

Hey NAME, how's it going?

Awesome...

So I see you booked a call here because you want our help with (ads, landing pages, whatever it is you sell)

So tell me a little bit about your business?

What kind of revenue are you doing a month?

Where are you looking to take that per month?

What's the reason you haven't reached that yet?

***What is the real reason holding them back from reaching that goal, you're going to be able to use this as a closing point***

What are you spending on ads per month?

***(If they are spending money on ads, ask them what they kind of creatives they are running, videos or images?)***

***Are they running retargeting?***

***Are they testing new creatives every week?]***

This gives us a selling point if they already are running ads / have someone running them, most likely they aren't doing this )

Do you know what it costs you to acquire a lead / customer?

***(This is one of the most important questions here, because you will be able to breakdown whether or not it makes sense to work with them.***

***If they don't know this number, you will have to do some math with them.)***

"Ok well I know we can bring in leads for you at \$25, how many leads currently turn into customers?

25%?

Cool and you said that each client / customer is worth \$500 in net profit to you?.

Cool so for every \$100 we spend, you should make back \$500.”

So what’s your number one goal this year?

Do you think working with us, you’d reach it?

When are you looking to get started?

Cool, well let me explain a little bit about how we work..

So for one traffic source we charge \$4,000 a month or 10% of ad spend. So essentially anything over \$40,000 spent on ads, is an extra 10%, if we spent \$45,000 on ads, you’d owe us \$500 at the end of the month.

For 2 Traffic sources, we’re \$6,000 a month..

For our omnipresence package where you get one cold traffic source, then get retargeted across 95% of the internet with Facebook, YouTube, Google, & Instagram, it’s \$7,000 a month.

Then finally we have our “Big 4” package where essentially it’s all 4 traffic sources, Facebook, YouTube, Google & Instagram and that’s \$10,000 a month.

All of these are minimum 3 month agreements.

So what would you see yourself running with?

(they pick a package)

Cool.

Right now do you have any questions?

Go through their questions..and answer all of them.

Cool, now here’s how the process works, I shoot you over a contract via DocuSign, after it is signed I will send you over an on-boarding form & we will schedule a time for our on-boarding call. After the on-boarding call my team goes to work on the tracking, customer research, ad copy, and we launch in 2 days.

When do you want to do the on-boarding call? **(Assume the sale at this point)**

(Put the meeting in your google calendar, send them an invite to attend)

Cool, so I just need your company name and address and I'll get this contract over to you now so we can review it on the phone and I can answer any questions on the phone (***they should be willing to sign and get going if they are fully sold on it***)

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Send them contract via DocuSign, answer any questions they have, make sure it is signed, then send them on-boarding form. We use Google Forms for this.

Thank them for signing and let them know you'll see them on the on-boarding call and if they have any questions that they can call you at your cell phone number.