Selling SEO

Welcome to WhiteLabelSeo. Our SEO campaigns are a great way to gain a valuable additional revenue stream. With a high profit margin and a monthly residual value that grows each month (assuming you are bringing on new clients) SEO is still the most profitable area of running a digital agency.
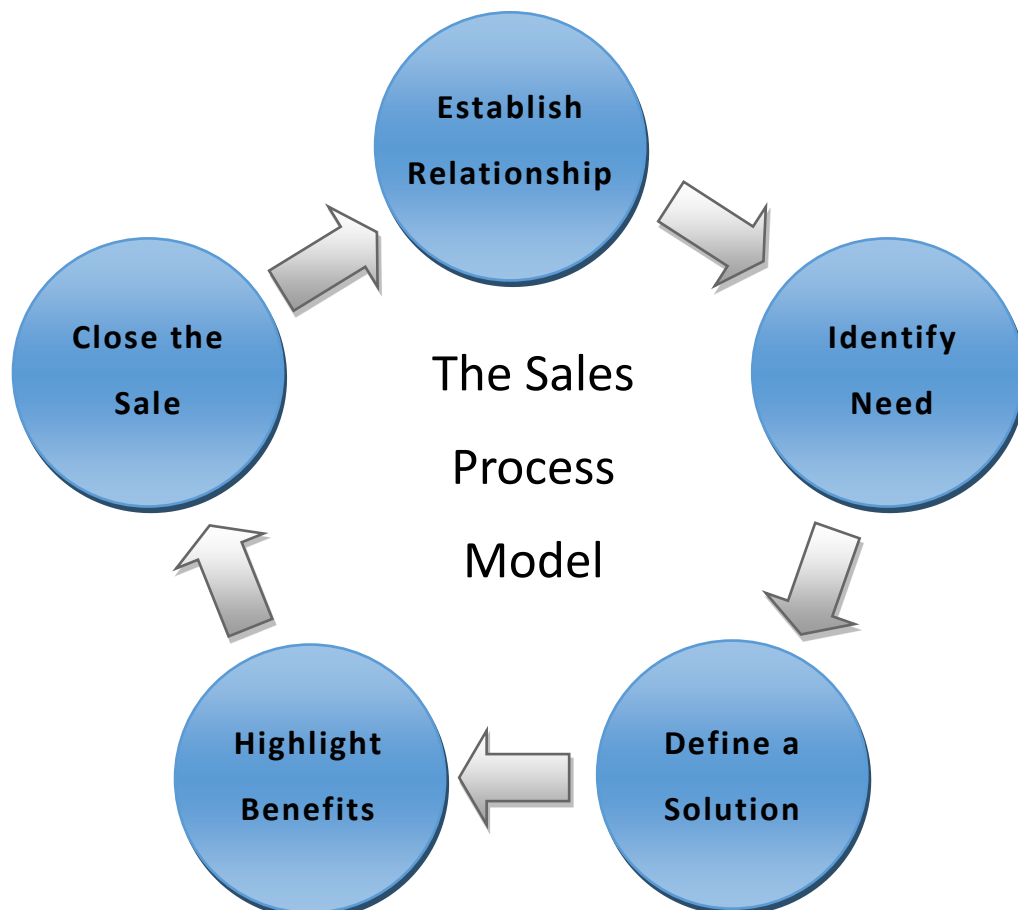
Generating Leads

This document is designed to aid the sales process once a client is engaged with you, and is ideal for sales teams who are in contact with their clients and leads via telephone or face to face.

If you are looking for ways to get initial sales leads we would recommend:

- Emailing / calling all existing clients & prospects. See our Automated Account Creation document.

- Identify one or more vertical markets that you can establish yourselves as experts in. For instance golf course SEO, plumbers SEO, kitchen or bathroom replacement SEO etc.

- Cold call or leaflet drop local businesses. Ensure you always follow up with a 2nd, 3rd, 4th and 5th call, since all cold lead developing benefits greatly from persistence.

- Reputable email marketing. We don't encourage spam, but email marketing for SEO still works, just ensure you have a targeted marketing list, not something bought off ebay!

The Sales Process

The Sales Process Model

- Establish Relationship
- Identify Need
- Define a Solution
- Highlight Benefits
- Close the Sale

Steps of The Sales Process

Introduce yourself

Value Statement – the reason for the call

Make client comfortable

Follow Sales Agenda

Be prepared, pre-plan your call with any sales tools ready to use

MIRROR your client

Adopt their speech patterns to make them comfortable with you.

Questions (do not sell, yet!)

How much do you know about SEO?

Do you currently use SEO?

How do your customers find you at present?

Who is your competition?

What are they doing on the web?

What is your budget for advertising?

What do you currently spend?

Where do you currently advertise?

What problems do you encounter with this?

Do you find that frustrating?

If you had a means of advertising, which could show you
exactly how effective it is, would that be of interest?

Establish their ***need***

Sell to their 'needs'

'Let me tell you about our service which addresses that...'

Present the services Features & Benefits

Sell the *benefits*

Relate any *features* you discuss to their 'needs'

'Can you see the benefit of that Mr/Mrs Client?'

'So you would like *extra* visitors to your site/business?'

'How much of an impact would X number of new clients make to *you*?'

Objection Handling

Don't ignore it!

Don't argue with it!

Don't sell to it, (yet!)

'thank you for being so honest'

'I understand what you're saying'

'If I can show you a way of ….. would that be of value/useful/ helpful?'

Feel, Felt, Found

'I completely understand how you *FEEL*, a lot of companies when I first spoke to them *FELT* the same way, what they *FOUND*, is that we were able to deliver a great R.O.I [*]….'

[*]**R.O.I. Return On Investment**

An objection is still a buying signal, people who aren't interested say NO!

Closing

Assumptive Close

Do you have any other questions? **No**

Okay, then what I'll need to go ahead is……

Conditional Close (use our guarantee)

If I said I could guarantee our service, would you take it today?

Exclusivity Close

As you know we are targeting [plumbers in London]. If you come on board today I can guarantee we won't work with any of your competitors [terms & conditions!]

Alternatives Close

As you can see from the research there are lots of phrases that your website could be found for. Would you like to go ahead optimizing your home page or would you prefer us to optimize additional pages as well?

Be tenacious, don't let them get away with a 'no'.

This is an important decision for you, so you'll need some time to think about it. What time next week would be a good time for me to call to discuss it further?

Finishing the call

Communicate what happens next

Ask for referrals

Thank them for their business

We wish you every success with your SEO sales and are here to help,

The WhiteLabelSeo Team

White Label Seo

http://whitelabelseo.com