

Conversation Script

Some key points when meeting people for the first time is to always ask them questions.

- a) The power is with the person who asks the questions and
- b) It will provide you with information to know what angle to approach them on.

Some questions I ask when meeting people include:

1. What industry are you in?
2. How's it going in [their business sector] right now?
3. Do you see this as a lasting trend?
4. What are you doing to remedy/leverage that?
5. How do you get new customers into your business?
6. Do you have an online presence? Website?
7. Are you in Google Places?
8. Do you have a mobile friendly site yet?
9. Do you have a Facebook Fanpage?
10. Are you on Twitter?
11. What do you think about online?
12. What sort of experiences have you had online?

I may not ask every single question. The main thing is I am listening carefully to their answers, and that will generally give me direction of what question to ask next. I am asking to genuinely understand more about them. Their business, how it's doing. How they are marketing it. Their attitude to online and also their experience with it, and their experiences with other providers.



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It's important that you never allow an answer or attitude to deflect you. If they express negativity towards the online environment because they've had a bad experience, that is still an opportunity for you! If they have help already, that still means an opportunity for you.

Here is how I would respond to a common challenging response you may receive:

Prospect (P): Yes I know all about online, I have a webmaster/nephew/doing it myself.

You: Fantastic. How many keyword phrases are you targeting? OR What keyword phrase are you targeting?

Experience has proven that most prospects can not answer this. I think would follow up with another question. Whilst keep a warm, genuine expression, as I take the stance that if they have it all sorted, they do, until I uncover otherwise. But I never head for the hills because they initially push back with that comment.

You: What's the page rank for the site? OR How much traffic are you getting to your site daily? OR Where is it in the SERPS?

NB: I deliberately use IM jargon, to give me a sense of how educated they are in IM. This also assists with positioning yourself as the expert. Please remember to never be arrogant, always be warm and genuine. Often I find at this point they start to ask me questions and quite often seek my assistance (paid!). If it doesn't move that quickly - I would offer to do a complimentary analysis on their business, take their business card and let them know I'll be calling them within 3-5 working days.



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Here is how I would respond to another common challenging response you may receive:

Prospect: Don't talk to me about websites. I had a website created that cost me an arm and a leg and I have had NO business from it, and you can't even find it on Google.

You: Ouch, I am sorry to hear that. I do unfortunately hear such stories. Luckily this is the minority of consultants out there. The thing I see happening the most is that websites are created from a 'let's make it attractive' point of view, however it hasn't been made search engine friendly.

At the end of the day, it is about working within the rules of the search engines, in order to build authority in their eyes. Google is of course the key search engine. And there are some key steps to take in order to receive what we call the all important 'Google Love'. I

I'd be happy to check your site out if you like just to see what might be able to be done. Even if you decide to take it no further, it will give you a clearer picture. As honestly, any business has to be online today - but it's about being online the right way. If you can give me your card, I'll do some analysis and give you a call. Again, no expectations or hard sell. You sound like you've had a bad experience, and I'd like to help take that sour taste away.

Another opportunity is Mobile Friendly. Depending on the setting, I would like to quietly check out their website on my smart phone once I have their existing website address, and then go and show them how their site looks on a smart phone once I've determined it's one of the 99 out of 100 that aren't mobile friendly. This is a HUGE opportunity and excellent lead in right now.

