

Upsell To More Services

Remember I've been speaking about Value, Value, Value!?

Well that's the crux behind Upselling to more Services.

Your whole mindset is to be about Value. Value as a prospect, Value as a Client.

You MUST do a great job. It's NOT just about making money - it's the Law of Value Exchange.

You get paid for doing a fantastic job. And you'll get paid again because they feel more confident you will do a great job.

That first job is a test. A test to see both what you can do and how you do it.

You MUST pass the test. Having the right attitude and an approach that complements that, will go a long way to ensure you go.

In the initial conversation and proposal you may well have suggested more Services. And they chose to go with a portion of it.

Or they asked you to create a proposal on a specific area of online marketing. And you could see there was genuine need for more.

It is completely appropriate to bring to their attention that more could and ideally would be done. And then if they indicate they are not ready for it, for whatever reasons, you accept it, and drop the conversation UNTIL the first, test job has been completed.

As you are drawing to a close with that first task, it is appropriate to bring up what else you would recommend doing for them.

This would be approached along these lines:

Example

YOU: We are in the final round of revisions for your Mobile Friendly site, when that is completed, I'd like to revisit with you your main site. Based of course that you are 100% happy with the work I've done for you. Are you open to that?

Client Response A: Yes



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Client Response B: I've been really impressed with this whole process. I'd like to wait a bit longer, as I don't have the budget to invest in more right now.

YOU Response B: Not an issue. Understanding that it is about budget. I totally appreciate that. If I could show you how this would actually be an investment for you, rather than an expense with the aim to bring you more customers, so the business makes more money. Would you be open to simply hearing that? No pressure on saying yes moving ahead with doing anything. I'd just like to make you aware.

Client Response A: OK, you're persistent. I like that. No promises though.

Client Response B: I hear what you're saying. I'd like to. However I still have to say no.

YOU Response A: Fantastic. Well, I'd like to get a date in the diary with you now. I will be presenting the final Mobile Website to you on X date, I'd like to also use that time to take you through my recommendations to help get you more paying customers. How does that sound?

YOU Response B: Well I hear you back in return. I just have to let you know, I will knock on your door again, as I truly believe in this. So please expect to hear from me more on this (all said with a light touch and warmth, maybe even a bit of a laugh!).

Key elements in the above:

Obviously the conversation will be unique to your situation. However the elements I want you to walk away with are:

1. You do not give up. You are respectful. Demonstrate you hear them, DO hear them. And still persist, with grace, warmth and warm assertiveness.



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2. Look to get a concrete date in the diary. ALWAYS, at any stage of the process, look to get specific times with them. And YOU need to be the one to suggest them. So even if they say they can not meet at this point, you ask when they can, and you FOLLOW THROUGH.

If they say two weeks from now, you contact them 1 day after the two weeks.

You MUST be proactive. There is a difference between pushing - pushing is when you are not listening - and being persistent. Persistent is when you do hear, you respect and then you follow through as your aim is to offer ongoing value & be paid for it!

Notice in the example earlier, they said they don't have the money right now, instead of just accepting that. I'd look to demonstrate VALUE, so that I can show them how it's an investment not an expense.

Too many times business owners will view a service provider such as yourself, an expense. You want to show them it's an investment.

It's an investment because everything you do online is to bring them more traffic into their sales funnel. **It is up to them to convert to a customer. When a prospective customer contacts the business, they business is responsible for converting them to a customer**

You are responsible for positioning them via online marketing tactics to get the traffic.

Together you create an entity that is to invite the potential customer of the business to contact them. That is through a



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combination of **you implementing key online marketing tactics** such as Phone Number on the top right of a website. Or ensuring that a blog post is keyword optimized so that it will be given authority in Google's eyes (along with other online marketing tactics). And so forth.

They are responsible for providing direction regarding their business/brand's positioning and values.

So that you create a digital solution, whatever that may be, that will speak to both the Search Engines and also the prospective customer of the business.

I have bolded some of these sentences, so that you are clear that you are not responsible for the conversion of a prospect to the business to a customer. It is helping them be in a position to be seen by a prospect, and using proven methods to encourage that prospect to contact the business that falls within your jurisdiction.

To close, remember that 80% of new business comes from 20% of your existing clients. So you want to treat every client with the utmost respect and attention, offering excellent client service and delivery of what you have said you will do. As once they've bought from you, they are likely to want to do so again if they've had a positive experience!

