

SIGNING SEO CLIENTS

LIVE WITH ► CHRIS M. WALKER

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Signing SEO Clients

Today We Will Cover

- Recap Where We Are
- Positioning Your Offer
- What NOT to say/words to avoid
- How to talk to your prospect
- How to close the deal
- ...and more!

A warning sign featuring a black background with a central yellow rectangular area. The yellow area is framed by two horizontal bands of diagonal black and yellow stripes. The word "WARNING" is printed in large, bold, black, sans-serif capital letters across the center of the yellow area.

WARNING

What This Is Not

- The only way, or not even necessarily the best way to go about selling services, or anything else. 2 things can be true all at once.
- A static thing... each case is different
- A fully in depth dive into every part of everything we will talk about (there's too much for one session)
- The only services/freelancers/tools that are good at these things
- A stream where free pizza will be provided

Week 1 Recap

- The difference between a freelancer and an Agency
- Why start an agency
- Getting started
- Defining your offer
- Fulfillment
- What you should learn (sales, prospecting, marketing)
- Choosing a niche
- Choosing a lead gen source
- Choosing an outreach method
- What your typical day should look like

Week 2 Recap

- Figuring out what you are going to sell (SEO, Ads, Blog writing etc...)
- Defining your offer
- Creating your customer Avatar
- Figuring out your sales process
- Starting a prospecting list

Week 3

- Manually filling out your prospecting list
- Finding prospect in any niche, for any service using Legiit Leads

Sales

Sales

Sales has been demonized as a bad thing, and sales people as lying, scummy, con men who will say or do anything to make a \$.

This is not true.

Literally everything you do is sales... selling your kid on eating his vegetables, selling your parents on why you need a new car, selling the person you are interested in on a date... every human interaction involves a sale of some kind.

Sales

Sales is the single most valuable skill you can have in a capital based economy.

If you know how to sell, you will never go hungry...

...however most people are terrified of it.

Positioning Your Offer

What most people selling SEO will do.

“I can raise your Google ranking to page #1!”

Do you think the average business owner cares about that? Unlikely.

They care about keeping the lights on, paying their staff, and keeping enough to do whatever their goal in life is.

Positioning Your Offer

So what's the alternative?

Find out what your prospect needs, what his pain points are and position your offer as the solution.

If he wants to make sure he has enough to cover expenses with left over to pay himself and save some that is how you position your offer.

Positioning Your Offer

Instead of:

“I will increase your Google ranking”

“I hear ya Bill. I want you to be able to take care of your team, your family and yourself... and I know what a struggle it can be in today’s economy. That’s why my team and I have put together a system that will help you bring in those X extra sales you need to take care of your team and your family. Let me walk you through it real quick, and we can go from there. Sound good?”

Positioning Your Offer

Important points:

- You didn't talk about nerdy details like ranking (assume people have a 1st grade understanding of your offer)
- You kept it emotion based, not fact based... people respond to emotion (just look at literally any news headline)
- You related to the prospect.
- You reiterated his problem back to him... this reaffirms what he believes to be his issue, and lets him know that you "get it"
- Instead of "Google ranking" it is a "system you put together"... that makes your offer sound special
- You mentioned a team... people like to think they are getting a team instead of some dude in his pajamas (this is why it is important to think like an agency not a freelancer)

Positioning Your Offer

So you see how we took this from being just another asshole pitching SEO, to someone that 'gets them' AND has an offer that helps get them from where they are, to where they want to be.

Things To Avoid Saying

What you don't say is as important as what you do say.

Things To Avoid Saying

- Being a nerd. People don't want to hear technical things about Google ranking, sitemaps, optimization, links etc... you might have to get into that later after they are a client... but this is the sales equivalent of talking about your ex on the first date.
- Talking about yourself too much. You may have to give a little info on yourself, but overall... no one cares about you. They care about what you can do for them... don't bore them with your credentials, trust me, you aren't that special.
- Avoid showing a lack of confidence... but also do not come off as cocky.
- This one is controversial... but avoid sales tricks like guarantees. If you have to offer a guarantee to close a sale, you don't have the prospect's confidence, and you don't have the confidence in your own offer for it to stand on it's own.
- Wasting time building rapport and talking about anything but the sale.

Talking to your prospect.

The number one thing you want to say when talking to your prospect is...

Who can tell me?

Talking to your prospect.

NOTHING!

Talking to your prospect.

Most of your job in selling a prospect on SEO or anything else is to ask a question, then STFU and listen to their answer.

So many people will talk themselves right out of a sale because they can't keep their mouth closed.

Remember its not about you... no one cares about you... its about them so listen to what they have to say.

Talking to your prospect.

My favorite first question is “Hey first name, how are things going with your business?”

Then whatever they reply with ask a follow up question.

“Its going good, could always be better” follow up with something like

“I hear ya. Let me ask you this... you say it could be better... how so?”

If they say something like “It’s been crazy! We can’t keep up!”

Reply with something like “I hear ya. That’s a good problem to have... but its a real problem. Let me ask you this though... what would make it easier for you to keep up?”

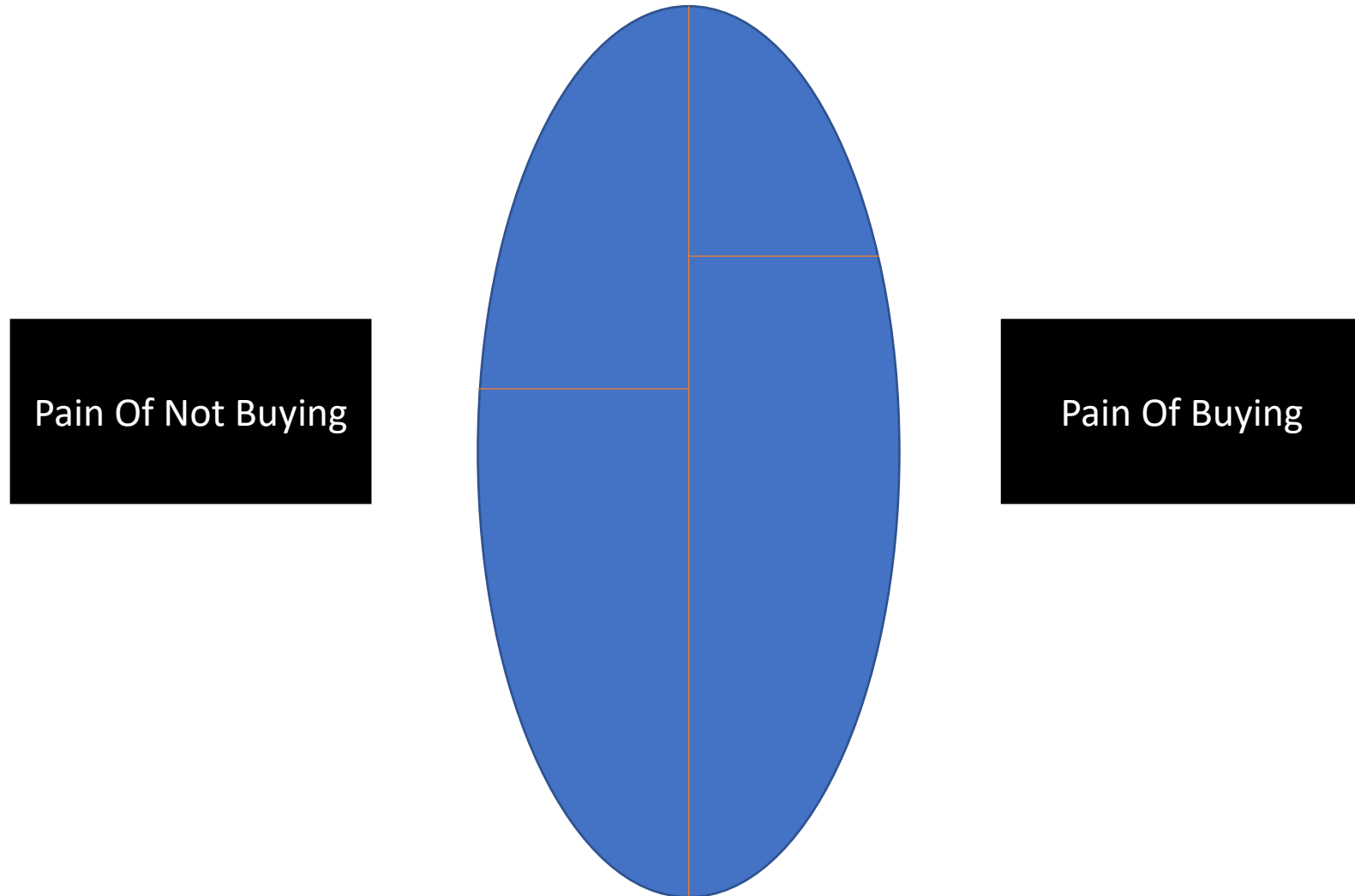
Talking to your prospect.

Every question digs deeper into the customer's needs to find out what they truly want and what their pain points are...

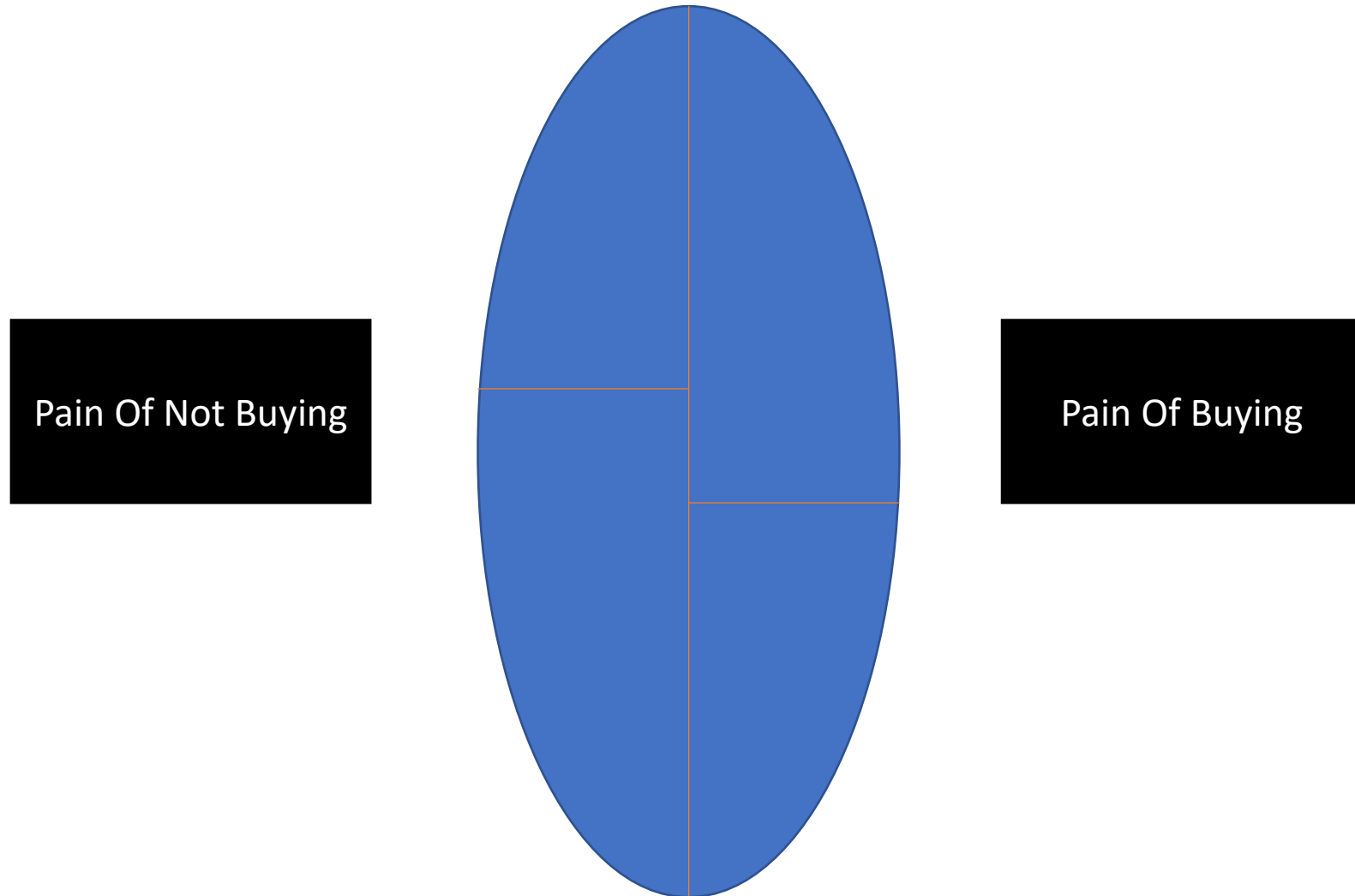
...no matter what though it ultimately comes down to some form of "We want to be happier".

You just have to find out, through asking questions and listening to answers, what happiness means to them... and how your offer takes them from that pain state, to a happy state... then just explain that to them.

Talking to your prospect.



Talking to your prospect.



Closing The Deal

By this point in the conversation you have made your offer and its time to get a “yes”

Closing The Deal

Don't accept the first no.

“So we can get started on this right away for you Bill, what do you say?”

“I need to think about it/ask my partner/spouse etc...”

“I hear ya Bill. There's a lot to think about, but let me ask you this... do you like what we discussed and think it would help you?”

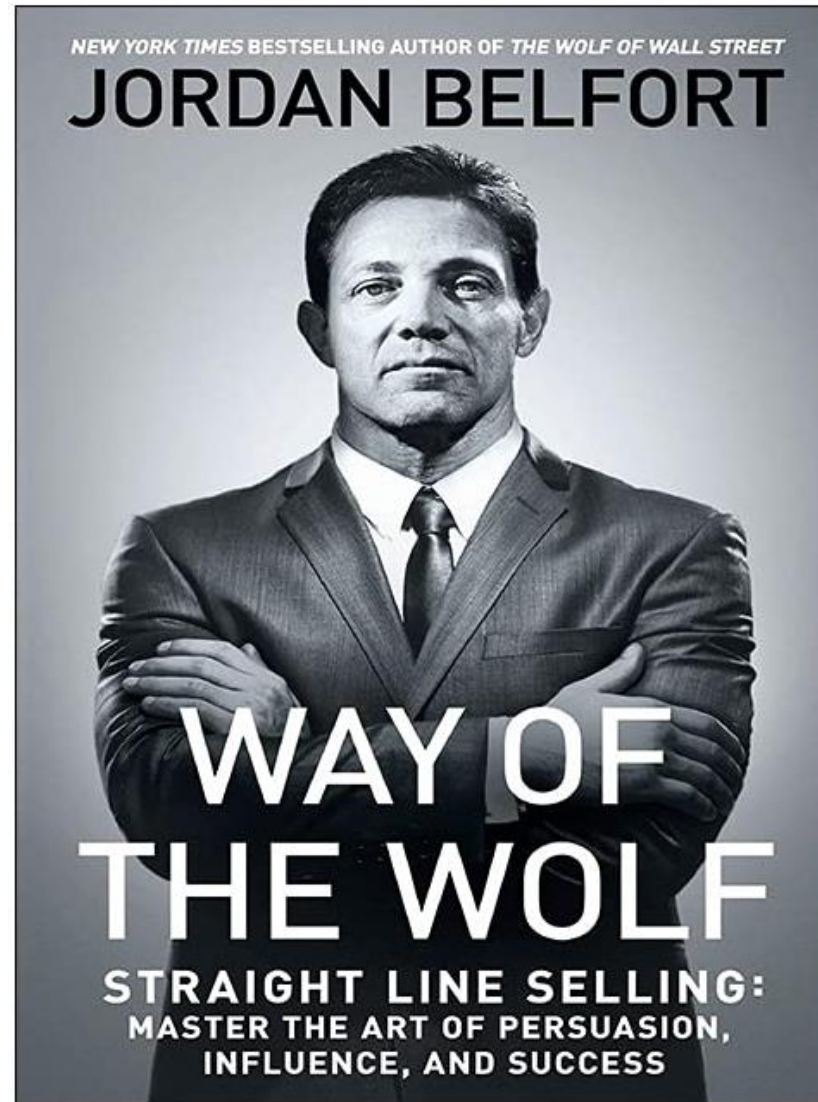
Closing The Deal

If they say something amounting to “I’m not sure” or “No” then you ask more questions, find out what barriers they still have that make them not sure, and remove them.

If they say yes then you still find out what’s holding them back, but you adjust the response some.

“Great glad you like it. Let me ask you this though... what will change if we wait a few weeks to get started?” then just keep looping back until you get a hard no, or a yes.

Recommended Reading



I could go on...

I love talking about this stuff, and could go on for ages, but there is too much to cover in one session.

If you want to learn more...

Learn more – Try Free 7 Days



<https://www.superstarseo.expert/>

Questions?