



# EasyGeo- Geo Fencing Sales Training Manual

4/15/2020

# INTRODUCTION

Welcome to Community Marketing Partnership! Get ready for a great opportunity to learn a real skill set that will help open doors for you.

There are professional work expectations put on everyone at Community Marketing Partnership. The secret to our success is that we always conduct ourselves in a professional manner that incorporates honesty , integrity, and hard work.

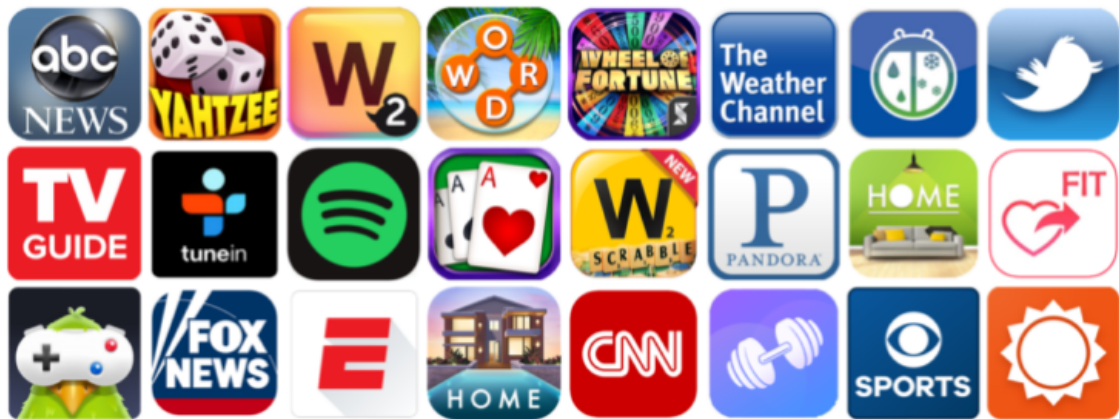
When making a call, the words you chose to say and the way you say those words to a potential client are extremely important to a successful outcome. Stay focused and really apply yourself to our process to become successful at closing the deal!

## COMPANY SUMMARY

Community Marketing Partnership offers businesses of all sizes the opportunity to create an advertising campaign with a guarantee that their ad will be viewed. Businesses are often tasked with competing against larger, well-known national brands that come with larger advertising budgets and name recognition.

When we provide Geo-Fencing, businesses can drive traffic to their business at a fraction of the cost in comparison to other forms of advertising. Geo-Fencing is a location-based advertising that is 20x more effective in generating returns than traditional advertising, making this the most advanced target marketing available.

Just as it sounds, with Geo-Fencing, we draw a virtual fence around the physical location on a map; exactly where your client wants to target their customers. When a person on their mobile device enters this virtual fence, a client's ad will appear based on where they are and what they are doing. Below are a small sample of the apps our clients' ads can be seen on:



This prevents clients from wasting thousands of dollars on traditional non-targeted ads that may yield a lower response.

Your client's ad will be displayed on cell phones, laptops, tablets, and even desktops. When someone in the targeted area interacts with any of the 8,000+ apps we work with. **We guarantee the views**, not leads. If we don't deliver the views, we will roll over the balance to the next month. We send a detailed report every month to our clients that provide insight into how many views and clicks their ad received as well as demographic data about who is viewing their ad.

## PROGRAM FAQs

### **What are you selling?**

Geo-Fencing, mobile display ads on smartphones, tablets, laptops, and even desktop computers.

### **Who do you work for?**

Community Marketing Partnership

### **What does the customer get?**

The basic package includes one target group (city or zip code) and one landing page. They can choose any location up to one mile in diameter, where they want their mobile ad to appear. Their ad will be seen on thousands of popular apps and websites. We also send detailed reporting that provides insight into how many views and clicks their ad received, as well as demographic data about who is viewing their ad.

## **Why do we offer geo-fencing and mobile display advertising?**

Geo-fencing is a successful strategy for all businesses. Rather than spending thousands of dollars on traditional printed ads that will see smaller responses, they can get their service in front of the people most likely to use it based on where they are and what they are doing. For example, an apartment complex is in need of new tenants:

Traditional ad in a newspaper- will be seen by everyone, those who own homes and those who don't. The audience will be so broad, it won't be able to target potential new renters because their income and credit history will be unknown. It is impossible to determine how many have even seen the ad.


Easy-Geo Ad- will be seen by renters with a credit score over 600, predetermined age, non-homeowners, perhaps even geo-fenced so the ad is shown only for people in other competing apartment complexes. Now that is **TARGETED MARKETING!**

## **SALES CALLS**

The sales techniques and tools we will cover are here to help you become successful. When it comes to our product, EasyGeo, it is important to remember we sell the sizzle not the steak. Meaning, we can sell the exposure of getting our client's business out to their customer base but we **do not sell leads!** People do not buy on facts alone; they buy on emotion and often justify the decision on the facts they have heard. **Facts Tell & Stories Sell!** Many sales representatives think more facts will get them the sale. This is simply not true, after reviewing the below techniques you will see how painting the emotional picture for the customer will help you sell.

## **Communication & Phone Etiquette**

Communication is the key to making sales. In order to create trust on the phone, we have to be professional. How we approach each potential customer on a call will ultimately determine our success. This means, we must **leave slang out of our speech** while conducting our calls.



Below are some helpful tips to help you communicate with our customers effectively.

- Always speak slowly, clearly, and with confidence to increase your chances of closing.
- Understand how the product & service will benefit your customer and their situation.
- Be professional, actively listen, and let customers finish their thoughts without interrupting them.
- Ask questions to discover the needs of your customers and follow up with clarifying questions to confirm that everyone is on the same page prior to moving forward.
- Speak clearly, in a positive, and professional tone. Have fun and ensure you are exhibiting these behaviors on **every** call

*Remember that your voice reflects your attitude. Even if the words are correct and intended to be polite, tone could imply the opposite. Work to find the best range where your voice sounds confident and most importantly, professional.*

## The Open

The opening of each call is part of "The Pitch Process". Please note the below guidelines and expectations for each time you contact a new business:

- Let them know who you are (First Name) and that you work for "Community Marketing Partnership"
- Always be professional and polite to anyone that answers the phone.
- Never be aggressive or rude to anyone including secretaries
- It's ok to be vague, especially when utilizing pattern disruption (see next segment) when managing Gatekeepers. Ex. *How are you today? Great, you sound good!*

How you open the call sets the tone for the rest of the sale.

# Handling Gatekeepers

The gatekeeper's job is to screen incoming calls and let customers, friends, family, etc. through to speak to the owner or decision maker. Most of the time the gatekeeper does not want to let telemarketers or salespersons speak to the owner/decision maker.

A gatekeeper only has a few seconds to decide who you are. We want to use this in our favor by sounding vague, like a customer, not a salesperson. We want to put them at ease so we can speak with the decision maker so we can help them find the marketing solution we offer that best fits their needs. At the same time we **never lie**.

## **Example:**

*A lie-* I need to have my car worked on, is the owner around?

*Staying Vague-* Do you handle transmission work? Yes. Great can I talk with the owner about a project? (This is also an example of pattern disruption which will be discussed in the next section).

## **Try these best practices to get past the gatekeeper:**

- The gatekeeper is not the enemy- remember, the GK's job is to manage the demands of the decision maker. Seeing them as the enemy creates a self-imposed barrier that makes it hard for you to psychologically move past.
- Sound Important- if the GK believes you are important, they will treat you differently. When importance is sensed, they will not risk offending you by probing too deeply. Use a relaxed, calm voice, speak slowly, and articulate. Don't divulge more than necessary.
- Don't sell to the gatekeeper- when the GK asks "Can I tell them what it's regarding?"- do not try to pitch EasyGeo. This will waste your time and irritate the GK ; they will just be waiting for an opportunity to tell you they can't help you.
- Engage don't evade- It's ok to gently probe the GK. This can help you gain valuable information about the company and the decision maker. By staying engaged you make the GK more likely to help you get you through to the decision maker. If you're not sure what they do, ask questions to give you a better understanding on how to secure the sale.

## Establish a good call back

Set up a good call back time- remember to ask the best day and time of day when setting up a call back. Let the customer know that when you call back, you will be happy to answer any questions, and will only need a few minutes to sign them up and get started. This is done with the decision maker. This helps set expectations with the potential customer in turn making them more comfortable with their decision.

Thank them- always thank the gatekeeper and the customer for their help and time. This will help on the follow up call.

## Pattern Disruption

This is a technique to change a particular thought, behavior or situation. Salespeople are typically easily identified due to using the same patterns making it easier for the gatekeepers to keep you from speaking with the decision maker. Your goal is to get the person off autopilot responses. Once you are able to get the info needed for the decision maker, **update the lead.**

### **Examples:**

***"Who is this"***- "your first name"

***"What's this about?"***- "I am looking to talk with the right person about targeting customers in specific areas on their cell phones in order to get their business noticed. Would that be you?"

***"Where are you calling from?"***- "This is about Geo-Fencing"

## VERBAL QUEUES

Think of your favorite actor in a movie. They are bringing the script to life. The following are tools you can master to make your phone scripting come to life and sound less scripted. It is incredibly important to have a good understanding of how tone influences your sales. You will improve your close rate if you use it appropriately and continuously develop your skills.

## **Tone**

Your face on the phone expresses your overall attitude and lets the person you are communicating with know how you feel. There are three types of tones; the first two are the only ones you should ever use.

- Professional- use of choice words pertaining to the business, utilize common courtesy, never use slang terms, words, or phrases.
- Warm- utilize a smiling, positive vocal tone. The easiest way to accomplish this is to smile while speaking with your customers.
- Direct/Assertive- by being aggressive with your tone you create a negative effect. This will never make a customer comfortable in what you're trying to help with with. This can also provide them with an opportunity to push back.

## **Inflection**

How you emphasize certain words and phrases. You want to use inflection to stress the importance of certain words and keep the customer engaged in what you are saying and trying to communicate.

## **Pitch**

How high or low your voice sounds. Higher pitched voices can sound off putting, while low deep (professional) voices tend to be more soothing. Overall, the best way is by simply matching the tone of the caller.

## **Cadence**

The measure or beat of your sales pitch flow. Always speak slowly and clearly.

## **Excitement**

Helps stir up emotion during your sales presentation to draw your customer in. What will help is to speak as though you're telling a secret that you need someone to know about.

## **Volume**

How soft or loud you speak. Try and mimic the volume of the person you are talking to. Speaking too loud or soft can be distracting.



## **Speak Clearly**

Use a positive and professional tone. Doing this while ensuring you're enunciating and articulating your words will help customers understand what you're saying.

We expect all employees to be positive and professional while on **every** call.

## **Word Choice**

What words you choose and how you say them will affect what you are communicating and trying to accomplish. Remember no slang, you are speaking with business leaders that have to make an important decision as to how they will grow their business and allow you to help in that decision with EasyGeo.

## **Active Listening**

Listening is a powerful tool. Always let your customer finish what they are saying. This can lead to them telling you how they want to be sold.

# **QUESTIONING TECHNIQUES**

Utilize different questions based on the line of business type. By asking the right questions you can hook the customer.

You can make the lead think you called them for a specific reason. This creates value with the customer before you even tell them about EasyGeo. You might use a question during your opening like asking the customer something you already know they do.

**Example:** Can you install tankless water heaters? So if someone was looking to have a tankless water heater installed, they could call you? Perfect, have you seen those ads that show up on your cell phone? ...start your pitch!

This helps lead the customer to believe you called them for a specific reason. In truth, you already knew this is a service they provide. By doing this, your prospect will open up to listening to your presentation or pitch and help you connect how this may work for them, resulting in getting your foot in the door.

We must be able to express, in a couple of sentences, that what we provide will benefit the customer and the business. It is best to keep it simple and to the point. If it makes sense, the client will want to buy.

**Example:** Do you deal with tree trimming and stump grinding? Great because I'd like to target adult homeowners over the age of 50 for you. Typically they don't want to get out and climb a ladder and do this type of work themselves. Would you be willing to take care of them if they called you for your services?

## HANDLING OBJECTIONS & CLOSING THE DEAL


99.99% of the time, the customer will say "no". In fact, you should always expect the "no". You should actually look forward to the "no" so that you can work your magic. If you do get a "yes" at the close of the pitch, it should be an absolute surprise. Your work with a customer doesn't start until you hear the "no".

Sales is all about overcoming a customer's objections. It could be that they don't have the money or that they don't know how it will help their business. Your job as a sales agent is to break through any barriers the customer may have and build confidence in our product.

### Persuasive Arguing

There is a difference between a persuasive argument and arguing. Using wording that helps them see the benefit to their company or themselves is always a good practice vs. interrupting and disagreeing with them, which can cause conflict and the possible loss of a sale.

The argument must always use sound reasoning and solid evidence by stating facts, giving logical reasons, using examples, and sounding like an expert on what you have learned and know.



One of the ways to get this started with your customer is by shaping their perceptions. Perception is the way we see, think, or feel about something. **Our perception shapes our reality.** By giving your customer simple, convincing sentences that will influence the close, you are able to engage them with ease to want to buy. Something as simple as them saying "I've done this before" can be persuasively argued "Sure, I understand, I've heard that from several clients. This is what we do differently- what separates us from the competition" By doing this, you are reshaping how they look at the reason they just gave you and shifting their thoughts to work to your advantage. You're showing them how the outcome will be different.

The "meat" of your pitch should give a convincing perception using specific phrases that explain the benefit of what we are offering. Present the facts in a manner that builds the argument from the most to least important. Answer the question, "What would convince me?" This creates a stronger conclusion of how and what you are intending to do!

## Sales Closing Formula

Acknowledge+Redirect+Question & Value Statement+Ask for the Sale.

This is our straight line method of selling. We refer to this as our loop. In order to have someone follow you, first you must follow them. Make them believe that you hear what they are communicating and that you **care about their concerns.**

### **Acknowledge**

Let them know you understand what they are telling you. Once you have made the connection then you want to retake control of the call and change the direction of the conversation.

**Example-** I completely understand... I definitely hear what you are saying...

## **Redirect**

Divert their attention to another benefit of EasyGeo or go down another line of questioning.

**Example-** Let me ask you a different question... Really quick do you...

## **Question**

Questions are used to help overcome an objection and to distance yourself from the customer's "No". You can also use questions to redirect and create the "Ah Ha" moment in the sales process. This will get information from the customer to best help you understand how they want to be sold.

**Example-** Have you ever targeted your competitor's location with deals to lure their customers away?

## **Value Statement**

Building value to close the sale allows the customer to feel that what they're receiving is something to benefit them and earn new customer, often times a mixture of both.

**Example-** Perfect! (Owner), I'm sure you're aware that 2/3 of all Americans spend an average of two hours every day on their phones and research has shown that location-based advertising like Geo-Fencing, is 20x more effective in generating returns than your traditional advertising. What I want to do is custom create an ad for you and then show it 4,000 times a month.

## **Ask for the Sale**

Finally, we always want to ask for the sale or even better, **Assume the Sale.**

**Example (Asking)-** If I did that could you do me a favor? When you see the detailed report showing how many views and clicks your ad has received and how well you're doing would you tell your friends about us? With your permission, I'd like to set you up with package today, how does that sound?

**Assumptive closing-** Involves always moving toward closing the deal, which usually starts with the information gathering process needed to finalize the sale.

Once you have established the structure of the sale, the customer should understand what the offer is. When you've answered their question, go straight into the close by asking a closing question.

**Example-** Ask what their last name is. Great, what is a good website address for you?

Remember to always:

**Acknowledge** (a lot of people say that at first), **Redirect** (walk away from their objection), **Question** (open the conversation), **Value** (provide a solution), & **Ask for the sale** (could we do that with your permission). Expect 3 no's to get to your yes.

## Redirected Questioning

Questions are a great way to help you overcome any objection and lead your prospect away from the first, second, and even third "no", after you pitch.


Asking questions helps to get the customer to talk. The more they talk, the more comfortable they will feel about you, especially if you are a good listener. Active listening is crucial to creating a connection with another person. It also helps you obtain more information that you can use to get past the "no". If you listen actively, you are better equipped to address any concerns the customer may have and find a solution for their objection.

### **Case Study:**

Visualize a pink elephant; it is a large, pink elephant, with a large pink trunk and giant pink ears. Now I need you to stop thinking of that pink elephant. If you are anything like most people, it is hard to stop thinking about that pink elephant right away.

Now, try this math problem:  $2+2+2-2$ , then divide that answer by 2. Did you come up with the answer of 2? If so than you're correct!

While answering that problem, did you forget about the pink elephant? The point is when asked another question, the focus went to something else. That is the true power of asking a question to get a prospect for forget their answer of "no".



You have redirected their thought process that focuses their attention on something other than that they told you "no".

Asking open ended questions are a great way of getting you to understand and overcome the prospect's objection and at the same time helping you build value and open the customer up to telling you how they want to be sold.

**Example:**

"Which works best for you?"- Thank you but I am not interested.


"I can understand that. Let me ask you another question, what sort of remodeling do you do?"

This opens the customer up to talk about their favorite subject- *themselves*, and lets them open up to how you may have a solution for their business' needs. This also leads them away from the objection. Follow up with a value building statement to regain their interest and say "yes".

## Value Statement

Value is meant for the customer; most people buy based on emotion, not logic. They decide to buy because it *feels right*, then use the logic to justify the decision to themselves. Therefore, the better you are at making an emotional connection between your prospect and the value of EasyGeo, the easier it will be to close the sale.

When building value, you must show the prospect what's in it for them. Value could be that our company will give them the exposure to a specific type of customer that will benefit from their services and expertise. While actively listening to your customer figure out how exposure can help their business. Tie it into what they do for their customers and how we can incorporate that into their ad not only visually, but with pinpointed marketing as well. Find a way to connect the dots on how this will work to influence new customers to call them. What else can they gain by utilizing EasyGeo? When it becomes important to the customer, it has to have an emotional hook to help sell them.



By asking the right questions, actively listening, and building your value off their answers, a connection can be created. This is important to getting them emotionally invested and is extremely effective in helping you make the sale.

# 1 LINERS

## **EASYGEO BASICS**

- When someone clicks your ad, it can go to our website or a custom landing page.
- Would I be right in saying you have seen those ads on your cell phone?
- Did you know people spend an average of two hours everyday on mobile apps?
- We guarantee your ad will be displayed at least 4,000 times a month.
- People typically go directly to their cell phone when they want something.
- Geo-Fencing is the most advanced location based mobile advertising technology available.
- I can tell you Geo-Fencing is one of the best marketing options to grow your business.
- Let me ask you a question, do you cover all of (name of City)?
- What type of customers are you looking to attract?
- Geo-Fencing is 20 times more effective in generating returns than traditional advertising.

## **Contractors, Home Improvement**

- Are you able to do both maintenance and new construction?
- Are you licensed both commercially and residentially?
- Can you handle ADA remodels?
- Do you have experience handling HISA grant funded construction projects?
- Are you mostly doing interior or exterior work?



## **Auto**

- Are your fees competitive with local markets?
- Do you do any seasonal specials?
- Is there something you specialize in or do you cover everything?
- Would you be interested in letting everyone within a 5 mile radius of your location know about your services or specials?

## **Funeral Homes**

- Do you provide special services for all faiths & cultures?
- Do you handle special services for Corona virus victims?
- We are looking for a caring, understanding staff to answer any questions for families dealing with a loss of a loved one. Would you be able to help?

## **Real Estate**

- Do you have experience working with a first time home buyer?
- Are you a buyer's or listing agent?
- Do you have experience working with conventional and VA home buyers?
- Do you handle cash transactions or deal with investors? (high cost of living areas)
- Do you handle the leasing and sales of commercial properties?
- Do you work with developmental contractors?

## **Mortgage**

- Do you have experience with with Refis?
- Do you have experience with assisting first time home buyers qualify for loans?
- Do you handle reverse mortgages?

## **Financial**

- In addition to investments, are you able to help with savings, budge, insurance, and tax strategies?
- Are you able to help provide financial advice based on the client's risk tolerance and risk capacity?
- Are you a fiduciary planner who provides advice with the client's best interest?
- Can you assist in understanding complex investment, insurance, and tax matters?



## **HVAC (Heating, Ventilation, Air Conditioning)**

- Do you offer seasonal maintenance service specials?
- In addition to your maintenance specials, do you offer new installs?
- Do you do duct work?
- Do you offer a warranty on your units or new constructions?

## **Assisted Living & Home Health**

- Do you have various payment methods that fit special needs of the community?
- Do you help with personal care- like daily living activities, bathing, meal prep, and housekeeping?
- Are you able to adapt to any special needs of seniors or disabled clients?
- Is your staff knowledgeable and caring to specific needs on a case by case basis?

## **Plumbing**

- Do you handle repair and replacement of toilets, faucets, water heaters, water lines, sewer lines, etc?
- Do you take emergency maintenance calls?
- In addition to any maintenance work, do you handle new construction projects as well?
- Do you work both commercially and residentially?

## **Roofing**

- Do you do complete tear downs and new construction?
- What's your availability for emergency roofing repairs?
- Are you able to do siding and gutter work in addition to the roofing services you offer?

## **Landscaping, Lawn Care, Tree Services**

- Do you handle stump grinding and tree removal?
- Are you able to remove trees that are close to power lines?

## **Acknowledge & Redirect**

- I understand and that's OK. Let me ask you this...
- I definitely hear what you are saying, so let me ask you...
- That's what I thought, before you go, let me ask you a different question.

## **Question**

You can use one liners!

- If you could target anyone who would that be?
- How large of an area do you target to for new customers?
- How much do you know about Geo-fencing?
- You do (\_\_\_) right/ Let's target (\_\_\_).
- Let me ask you this along with the (\_\_\_) are you doing a lot of (\_\_\_) as well?

## **Value Statement & Sale**

- Geo-Fencing advertising is 20x more effective in generating returns than traditional advertising. I can guarantee you 4,000 views a month and send you a report showing you that it is working. can we do that with your permission?
- Perfect! (Owner), I'm sure you're aware that 2/3 of all Americans spend an average of two hours everyday on their phones. Research has shown that location-based advertising like Geo-Fencing is 20x more effective in generating returns than your traditional advertising. What I want to do is custom create an ad for you and the show it 4,000 times a month and target (\_\_\_). Then, send you a report each month showing you where your ad was seen and how many clicks you received. Can I do this for you?

Remember to use the skills acquired in this manual to help you make the most of every customer interaction. Your success will continue to grow and develop and you remember how to leverage what you have learned.