

LOCAL MARKETING **ARSENAL**

Vol1 Small Business PLR.

Important

Before you attempt to use these phone scripts, you NEED to practice them aloud at least two or three times. More is better.

The last thing you want is to sound like you're reading a script once you have the business owner on the phone. This is a major turn off and makes you sound too mechanical.

Instead, practice this with a friend or alone so that it will sound as natural as possible when you have them on the line.

It's best to use these as guidelines for the conversation, but a little improvisation probably goes a long way and you should be ready to think on your toes a bit since you don't know what kind of responses to expect from the lead.

If this is something you are less experienced with in general, then you can find some awesome additional tips by visiting [this link](#).

Offline Script #1

“Hi, _____.

My name is _____ from _____ (your company name) _____ in _____ (your city) _____.

Is this a good time to talk?”

If they answer No:

“No problem, is there an email address I could reach you at instead?”

(If they provide you with one, send an immediate follow up and call them later instead).

If they answer Yes:

“Great! I know your time is valuable, so I'll keep this brief. We're a _____ (your city) _____ based company providing web design services for small businesses, and we noticed that you don't currently have a website.”

(If they have a website, inform them that you noticed some SEO areas that need some improvement to help them rank better in search engines).

For example, something like:

“After a quick review of your website, we found several aspects of your SEO that could use some improvement to help rank your site higher in search engines.”

“Would you be interested in a free consultation with one of our expert SEO or web design specialists?”

If they say no:

If they don't have a website, offer them a free mockup design.

Say something like: *“Since we know how important it is for any business to have an online presence, we would like to offer you a free mockup design to show you what we can do for you. Does this sound like something that might interest you?”*

If they need help with SEO, offer to provide them one day of optimization services free of charge.

Say something like: *“Ranking well in search engines is crucial for any business website, and we don't want you to miss out on all of that traffic, so can we offer you a free day of SEO service?”*

If they take you up on one of the offers:

“I would like to arrange a free consultation to discuss your business objectives and help you out with your website/SEO. Are you available for a quick fifteen minute phone call with our founder tomorrow around 3:00 pm?”

After you have agreed on a meeting time:

“Fantastic! May I please get your: name, email address, phone number and a backup number where you can be reached?”

In closing:

“I am looking forward to working with you on your website/SEO, have a great day and thank you for your time.”

Offline Sales Script #2

“Hello, my name is _____; I am a business manager with (name of your company). I am calling because I just visited your company's website and noticed several ways that we could help your online presence. I'd like to offer you a complete mock up design to show you how we can revamp your current design.”

If they say no:

“I understand. I also made a note of several ways that we could help you improve your search engine rankings, so that more people are able to find your business when they search online.

Might you be interested in a free day of SEO service to help you boost your rankings in just 24 hours?

Remember that both of these offers are completely free of charge and there is no obligation to you if you choose to take us up on either one...”

If they say yes:

“Great, can I please get your name, email address, phone number and a backup phone number where you can be reached at?

...I know you are a busy person, but we'd like to set you up with a fifteen minute chat with the founder of our company. We're happy to work around your schedule, do you prefer mornings or afternoons?

After you have agreed on a meeting time:

“Fantastic! I'm looking forward to working with you on your website design/SEO. Have a great day!”