

# Sales Agent FAQ

Written to address the practical and sales-oriented questions reps will have about selling Coursie's programs. Each answer is designed to give clarity, confidence, and selling points they can use immediately.

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**Q: What exactly is Coursie and why should I sell it?**

A: Coursie is an all-in-one business growth platform that helps small businesses replace multiple tools with one system. It's a high-value, sticky product that solves real problems, making it easier for you to close deals and earn long-term residuals.

**Q: Who is the ideal customer for Coursie?**

A: Small to mid-sized business owners who want more leads, better customer follow-up, and streamlined operations. Great fits include coaches, course creators, consultants, salons, gyms, restaurants, and any service-based business.

**Q: What pain points should I focus on in my pitch?**

A: Emphasize the frustration of juggling multiple tools, missed follow-ups, poor lead conversion, inconsistent reviews, and high marketing costs. Coursie solves all of these in one place.

**Q: How much does Coursie cost for the customer?**

A: \$197/month for everything — no contracts. This makes it an easy value proposition compared to paying \$500–\$1,000/month for multiple separate tools.

**Q: Are there setup fees?**

A: No mandatory setup fees. The price includes all core features, with optional paid services if they want a done-for-you setup.

**Q: Is there a free trial?**

A: Yes — a 14-day free trial with full access. This is a strong closing tool for hesitant prospects.

**Q: How do I explain the ROI to a customer?**

A: Show them how canceling just 2–3 of their existing subscriptions can cover Coursie's

cost, while also improving results. Use real examples like clients doubling their leads or reviews.

**Q: How is Coursie different from GoHighLevel or similar tools?**

A: Coursie is built for small business owners who want an out-of-the-box solution with prebuilt templates, training, and support — no complex setup or agency dependency.

**Q: What support does the customer get after signing up?**

A: 24/7 live chat, Zoom support calls, a full help center, and access to the Creator Academy for ongoing training.

**Q: How quickly will customers see results?**

A: Many see immediate wins in the first week — such as new leads, booked appointments, or more online reviews — once automation is set up.

**Q: What objections should I expect?**

A: Common ones are “I don’t have time,” “I’m not tech-savvy,” and “I already have other tools.” You can handle these by emphasizing ease of use, included training, and cost savings.

**Q: How should I demo Coursie to a prospect?**

A: Focus on their goals first, then show 2–3 relevant features that directly solve their problems. Avoid overwhelming them with every tool in one call.

**Q: Can I sell Coursie to any location or industry?**

A: Yes — it’s versatile and works globally for most business types.

**Q: What are the most powerful features to lead with in a pitch?**

A: The all-in-one CRM, automated follow-up, reputation management, and AI content tools. These are high-impact features every business understands.

**Q: Does Coursie integrate with other platforms?**

A: Yes — through native integrations and Zapier, it connects with thousands of apps.

**Q: Is training provided for me as a sales agent?**

A: Yes — you’ll get full product training, sales scripts, objection handling guides, and access to a demo account.

**Q: Do I need to be a tech expert to sell it?**

A: No — focus on the problems it solves. The Coursie support team helps with technical onboarding.

**Q: How long is the sales cycle for Coursie?**

A: Often short. Many deals close in 1–2 calls, especially when offering the 14-day free trial.

**Q: Can I bundle Coursie with other products I sell?**

A: Yes — pairing it with payment processing, ads, or consulting makes your offer even more valuable.

**Q: How do commissions and residuals work?**

A: You earn an upfront commission and ongoing monthly residual income for as long as the customer stays.

**Q: What makes Coursie “sticky” for retention?**

A: Once a business moves its CRM, automations, website, and reviews into Coursie, they’re unlikely to leave because everything is running in one place.

**Q: How do I handle a prospect who says they already have a CRM?**

A: Ask if their CRM includes marketing automation, websites, courses, and review management in one system — most don’t.

**Q: What’s the best way to create urgency?**

A: Use limited-time promos, trial offers, and the cost-savings angle from canceling multiple subscriptions.

**Q: How do I explain the AI tools?**

A: Tell them the AI writer saves hours of work by instantly creating emails, ads, and posts, while the AI chatbot captures leads 24/7.

**Q: Can customers customize Coursie to their brand?**

A: Yes — everything from websites to emails can be fully branded with their colors, logos, and domain.

**Q: What’s the onboarding process for a new customer?**

A: They sign up, connect their accounts, and either set up themselves with guides or use our done-for-you option. Then they’re ready to launch.

**Q: What if the customer isn’t tech-savvy?**

A: That’s fine — the platform is user-friendly, and support is available any time.

**Q: Can I show case studies or testimonials?**

A: Yes — you’ll have access to stories of real businesses who’ve grown leads, sales, and reviews using Coursie.

**Q: Does Coursie help with compliance and data security?**

A: Yes — all data is encrypted and privacy standards are followed.

**Q: What's the best closing question?**

A: "If we could replace your current tools, save you money, and help you get more customers in the next 30 days, is there any reason you wouldn't start today?"

**Q: What's the refund policy I can tell customers?**

A: A 14-day performance-based refund if they complete onboarding and aren't satisfied.

**Q: Can I sell over the phone, Zoom, or in person?**

A: Yes — Coursie is easy to present in any format, with demo links and screen share options.

**Q: How do I create a pipeline of Coursie leads?**

A: Start with your network, small business groups, LinkedIn, and industry-specific outreach. We provide marketing materials you can use.

**Q: What should I avoid in my pitch?**

A: Don't overwhelm them with every feature. Focus only on the features that directly solve their biggest problems.

**Q: Can I sell to startups as well as established businesses?**

A: Yes — it works for new businesses launching from scratch and established ones wanting to upgrade.

**Q: What industries see the fastest results?**

A: Service-based businesses like home services, beauty, fitness, coaching, and healthcare often see quick wins.

**Q: What if a customer says they don't have time to learn something new?**

A: Show them how automation actually saves time — often hours per week — and remind them our team helps with setup.

**Q: How often should I follow up with a lead?**

A: Follow up within 24 hours, then every 2–3 days during the trial period to guide them toward a paid subscription.

**Q: Can customers switch from another platform easily?**

A: Yes — importing contacts and setting up websites is straightforward, and support helps every step.

**Q: How do I talk about value without focusing on just price?**

A: Highlight time savings, increased sales, and the fact that it replaces multiple tools — price becomes a secondary consideration.

**Q: What's the most important thing to remember when selling Coursie?**

A: You're not selling software — you're selling a solution that helps small business owners make more money and work less.

**Q: How can I use the free trial as a selling tool?**

A: Position it as a zero-risk way to see real results before paying — most who start, stay.

**Q: What's the long-term earning potential for me?**

A: With residual commissions, your income grows each month as you add more clients — and retention rates are high.

**Q: Can I sell Coursie internationally?**

A: Yes — as long as the business can access the internet and process payments, they can use Coursie.

**Q: What marketing assets will I have access to?**

A: Sales decks, demo videos, email templates, social posts, and scripts — all ready to use.