

Sarah Thompson

Do not talk about packages and pricing until the end of your meeting.

Start your meeting building the relationship with the customer, finding out about their business, their products and services and their current needs.

Based on their business setup, start building the foundations of the website with them, just focusing on page titles. Before you know it, you will easily have over 5 pages.

Look to fulfil their requirements further by discussing how a website can market their business online and talk about the SEO benefits of having more pages and ability to blog. Discuss the use of video, email marketing and social media.

Present Max as the most popular package, try not to talk about Lite, and if you do, present it as a very basic package just to have an initial online presence without the marketing tools to generate more traffic.

Steve Axtell

My principle is that we have 2 business packages Max and Commerce.

Once I have talked to the client and discovered what they want on their site, where they want to trade, how much competition there is, what their competitors websites look like etc., it usually becomes very apparent that they need a Max site as a Lite site simply wouldn't cut it.

As soon as a potential client knows there is a cheaper option the temptation is to go for a Lite, whether it's right for their business or not.

If someone is considering Lite we should ask questions such as:

Do you need video?

Will you be blogging?

Will you need to offer downloads?

At the same time as explaining why video/blogs etc. are good for a website.

Personally I would remove Lite from all price lists and websites but keep the package for clients who simply need a simple 5 page site.

Phil Revill

Explain the extra features and why these are important.

Illustrate what others have achieved with Max by using Video, a blog, iframes such as a calendar or reviews, more opportunities for social media.

Uploading PDF's and making them available for download is a feature that is often missed as a marketing opportunity. For example, a customer can create branded invites, thank you cards etc. A good example: <http://www.littletotshire.co.uk/downloads/>

Think about what other landing pages can benefit the business and it soon adds up to more than 5. A simple thank you page after someone has submitted a contact form counts.

Also, don't forget about password protected pages, this can be useful for membership sites or those who want to create something of value to their customer. This is only available on the Max.