

Every sales meeting is **u**nique



Lets assume you have...

Established the need

Qualified the person you are meeting

Explained what we do

Confirmed the meeting date & time

Reviewed their existing website

Learnt as much as you can about their business

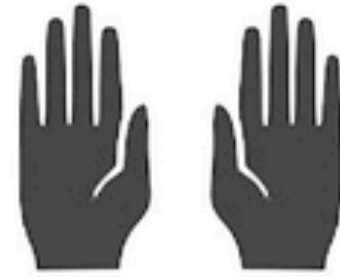
Learnt as much as you can about the person you are meeting

Prepared some points & questions

Noted some website links & saved some screen shots

Now all you gotta do is...





KEEP
CALM
AND
SEAL THE
DEAL

Some basic stuff...

Preparation is key

Arrive early (it's amazing how much you can learn)

Re-read your notes

Run through your key points and questions

Charge your laptop

Turn off your telephone

Keep an open mind

Don't forget your pen



So what's the problem?

“Our Web designer & website has disappeared”

“We can't access the website to take off our 1985 special offer”

“ My son designed the site and now he has gone off to uni”

“ It's not listed on Google & we get nothing from it”

“Our web company want to charge us £450 to change a logo”

“Our website is 10 years old and we can't afford to
spend £1000 on a new one”

“It's been built in Joomla and we can't work it out”



But we...

Have no content or pictures

Don't like paying a monthly fee & or contracts

Only need a couple of pages

Don't want to upset our mate who does our site

Don't like template systems

Lost contact with our web guy, what about you?

Don't have any computer skills

Now, it's your aim is to solve this problem

Reassure them that you have seen these problems before

Show examples of how you have solved these problems

Before and after examples work really well

Use the stats tool / data capture info, its very powerful

Show them that you are an expert in your field

If their problem is CM

If their problem is SEO

If their problem is lack of support



Important stuff

Not everyone wants to see the CMS

Your not always going to get an internet connection

Take some screen shots of sites you have done

Most people like the idea of stats & data capture

Most people like the on-going local support thing

If you have a common contact talk about them

Explain our range of packages and recommend the best solution

ASK FOR THE BUSINESS



In **my** experience...

You can't please all the people all the time

Referred people are most likely to sign up on the day

Show some pre-prepared "specific" examples

Talk about local support

If you can't connect take a cheque

Stats can seal the deal

You're part of a great progressive company, be proud

Thank you! Any questions?