



SALES SUPPORT TIPS

TIPS FOR USING SALES SUPPORT

Set qualified appointments. During the process of scheduling your sales appointments, you will be required to agree to the following terms, if you follow the guidelines of what these terms indicate, you should have a successful appointment.

* The Web Site Sales Program is a free service provided to WebCenter owners for the purpose of training and sales success. In order to participate in the Sales Support Program and schedule your walkthrough appointment, we ask that you agree to the following:

- I have scheduled a firm appointment with this prospect and the prospect is aware that this is a serious business appointment.
- I have verified that all parties involved in making decisions for the company will be available for this appointment.
- I am prepared to allow the Product Specialist to ask this prospect to make a decision on the Website purchase during the appointment
- I have verified that the prospect will be available to talk on the telephone and have Internet access at the same time.
- I understand that it is my responsibility to confirm the appointment with the prospect at least 24 hours before the appointment.
- I authorize Sales Support to follow up with the prospect either with or without me being present.
- I am aware that the system only supports newer versions of Internet browsers. The prospect and I will have access to a compatible browser for this appointment.
- I agree to allow the Product Specialist to negotiate the price of the Web Site, on my behalf. The price, determined by this negotiation, will not drop below \$999.99 without my authorization.
- I understand that Sales Support is never to be used as a presentation tool for potential Market America partners. I will only use Sales Support for legitimate appointments with decision making individuals who are interested in purchasing a Web site for their business.

Confirm all appointments. One of the primary keys in scheduling great appointments is through building a certain level of rapport with your prospects. Confirming the appointment is just as important as scheduling the appointment in the first place. This also gives you that opportunity to build a little more value. Here are a few tips:

- When you call to confirm the appointment, ask them how business is going.
- Get them excited about the call through your own enthusiasm.
- Confirm in the affirmative. “Hi I’m calling to confirm that we have the right number for you tomorrow at noon. Brian is really excited to meet you and is ready to walk you through everything.” (This is more valuable than asking “if they are still coming”?)



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Make sure ALL Decision Makers are available for the demonstration: Choose a convenient date and time that will enable ALL Decision Makers to be present during the walkthrough. Here are a couple of tips to express the importance of having all Decision Makers present:

- When speaking with a prospective customer, you never want to undermine that person's authority. Therefore, never ask ARE YOU THE DECISION MAKER? #1, it makes you sound like just another sales person. #2, anyone that has any level of authority with the company will say "Yes."
- Instead, be direct, indirectly... Example: (Let's say the customer's name is John). After you and John have established a convenient time for the demonstration, here's an ideal phrase to use. "John, I also wanted to ask you one more thing, if you like what you see at the time of the demo, which I'm very confident you will (Add in a confident snicker or chuckle), WHO will you need to speak with before making a final decision?" By asking WHO, you are avoiding a simple 'yes' or 'no' answer, therefore you will get the name(s) of other Decision Makers. Once you have the names of those individuals, you will next want to inform John that due to the amount of information we will be covering, it would definitely be in their best interest to have everyone on the phone for the demonstration. (Also, remember that your Sales Support Product Specialists will be able to conference in multiple clients and provide screen share options for everyone).

Edify your Product Specialists, is absolutely imperative. One of the biggest values to being a maWebcenter owner is that you have an entire support team behind you, your not just another webmaster. Knowing that you have a support staff at your disposal, should give you the confidence when approaching prospective clients that you will be able to help their business. Your customers should feel the same way.

Therefore, when you are scheduling the appointment, inform the customer that you will have a Product Specialist on the call to take you and your prospect(s) through a full demonstration to show them specifically how our Complete Web Solution will work for their business. This way, they will not only be able to see the value of the solution, but also the support behind the solution.



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Comments for Appointment. When scheduling an appointment, there is a section that requires that you put in comments. It is important to retrieve some information from you prospects during the initial conversation for purposes of building rapport. (Ex. How long have they been in business? What is their primary source of advertising? Do they have an existing presence on the web? Etc.) Let our support staff know through this comments section to better prepare them for the call. Also, place the pricing in the comments, from your starting point, to a settling point. It's important to know what room we have to work with. Please do not go overboard on the notes, be brief and to the point.

One on One with Product Specialists. Prior to the start of the appointment, your Product Specialist will usually contact you between 2-5 minutes to go over your notes and any additional hot topics, personal knowledge of the prospect, etc.

Listen to the call. The best way to learn about what we can offer customers is to set tons of appointments and listen to the calls. Every call will be a different experience. Every customer should be handled differently. You will learn something new every time.