever it takes to take care of them. I really want to help, would you like to come visit our office - we are right here in town and would love to meet you in person.

“I already have a marketing person / web guy.”

That is great! We don’t actually do the web design/marketing. We provide the cutting edge technology that makes websites better from a business perspective - saving your company time and increasing profits. If your expert knew about this technology, I am sure they would have recommended it to you. Why don’t we set up a time where you and I and your expert can meet together and discuss how this software will improve your business.

Objections / Rebuttals

“What happens to me if you go out of business?”

The same thing that happens when any company goes out of business. When the US bank Washington Mutual went bankrupt a few years back, the company was sold to Chase Bank who continued to service the Washington Mutual customer base.

AllProWebTools has been building a base of customers who have value, the value is created by the loyal subscribers who pay each month. This value would likely be sold to another web firm who would continue to collect the monthly service fee and continue to service the customer base.

When they ask:

Can you make it look prettier? Can you change...
Can you add a

That sounds like a great idea, I will make a note of that - but really the first step is to get you upgraded to the latest software - then once we have you using the latest software, we can start making improvements to the look of the site.



How to Close

Great ways to close:

On a scale of 1-10, how do you think this would help your business?

When would you like to start increasing your customer base?

When would you like to get started?

Do you have any concerns about this proposal?

Which payment method works better for you, check or credit card?

If they want to “think about it”, set a definite appointment time to discuss their decision. Explain that your time is valuable and that you prefer to be told that the answer is no then to leave voice mails everyday for the next month. Ask them for their professional guarantee that they will treat you fairly and will be available at the scheduled time to inform you of their decision.

Here is how prospects show disinterest:

“This looks good” - means “I’m not interested”

“I like it” - means “I’m not interested”

“I’m excited about this” - means “I’m not interested”

“I might be interested in this” - means “I’m not interested”

“I will probably want to do this next month” - means “I’m not interested”

“I need to ask my wife” - means “I’m not interested”

“Can you email me some info?” - means “I’m not interested”

If you encounter any of these, you did not sell the value of the product. If you had effectively portrayed the value that this product will help them increase their revenue by \$100,000 / year - they would be begging you to take their first payment. Ask them what is their least favorite part of your proposal - and then discuss that issue. If they say price, you did not effectively explain how a few thousand dollar investment will net them an additional \$100,000 in revenue.

Here is how prospects show interest:

“Does it do...” or “Can it...” or “How does it...” or “Does it work with...” - when they are done asking questions - they are ready to close (ask for the close)

“How do I get started” - means they are ready to close (ask for the close)

“End User” Compensation Plan

How to Make Money:

Phone Calls	\$1 / call over 2 minutes
Product Demo	\$10 / recorded demo
Network Event Attendance	\$10 each event
Setup Fee (\$195)	\$195
Closes	15%

Example:

Phone Calls	500 @ \$1	= \$500
Product Demo	30 @ \$10	= \$300
Network Event Attendance	20 @ \$10	= \$200
Closes	15% of \$20,000	= \$3,000
Setup Fee (\$195)	10 @ \$195	= \$1,950

Total Income Earned per month		\$5,950
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“AllPro Provider” Compensation Plan

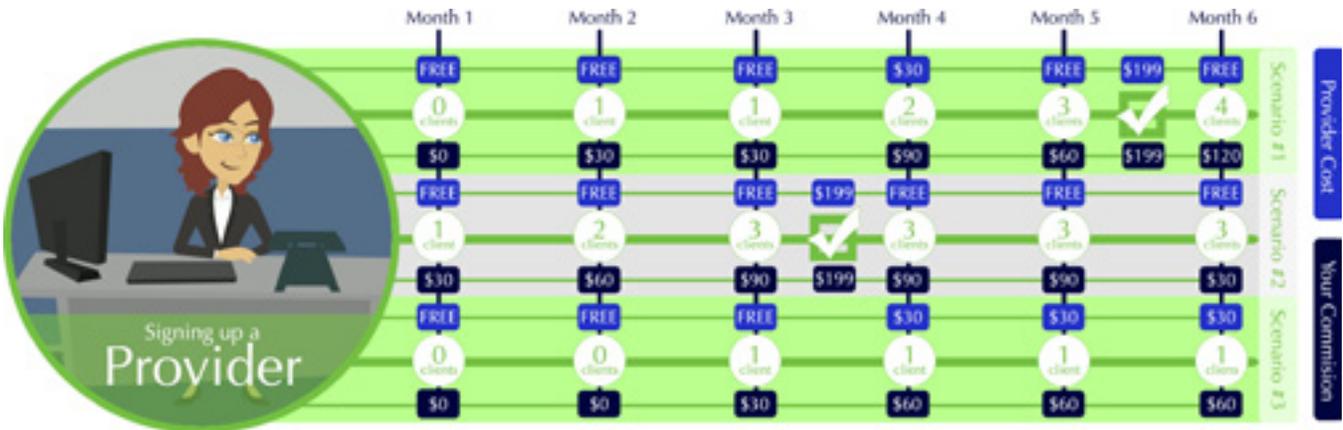
How to Make Money:

Phone Calls	\$1 / call over 2 minutes
Product Demo	\$10 / recorded demo
Experts Certification Tests	\$199
Providers’ Clients’ Subscriptions	100% for 6 months

Example:

Phone Calls	800 @ \$1	= \$800
Product Demo	80 @ \$10	= \$800
Experts Certification Tests	4 @ \$199	= \$796
Provider Accounts Residuals	48	
Client Subscriptions	96 @ ~\$30	= ~\$2,880

 Total Income Earned per month \$5,276



“AllPro Provider” Compensation Plan

Conservative Plan

month	calls/day	calls/month	demos	providers	endusers	commission
1	49	980	20	2	4	
		\$ 980.00	\$ 200.00	\$ -	\$ 120.00	\$1,300.00
2	49	980	20	4	8	
		\$ 980.00	\$ 200.00	\$ -	\$ 240.00	\$1,420.00
3	49	980	20	6	12	
		\$ 980.00	\$ 200.00	\$ -	\$ 360.00	\$1,540.00
4	49	980	20	8	16	
		\$ 980.00	\$ 200.00	\$ -	\$ 480.00	\$1,660.00
5	49	980	20	10	20	
		\$ 980.00	\$ 200.00	\$ -	\$ 600.00	\$1,780.00
6	49	980	20	12	24	
		\$ 980.00	\$ 200.00	\$ -	\$ 720.00	\$1,900.00
7	49	980	20	10	20	
		\$ 980.00	\$ 200.00	\$ -	\$ 600.00	\$1,780.00
8	49	980	20	8	16	
		\$ 980.00	\$ 200.00	\$ -	\$ 480.00	\$1,660.00
9	49	980	20	6	12	
		\$ 980.00	\$ 200.00	\$ -	\$ 360.00	\$1,540.00

Aggressive Plan

month	calls/day	calls/month	demos	providers	endusers	commission
1	60	1200	40	4	8	
		\$ 1,200.00	\$ 400.00	\$ -	\$ 240.00	\$1,840.00
2	60	1200	40	8	16	
		\$ 1,200.00	\$ 400.00	\$ -	\$ 480.00	\$2,080.00
3	50	1000	60	14	28	
		\$ 1,000.00	\$ 600.00	\$ -	\$ 840.00	\$2,440.00
4	50	1000	60	20	40	
		\$ 1,000.00	\$ 600.00	\$ -	\$1,200.00	\$2,800.00
5	40	800	80	28	56	
		\$ 800.00	\$ 800.00	\$ -	\$1,680.00	\$3,280.00
6	40	800	80	36	72	
		\$ 800.00	\$ 800.00	\$ -	\$2,160.00	\$3,760.00
7	40	800	80	40	80	
		\$ 800.00	\$ 800.00	\$ -	\$2,400.00	\$4,000.00
8	40	800	80	44	88	
		\$ 800.00	\$ 800.00	\$ -	\$2,640.00	\$4,240.00
9	40	800	80	48	96	
		\$ 800.00	\$ 800.00	\$ -	\$2,880.00	\$4,480.00

Compensation Notes

Requirements:

1. Phone Call
 - a. Must be to a small business during business hours
 - b. Must be made from (or to) our office phones - calls to our office and forwarded to cell phones are tracked for commission purposes - calls to (or from) your desk extension are tracked for commissions.
 - c. Call length must be greater than 120 seconds.
 - d. Notes must be entered into the CRM
2. Product Demo
 - a. Must be with a small business owner and all decision makers present.
 - b. Demo must be recorded by join.me or take place at our office.
 - c. Actual Demo time must be longer than 15 minutes - regardless of call length
 - d. Notes about the demo must be recorded in the CRM and the lead must be appropriately tagged as "Demo" which will initiate a follow up email.
 - e. Commission will apply only once per company - If 2 employees of the same company receive 2 different demos at two separate times, this will only count as 1 demo
 - f. When a demo is performed for more than one prospect at a time, commission will be paid for each prospect company represented at the demo. They must have a budget available to purchase and have interest in one of the following:
 - i. A new website
 - ii. Marketing their business
 - iii. Business productivity software
3. Network Event Attendance
 - a. Each Sales Representative who attends a networking event will be compensated after providing at least one picture of the event showing the majority of the attendees of the event. Pictures can be emailed to sales@AllProWebTools.com or saved to the Sales Representatives folder on the z: drive.
 - b. Sales Representative must wear Company shirt with logo visible at the event.
4. Closes
 - a. You only earn commission on sales that you close on your own.
 - b. Commission is 15% for self generated leads and 10% for provided leads.
 - c. Entire setup fee goes to sales person. (No setup fee for sites less than \$500)

Compensation Notes

Pay half now / half later

If the client demands a half now / half later payment structure, the company will accept the 1st half payment and do half of the work. Once the second half payment is received, work on the second half of the project will begin.

Commissions paid to closer

The first salesperson to close a sale will receive the full commission. If two sales people are working the same lead, the one who closes the deal (defined by delivering payment to the company) will earn the full commission.

Abandoned Leads

All leads are expected to be called on a daily basis (unless the lead is out of town or has specifically asked to be called on a certain date) Leads are considered abandoned if they have not been called for 4 consecutive business days and may be re-assigned to another sales person for closing. The first salesperson to close a sale will receive the full commission.

Payouts

Are made by direct deposit on the 5th of each month

Residuals

Residual value must be greater than \$100 in order to qualify for residual payouts.

CRM

All salespeople are expected to use the AllProWebTools CRM system, that will be provided at no charge, to manage all of their leads and prospects. There are 3 main advantages to doing this:

1. You will be using the very product that you are promoting and will learn how to use it.
2. This will allow the company to handle calls and communications from your leads asking about the status of their account.
3. This also allows tracking as to which sales person originated each lead so that commissions are paid correctly.

Common Terms

Rapport:

Creating the feeling of friendship, familiarity and comfort with a prospect. This is done by discussing common interests and other topics other than business. (sports, weather, kids, family, vacations)

Pain-Point:

All businesses have problems they would like to solve, or goals they would like to accomplish.

SEO (Search Engine Optimization):

A method of getting your website listed towards the top of a search engine's listing results for a specific keyword phrase.

Keyword:

A single word typed into a search engine to find results.

Keyword Phrase:

A group of words typed into a search engine to find results.

PPC (Pay Per Click):

A method of advertising online where each click on the ad is billed to the advertiser.

Small Business Owner:

The owner (or co-owner) of a business with less than 25 employees. People who are not considered Small Business Owners are:

“Multi-level Marketers”, “Network Marketers”, Franchisees, Corporate Reps, Real Estate Agents, Insurance Agents, & Financial Services.

URL:

What you type to go to a website. Examples are “google.com” or “ebay.com”.

CRM (Customer Retention Manager):

A software that helps businesses track all of their leads, prospects, and customers and reminds them to stay in touch. A CRM is usually loaded with a contacts name, address, contact info, and notes about what was discussed as well as the best time to call back.

Welcome to the Team

