

# POWER OF WORD

CULTIVATING POSITIVE & SALES-DRIVEN STATEMENTS

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## "BUILT TO PERFORM

Digital Marketing and Web Development are typically two separate services. Everything we design is built to perform. SEO Optimization and digital marketing knowledge is included in our services.

## "TOTAL TRANSPARENCY

Unlike many webdev companies, we do not hold our websites hostage. We offer website training, complete backend transparency, immediate website data changes, and on-call support.

## "MARKETING & WEB DEV TEAM

All assets of our team are trained in the field of digital marketing. Our perspective offers a strategy that drives results and sets the foundation for continual success. This is our passion.

"CONTENT BUILDS

RELATIONSHIPS.

RELATIONSHIPS

ARE BUILT ON

TRUST. TRUST

DRIVES REVENUE."

- ANDREW DAVIS

# WHAT TO KNOW

WORDS AND TOPICS TO BECOME FAMILIAR  
WITH

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DIGITAL  
MARKETING  
TRANSPARENCY

SEO OPTIMIZATION

SPEED

HOSTING

SITE SECURITY

SOCIAL MEDIA

SSL CERTIFICATE

CONTENT  
MARKETING

# SALES TIPS

TO GUIDE YOU THROUGH SUCCESS

## SALES FUNNEL FULL

The key to continuous income is to keep your sales funnel full with clients in all stages of the sell.

## RESEARCH BEFORE CALL

Lack of a personalized script creates an insensitive prospect environment. The only way to capture the attention of these corporate decision makers is to create a very personalized message based on in-depth research in their firm.

## STATE FULL NAME

Those who state their full name command respect.

## ASK HOW YOU ARE DOING?

Answer with humored, relate-able answer if asked in return. "I'm glad you're doing well. Such a beautiful day.. - This rain is crazy - Etc." Check local weather

## FIRST WEEK

### PERSPECTIVE

Listen to your message from the prospect's view. How do you sound? Would you be willing to meet if you were the business owner? Would you return the call?

### BUY TIME

You have a few seconds to catch the attention. If you can catch the attention, the more-personal the conversation can become - leading to a higher chance of landing the meeting.

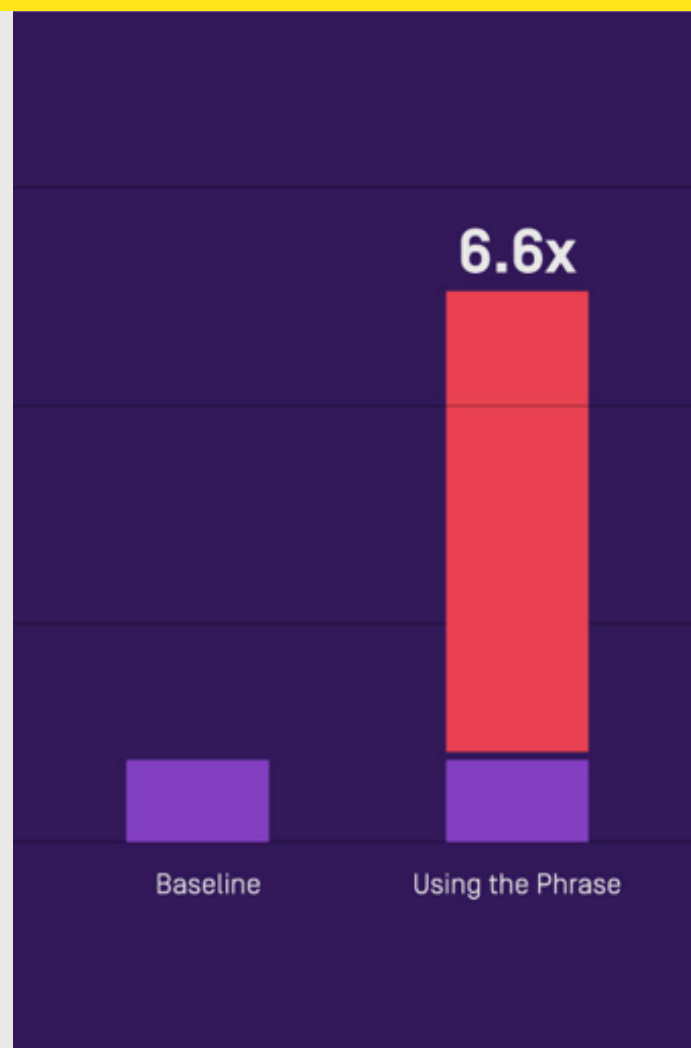
## SECOND WEEK

# SALES TIPS

TO GUIDE YOU THROUGH SUCCESS

## How have you been?

This phrase is a pattern interrupt that's unexpected and "scrambles" the prospect's brain in a good way. Sure, it may sound like you've met before, but it's not an overly unusual question to ask and will likely get a response that moves the conversation forward.



**“KEEP YOUR  
SALES PIPELINE  
FULL BY  
PROSPECTING  
CONTINUOUSLY.**

*Always have..*

**MORE PEOPLE  
TO SEE THAN  
YOU HAVE TIME  
TO SEE THEM.”**

**– BRIAN TRACY**

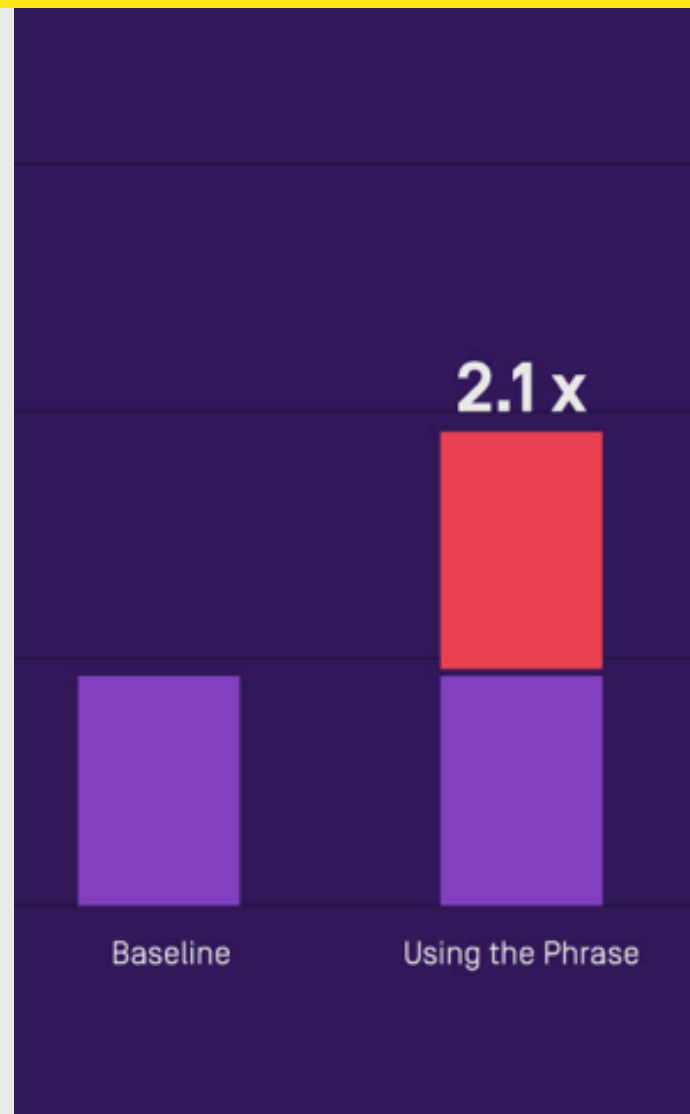
# SALES TIPS

TO GUIDE YOU THROUGH SUCCESS

## The reason for my call is...

*Successful cold calls have a longer average monologue duration*

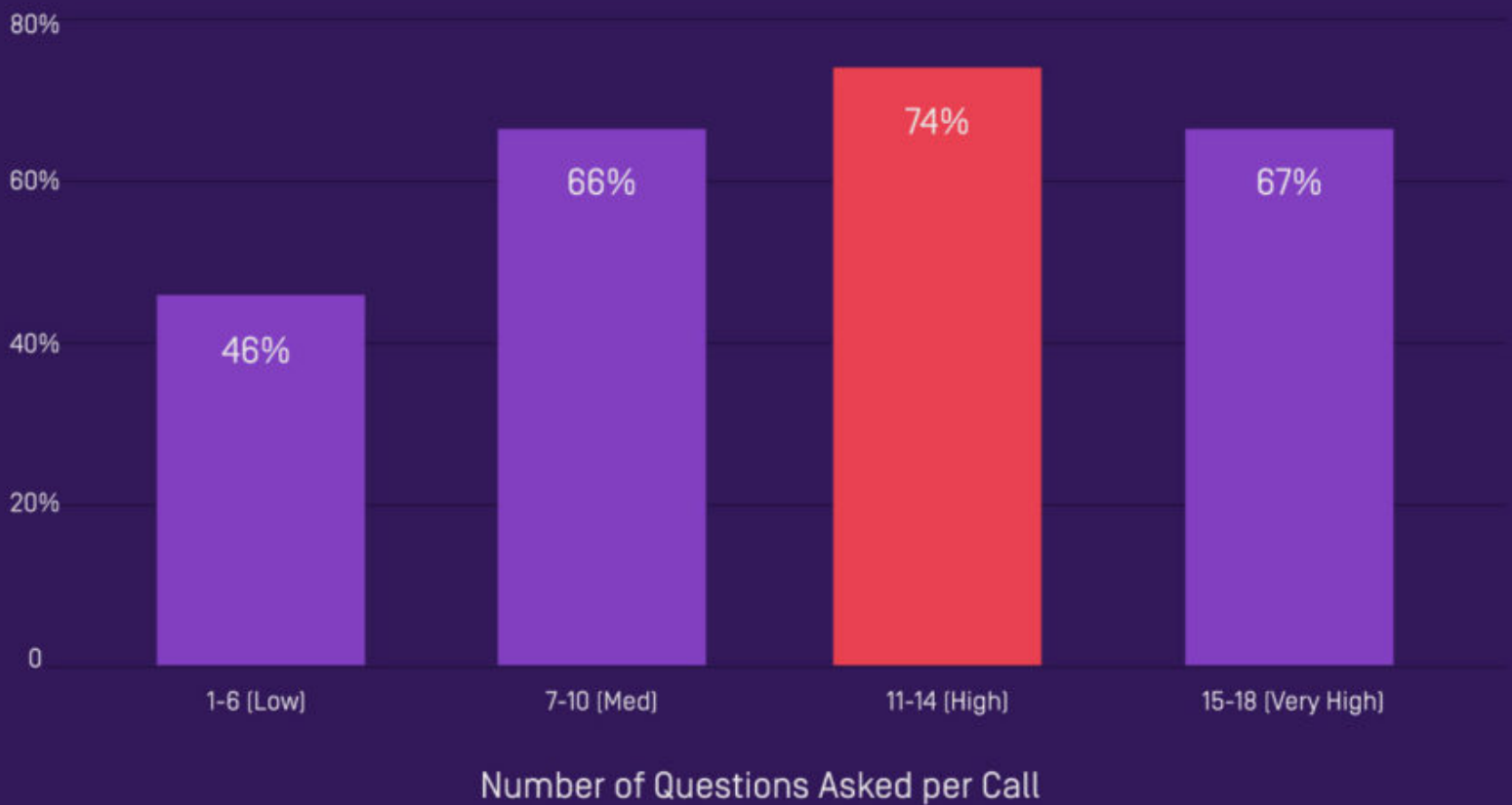
Humans crave reasons, even if they're not particularly strong reasons. People just need something to explain what's happening. Opening your cold calls with this phrase fits a familiar pattern that puts your prospect's mind at rest.



# SALES TIPS

TO GUIDE YOU THROUGH SUCCESS

Shoot for 11-14 Targeted Questions per Call



**FOCUS ON SELLING THE MEETING AND LESS ON  
SOLVING THEIR MARKETING PROBLEM.  
ASK TARGETED QUESTIONS  
GUIDE THE THOUGHT PROCESS OF THE PROSPECT**



# SALES TIPS

TO GUIDE YOU THROUGH SUCCESS

Perk their ears by mentioning their competitor.

John the reason I'm calling is I noticed the **rivalry between you and [competitor] is fierce.** Do you mind if I make an observation?

I hear you have a great product... but you can't rely on it alone to beat [competitor]. You know as well as I do, **buyers will grind you down on price if your reps don't have bullet-proof selling skills.** Describe their pain.

To beat [competitor], you need **insanely great sales conversations.** I think we can help. Deliver the value.

I suggest we have a 15 minute meeting **so you can judge that for yourself.** Do you have your calendar handy? Sell the meeting. No strings.

SELL THE MEETING  
NOT THE PRODUCT  
LONG MONOLOGUES CAN WORK