

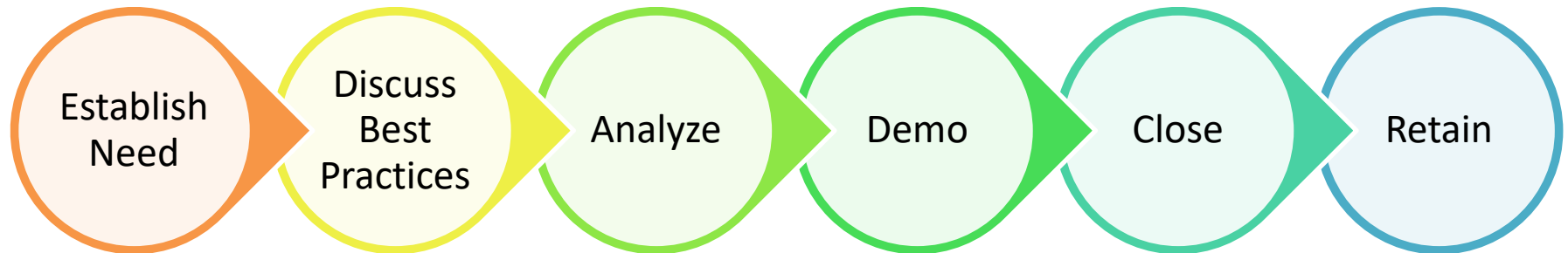
How To Sell Reviews Management

The Selling Process Overview

1. There are **Three Basic Approaches** to Selling
2. **Every client is different** so while there is a recommended “formula”, it needs to be adjusted for each client
3. Recommended **Tools and Resources** are provided for each stage to enhance the message

Basic Selling Stages

“Analytical Approach”



- Demonstrate the value and impact of reviews

• **Resources/Tools:**
Slides on “Why You Need Reviews”

- Explain the four key factors of reviews

• **Resources/Tools:**
Slides on “The Four Key Factors of Reviews”

- Search for prospects reviews online or better yet, use the LocalBizGrader to create an instant reputation report
- Compare prospect’s reviews to their local competition

• **Resources/Tools:**
Google Search, Google Adwords, LocalBizGrader

- Demonstrate the Review Management Service
- During the demonstration, you can easily go into tangents about best practices

• **Resources/Tools:**
RMS Demo Account

- Discuss pricing
- Address “Risk Reversals” such as: Benefits of monthly contract vs annual, the policy that data belongs to client, the number of clients using the service and a motto such as “We like to earn your business every month”

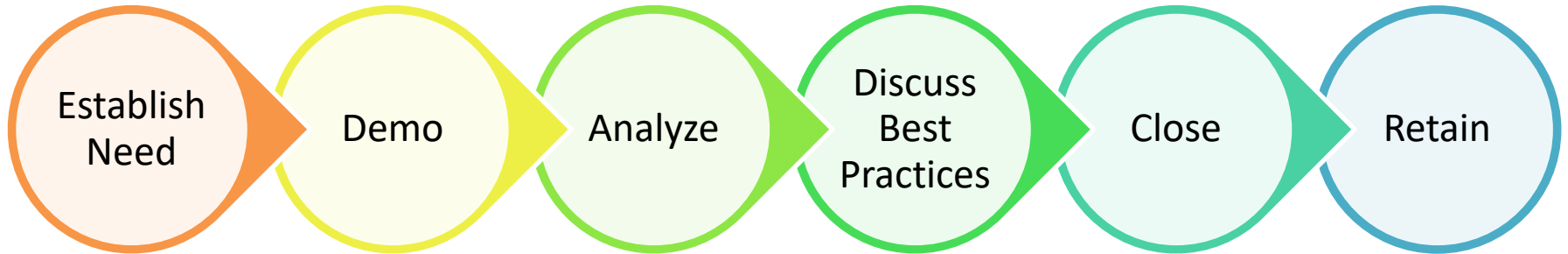
• **Resources/Tools:**
FAQ’s to answer common sales objections

- A good training goes a long way to prepare the client for success
- A good training will also set a client’s expectations
- A 1 month and 3 month quick follow up meeting can be useful to tune the service

• **Resources/Tools:**
Summary page and reports demonstrate results

Basic Selling Stages

“Hands On Approach”



- Demonstrate the value and impact of reviews

• **Resources/Tools:**
Slides on “Why You Need Reviews”

- Demonstrate the Review Management Service
- During the demonstration, you can easily go into tangents about best practices

• **Resources/Tools:**
RMS Demo Account

- Search for prospects reviews online or better yet, use the LocalBizGrader to create an instant report
- Compare prospect’s reviews to their local competition

• **Resources/Tools:**
Google Search, Google Adwords, LocalBizGrader

- Explain the four key factors of reviews

• **Resources/Tools:**
Slides on “The Four Key Factors of Reviews”

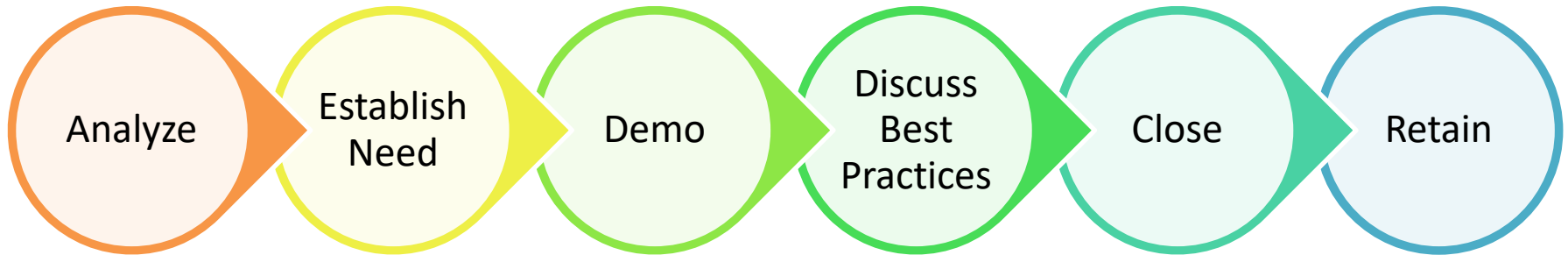
- Discuss pricing
- Address “Risk Reversals” such as: Benefits of monthly contract vs annual, the policy that data belongs to client, the number of clients using the service and a motto such as “We like to earn your business every month”

• **Resources/Tools:**
FAQ’s to answer common sales objections

- A good training goes a long way to prepare the client for success
- A good training will also set a client’s expectations
- A 1 month and 3 month quick follow up meeting can be useful to tune the service

• **Resources/Tools:**
Summary page and reports demonstrate results

Basic Selling Stages “Pre-Analyzed”



- Search for prospects reviews online or use the LocalBizGrader tool to create a report
- Compare prospect's reviews to their local competition

• **Resources/Tools:** Google Search, Google Adwords, LocalBizGrader

- Demonstrate the value and impact of reviews

• **Resources/Tools:** Slides on “Why You Need Reviews”

- Demonstrate the Review Management Service
- During the demonstration, you can easily go into tangents about best practices

• **Resources/Tools:** RMS Demo Account

- Explain the four key factors of reviews

• **Resources/Tools:** Slides on “The Four Key Factors of Reviews”

- Discuss pricing
- Address “Risk Reversals” such as: Benefits of monthly contract vs annual, the policy that data belongs to client, the number of clients using the service and a motto such as “We like to earn your business every month”

• **Resources/Tools:** FAQ's to answer common sales objections

- A good training goes a long way to prepare the client for success
- A good training will also set a client's expectations
- A 1 month and 3 month quick follow up meeting can be useful to tune the service

• **Resources/Tools:** Summary page and reports demonstrate results