BECOMING AN EASY GEO SALES REP

EASY GEO SALES REP LESSON 1

INTRODUCTION

Welcome to the Easy Geo Sales Team. You will be trained on how to become a successful sales representative as well as how to present the Easy Geo Brand. Professionalism is expected from all Easy Geo employees. It’s also mandatory for every member of the Sales Team to be honest as well as have integrity and work hard toward their success.

We will cover everything you’ll need to know in order to successfully sell the Easy Geo Brand. Staying focused and applying yourself to our process will help you be successful.

Our goal is to familiarize you with our computer system and take you step-by-step through what will be expected of you on every sales call.

OUR GOAL

- You will learn about the structure of a sales call. We will cover the Opening, the Pitch, Using Rebuttals, overcoming objections and most importantly closing the deal.

- You will learn Pattern Disruption to help you get past the gatekeeper.

- We will explain how we expect you to deliver the pitch and understand the importance of cadence, speed, inflection, tone, and volume.

- We will go over rebuttals and handling objections, showing you how to lead the customer away from the first no, create an AHH HAA moment to help you close or to use the assumptive close.

BASIC PRODUCT KNOWLEDGE

What are you selling?

Geo Fencing on smart devices, Custom Ads, LOB Specific Videos

Who do you work for?

I work for Easy Geo Fencing.

Who do you work with?

Community Marketing Partnership

What do I get?

You will be providing customers a product in the form of views directly on mobile apps such as FOX NEWS, CNN, TWITTER, SPOTIFY, WEATHER CHANNEL and ESPN and 1000's of apps that you can get in the Google Play (ANDROID) and iOS (APP) store.

Where are you calling from?

I'm calling from our home office in Arizona.

What is a Public Benefit Corporation?

It is a designation provided to companies who, while looking to make a profit, must exhibit support to the community. We provide our support through the sales of our advertising products.

COMMON QUESTIONS

- **How long will I be committed to the project?** We have marketing products that come with 12, 6 or 3 month 0% interest payment options.
- **How many times will my AD be seen?** Your number of ads displayed will depend on the marketing product that you purchase.
- **When do I need to pay?** Payment is due on the day of the sale or upon approval of the ad in certain cases.
- **Will I be the only one in my area?** Although I can't guarantee your exclusivity, we would never over saturate a project with more resources or businesses than we need. If interested in exclusivity we have EXCLUSIVE VIDEOS to fit your needs and blackout your competitors.
- **How do I know my ad is being seen?** We offer all campaigns with access to a live dashboard so they can keep track of the campaign themselves. Where the ad is being seen and how many times people clicked on it.
- **Do you guarantee I'll get business from the ad?** I would never guarantee you'd get (X) number of customers. However, I can guarantee you're targeted exposure directly on the cellphones of your target demographic in your area. We also back up all products with a MONEY BACK GUARANTEE… "IF WE FAIL TO DELIVER ON ANY GUARANTEED VIEWS OR ENGAGEMENTS OR ANY OTHER ITEM THAT YOU WERE PROMISE, WE WILL REFUND 100% OF YOUR MONEY AN ALL UNDELIVERED ITEMS."
- **When will my ad get approved?** You will get your first ad proof within 2-3 business days, at that point whether you approve or need revisions we will work back and forth with you until you approve the ad for your specific needs.
- **Can you provide us a W9?** Yes!
- **Can I provide my own videos?** Yes. Pixel dimensions 1920x1080. Mp4 size is less then 30mb.
- **Can I provide my own still ad?** Yes. Pixel dimensions 300x250.

EASY GEO FENCING COMPANY POLICY

- **"Stick to the script"**
- **Do not lie to your customers or make up figures for your customers.**
- Do not use slang, inappropriate jokes, or humor while on the phone. **Remain professional at all times.**
- The phone receivers are very sensitive and other phones in the office can hear your voice. **Do not swear or use any inappropriate language while in the office. No** Profanity on the sales floor. Not only do some workers consider this language offensive, but also customers can hear the background sounds. That can affect someone's sale.
- No violence, threats, or intimidation of any kind will be tolerated. **ABSOLUTELY NO EXCEPTIONS.**
- **Everything** is **monitored** and **recorded!** Do not attempt to make any personal calls or send personal emails. Do not attempt to call a business that you may have associations with currently or in the past. These types of actions will not be tolerated or permitted at any time. This will lead to immediate **termination** and **disciplinary.**
- All websites visited are logged and recorded, as well as all keystrokes made while logged onto the system.
- All white listed websites are for work purposes only.
- **Do not ever take customers payment information yourself!**
- Remain in 704 compliances at all times while in the office. **(NO HATS OR BEANIES.)**
- Coffee, creamer, and office equipment are the exclusive property of Easy Geo. Do not abuse this privilege. **NO STEALING**
- Take advantage of the resources. Utilize on site trainers and or civilian staff to help your progress and success. The more you improve your skills, the more valuable and successful you'll be. You can contact me Victor Gibson @ ext 204 or through email at victor@cmpusa.org.