

ReviewInc – Overcoming Objections

APPROACH (READ THIS FIRST)

Following are objectives we typically run into. Most of the responses first answer the question directly (so we don't sound like we are trying to skirt the issue), but then they gather more information (including questions that make it obvious that the prospect isn't doing everything they should be), clarify (so you know the "real" issue) and further qualify. They conclude by "turning the corner" from the prospects question to a closing question. It does not close on the product, but on the next step—which is to see it in action. We have a high close ratio when folks see it (especially if they've seen other product demos (which we have—and most are fluffy and don't do nearly as much)).

Some of the responses close by inviting the prospect to see how the ReviewInc platform works (a demo), others close on getting a free report (investigative, like "let's find out what's happening and if you even need the platform"). It is fine to use *either* of these approaches to close after any of the objections—whichever you discover works best. Notice they all "pull back" in the close (don't feel obligated) so we create a "buying atmosphere" instead of a selling atmosphere (since everyone loves to buy, but nobody wants to be sold). The close for the sale occurs later—after they see the product and are convinced it will help them.

Note: We are targeting the multi-location prospects (bigger deals). We can do a demo for anyone, but we will usually only generate a report for a single location—so we can ask for which location at the time. It will still provide a great sample of the information we can collect and improve. They also get a free consultation (using a consultive approach), since we'll give them valuable tips right within the demo.

KNOW THE PRODUCT

All of these responses assume you *know the product*. However, it has a lot of features and you won't be able to learn them all, so we recommend you review and understand the "Persuasive Document." It should be sufficient enough to know the product strengths—which is usually good enough for setting the appointment. The document outlines the typical problems (not just the category, but the problems among alternative review systems). It then establishes credibility, explains the five main reasons to buy (using the "reasons" supported by specific features (identified during the competitive research (differentiators))).

It then concludes on how the product is the price performance leader. It is not the “cheapest” product. There are other review systems that have a fraction of the features, and of course—they are cheaper. But ReviewInc has the best price *for the features* it has. It’s similar to saying Notepad is cheaper than MS Word (but it is NOT the same product (since it hardly has any features)—so it better be cheaper.

The persuasive document also includes several frequently asked questions—but these are not objections we run into within the up-front approach, but during the demo... so we bring them up in advance in our demo presentations.

We then cover the visualization stage (where we reiterate their life *before* and then *after* using ReviewInc), which is part of “roller coaster closing.” We don’t close at the bottom of the roller coaster, we bring them back to the top emotionally before we ask the close question. Finally, we close—but the persuasive document doesn’t have close questions, but includes the next steps (used slightly differently).

Regardless, this persuasive document was created as a foundation document we could use elsewhere (in sales, the website, product slicks, etc.)—a logical argument that makes the case as to why someone should consider ReviewInc vs the alternatives. But it does not necessarily convince someone to consider the “category” of review management—since most of our demos are to individuals who have already recognized that need (yours may or may not know they need review management software of any kind, let alone ours)).

COMMON OBJECTIONS

My team is very busy. How much time is needed for using the software on a weekly basis?

ANSWER

- It takes less than 5 minutes per day to manage the system... CONSIDERABLY less time and MUCH more thorough than managing your reviews manually.

IDENTIFY PROBLEMS

- How do you manage your online reviews currently?
- How do you respond to a negative review and how soon?
- How quickly and often are you adding the latest positive reviews to your website?

SHOWS HOW OBJECTION IS THE REASON to CONSIDER

- Most people don't respond quick enough (after the damage is done), don't leverage their good reviews when they get 'em--and can't handle it manually—they are too busy.
- That's why so many people use ReviewInc—to automate the process, ensure they catch everything (quickly respond to the bad and compile all the good reviews)--in MUCH less time.

CLOSE & OFFER (Demo)

- It's always worthwhile to see how it works—and you don't need to feel obligated just by seeing it. If you like ReviewInc, then fine, it should help you. If not, at least you know your future options—plus you'll learn some valuable tips on how to manage reviews. How 'bout we let you take a look?

I already have plenty of good reviews and don't need more?

ANSWER

- That's great. It's usually a lot of work—How did you get so many?

IDENTIFY PROBLEMS

- What do you do with your reviews once you get them? Do you have a review page on your website that gets *automatically* updated with your reviews?
- How often do you check your reviews sites--daily?
- There's over 600 review sites—how do you find them all?
- What do you do if you get a negative review?
- Would it help if you could automate the entire process—to keep getting even more and leverage the ones you have?
- Have you seen a review platform that helps you manage them (including all the passwords)?

CLOSE & OFFER (Demo)

- It's always worthwhile to see how it works—and you don't need to feel obligated just by seeing it. If you like ReviewInc, then fine, it should help you. If not, at least you know your future options—plus you'll learn some valuable tips on how to manage reviews even better. How 'bout we let you take a look?

What does this do, or how does it work?

CLARIFY

- First, how do you manage your online reviews currently—not doing much, doing it manually or with a review system?
- (if using a system—“Which one?”) Ok.

ANSWER

- Now about your question...
 1. First, it helps you find the review sites that are talking about your product or service (there are over 600 of them).
 2. Second, it helps you respond to negative reviews (and provides best-case tips on how to reply). You can respond to most within the ReviewInc system—then it posts the responses for you. It also saves you from having to remember all the log-ins.
 3. Third, it compiles all your positive reviews on your own reviews page—so you can leverage them immediately and they are always updated.

CLOSE AND OFFER

- It does more—but it’s quicker to just take a look. Have you seen a review platform that helps you manage your reviews (including all the passwords)?
- It’s always worthwhile to see how it works—and you don’t need to feel obligated just by seeing it. If you like ReviewInc, then fine, it should help you. If not, at least you know your future options—plus you’ll learn some valuable tips on how to manage reviews even better. How ‘bout we let you take a look?

I'm already working with a company that does this.

CLARIFY

- Good. Which one? (*the competitive matrix (which you should have) will show where it is weak (some are much more expensive, others have poor metrics, some only cover a fraction of the review sites).*)
- How long have you used it? (*some are annual contracts—tells you how much time is left*)
- What did you use before?

IDENTIFY PROBLEMS/OPENINGS

- What do you like best about it?

- What do you like least?

RESPONSE

- We've seen a lot of other systems out there. Fortunately, ReviewInc is the considered the best in the industry—but it's also the price performance leader.
- There are three things it does different than your current system:
 - *(List three things from the matrix (hopefully that solve the areas they dislike))*
- Would it help to see a competitive matrix that shows how ReviewInc compares?

CLOSE

It may be worthwhile to see how it works—and you don't need to feel obligated just by seeing it. If you like ReviewInc, then fine, it should help you. If not, at least you know your future options (and why so many companies have switched)— How 'bout we let you take a look?

What makes ReviewInc unique or better than similar companies?

CLARIFY

- Glad you asked. First, are you using anything currently?
- Which other review platforms have you seen?

ANSWER

- Ok. There are several reasons so many companies prefer ReviewInc.
 1. It's the BEST online review management platform. Includes the common dashboard, but also the best mobile access (not scaled down like other's), it is the most secure (and meets compliance requirements) and is the most stable—others have been known to go down.
 2. It also has the BEST review monitoring. And monitors the MOST sites--over 600 locations (versus only 250 with others).
 3. It's also the BEST way to generate more reviews. With surveys, drip campaigns, and conversion reports that show ROI. It alerts when reviews are posted and even compiles them on your own website.
 4. Plus, it's the price performance leader.
- I have a competitive matrix that shows how it compares—would that be helpful?

CLOSE & OFFER (demo)

- In addition, it's always worthwhile to see how it works—and you don't need to feel obligated just by seeing it. If you like ReviewInc, then fine, it should help you. If not, at

least you know your future options—plus you'll learn some valuable tips on how to manage reviews even better. How 'bout we let you take a look?

I've worked with similar companies before and feel I wasted my money.

ANSWER

- I see how you feel—others have told us the same thing, until they saw ReviewInc.

CLARIFY

- Which other platform did you use? Or did you use a service?
- What were you hoping for?
- What were the problems you had with the prior system?
- How do you manage reviews now?

CLOSE & OFFER (report)

- BTW, have you had a *recent* online report done that shows exactly where your reviews are, the avg rating, any negative reviews you may not have seen, and what your online reputation score looks like?
- It's free and I'm happy to have it run. It's usually done live, you get a cool report and an explanation at the same time. I don't do them—but I have (Matt, John, etc.) in my office run it. There's no obligation—but everyone is curious. Can I set it up for you? It doesn't take long. You can also invite anyone else to take a look at the same time.

I get all my customers from referrals-I don't need your services.

ANSWER

- Great! Reviews represent an on-line referral service.

IDENTIFY PROBLEMS

- Even with referrals, the consumer will look you up online for validation. Do you have testimonials online on your website and within the online review sites?
- Do your competitors have online reviews?
- Do you have a way to check if you have any negative online reviews?

CLOSE & OFFER (report)

- You may not even need an online system—but you can find out quickly.

- Have you had an online report done that shows exactly where your reviews are, the avg rating, any negative reviews you may not have seen, and what your online reputation score looks like?
- The reputation specialist can take your best location and have a report run. It's usually done live, you get a cool report and an explanation at the same time. I don't do them—but I have (Matt, Nick, etc.) in my office run it. There's no obligation—but everyone is curious. Can I set it up for you? It doesn't take long. You can also invite anyone else to take a look at the same time.

We have an in-house client satisfaction system in place that provides us with plenty of feedback.

CLARIFY

- That's great. What system is that?
- Have you had a *recent* online report done that shows exactly where your reviews are, the avg rating, any negative reviews you may not have seen, and what your online reputation score looks like?

CLOSE & OFFER (report)

- The reputation specialist can take your best location and have a report run. It's usually done live, you get a cool report and an explanation at the same time. I don't do them—but I have (Matt, Nick, etc.) in my office run it. There's no obligation—but everyone is curious. Can I set it up for you? It doesn't take long. You can also invite anyone else to take a look at the same time.

How much effort is required to use your platform?

ANSWER

- Very little effort at all, that's the beauty of the platform.

CLARIFY

- How do you currently manage your online reviews?
- Which sites do you visit to check your reviews on a daily or weekly basis?
- Are you aware of all the sites—there's over 600 of them?

CLOSE & OFFER (report)

- Have you ever had an online report done that shows exactly where your reviews are, the avg rating, any negative reviews you may not have seen, and what your online reputation score looks like?
- The reputation specialist can take your best location and have a report run. It's usually done live, you get a cool report and an explanation at the same time. I don't do them—but I have (Matt, Nick, etc.) in my office run it. There's no obligation—but everyone is curious. Can I set it up for you? It doesn't take long. You can also invite anyone else to take a look at the same time.

What's this about?

ANSWER

- I'm calling about a software system that helps you get more online reviews and helps you manage them.

CLARIFY

- How do you do it currently? (manually or don't).

CLOSE & OFFER (report)

- You may or may not even need much help but I can run a report that tells you.
- Have you ever had an online report done that shows exactly where your reviews are, the avg rating, any negative reviews you may not have seen, and what your online reputation score looks like?
- The reputation specialist can take your best location and have a report run. It's usually done live, you get a cool report and an explanation at the same time. I don't do them—but I have (Matt, Nick, etc.) in my office run it. There's no obligation—but everyone is curious. Can I set it up for you? It doesn't take long. You can also invite anyone else to take a look at the same time.

This sounds complicated and expensive.

ANSWER

- It's much *less* complicated than doing it manually, it's also setup pretty quickly. Plus it's the price performance leader—that's not the biggest objection we get.

CLOSE & OFFER (report)

- You may or may not even need much help—but I can run a report that shows exactly where your reviews are, the avg rating, any negative reviews you may not have seen, and what your online reputation score looks like?
- The reputation specialist can take your best location and have a report run. It's usually done live, you get a cool report and an explanation at the same time. I don't do them—but I have (Matt, Nick, etc.) in my office run it. There's no obligation—but everyone is curious. Can I set it up for you? It doesn't take long. You can also invite anyone else to take a look at the same time.

Do you have an NPS survey?

ANSWER

- Yes, we also have a 5 Star Rating System, a Thumbs Up/Thumbs Down option, and a Happy/Okay/Sad review option.

CLARIFY

- Have you ever seen how ReviewInc works?

CLOSE & OFFER (demo)

- It's always worthwhile to have a look—and you don't need to feel obligated just by seeing it. If you like ReviewInc, then fine, it should help you. If not, at least you know your future options—plus you'll pick up some quick tips on how to manage reviews even better. How 'bout we let you take a look?

Do you provide listing services?

ANSWER

- Yes and No. We do much more than just a listing service. Our system identifies any wrong info in your listings across hundreds of sites including the wrong name, address, and phone number. It ensures everything is consistent across the Internet.

CLOSE & OFFER (report)

- The reputation specialist can take your best location and have a report run. It's usually done live, you get a cool report and an explanation at the same time. I don't do them—but I have (Matt, Nick, etc.) in my office run it. There's no obligation—but everyone is

curious. Can I set it up for you? It doesn't take long. You can also invite anyone else to take a look at the same time.

Do you have social media managing in your platform?

ANSWER

- Yes. ReviewInc is a free app that works inside "Hootsuite," which is a pretty popular social management platform. You can actually manage your social media *and* reviews from within the Hootsuite dashboard. Plus, you can share your reviews on your social media pages from within the ReviewInc platform.

CLOSE & OFFER (report)

- The reputation specialist can take your best location and have a report run. It's usually done live, you get a cool report and an explanation at the same time. I don't do them—but I have (Matt, Nick, etc.) in my office run it. There's no obligation—but everyone is curious. Can I set it up for you? It doesn't take long. You can also invite anyone else to take a look at the same time.

Do you provide review response services?

ANSWER

- No—we don't do it as a service (only because it is so simple to do or even automate with a system (which is what most services use anyway—and then they charge you for the "labor" when it's actually pretty simple and much of it is automated—with the right tool. It's sort of like having someone pumping your gas—nice, but not hard to do yourself and definitely not worth 25% more to do it.

CLOSE & OFFER (report)

- Let me show you how simple it is to do. I don't do it personally—but I have (Matt, John, etc.) in my office run through it. There's no obligation—but everyone is curious. Plus, he usually generates a cool report for you that shows where your reviews are, the avg rating, any negative reviews you may not have seen, and what your online reputation score looks like?
- The reputation specialist can take your best location and have a report run. It's usually done live, you get a cool report and an explanation at the same time. I don't do them—

but I have (Matt, Nick, etc.) in my office run it. There's no obligation—but everyone is curious. Can I set it up for you? It doesn't take long. You can also invite anyone else to take a look at the same time.