



Boyer Marketing Team of America, LLC

TRAINING MODULE #3

RESPONDING TO QUESTIONS

This is training session # 3 of 4. Each session is less than 45 minutes to review. Today, we would like to address how to responding to questions.'

<http://www.boyermarketing.net>

<http://www.theclassyshopper.com>

RESPONDING TO QUESTIONS

A. Below are a series are questions and responses you may or may not encounter from business owners concerning marketing their business:

Question #1

Prospect: Our online sells are down how can your business help us sell more products?

Response: What do you mean sells are down and what is your current marketing strategy?

Reason: Instead of answering the question, you goal is to learn more about their marketing campaign(s) to uncover the real problem area and present our services as a solution not just another marketing service. At this point, you want jots some note down and address each issue with prospect.

Question #2

Prospect: How much will your product cost?

Response: I do not mean to be forward but can you share with me your budget and current marketing expectation?

Reason: According to their response, this strategy helps you prep the prospect in order let them set the financial boundaries without getting you being push into a price or discount struggle.

Question #3

Prospect: What makes your business different?

Response: Instead of focusing on our service, we use demo and psychographic research to get in the mind of your customers in order to brand product effectively in front of passionate shoppers. How would you like your product to be presented to potential clients?

Reason: Instead of avoiding their question, the response above helps you separate yourself from the pack and show concern to the prospect.

Question #4

Prospect: Why should we do business with you and not a known company?

Response: I understand that placing your trust in a company that you might not know may be a challenge. So if we are going to ask you to invest your hard-earned money in

exchange for providing a marketing service, we better be prepared to back-up what we say with **3 IRON CLAD GUARANTEES**. How will offering you a 100% month back guarantee affect your decision?

Reason: Being straight forward is most important with this question. For most, offering a no-risk campaign will greatly help remove buying roadblocks.

Question #5

Prospect: How will your services drive customers to our web site or place of business?

Response: I understand that placing your trust in a company that you might not know may be a challenge. So if we are going to ask you to invest your hard-earned money in exchange for providing a marketing service, we better be prepared to back-up what we say with **3 IRON CLAD GUARANTEES**. How will offering you a 100% month back guarantee affect your decision?

Reason: Being straight forward is most important with this question. For most, offering a no-risk campaign will greatly help remove

Question #6

Prospect: What enhancements have been made to companies that used your service in the last 12 months?

Response: Although the services are new, the concept has been researched, survived and tested for customer approval. Because we started in the web designed business, we have track record of taking good care of our clients. Like any company we have won and loss deals, but we have never lost client for broken promises. What could we do to assure you we are interested in help you market and sell more products?

Reason: At this point, you want to be very transparent, make good eye contact and answer the questions truthfully.

Question #7

Prospect: How does the system deliver prospects, and will it make sense for my product?

Response: Using demo (who) and psychographic (why), your product information will be featured with the right niche words to attract passionate shoppers. What words would you like us to include on your page?

Reason: Many business owners do not understand how they can benefit from demo and psychographic. Demographics explain the 'who' such as: age, gender, homeowner or renter, education level, etc. Psychographics explain the 'why' that

is, personality, values, attitudes, interests, and lifestyles and opinions. Using both strategies help our marketing system separate from other companies.

Question #8

Prospect: Who have used your marketing services and how have they benefitted?

Response: On our web site, we let our real testimonials speak for us and you are welcome to contact them? Plus, we offer a 90 day no-risk marketing system and a direct phone number to contact our team for any assistance. How would you like us to promote your product?

Reason: Again, do not avoid answering the question. This is perfect opportunity to create credibility and build trust for your prospect. The more curious your prospect, the more opportunities you have to win their trust.

B. Below are a series of questions and responses you may or may not encounter from those interested in the Platinum Members:

Question #1

Prospect: What is your membership all about?

Response: We are an online concierge service helping passionate shopper find the upscale product/service.

Question #2

Prospect: What businesses are currently included?

Response: Our current list of Preferred Partners include a event planner and cater, spa supplies, health coaching, and an exclusive candle maker, to name a few. However, our members can submit businesses and we will work hard to register the company and get the discounts our members want.

Question #3

Prospect: What is my discount?

Response: You will receive between 10% - 25% saving plus membership perks.

Question #4

Prospect: Can I use the card with businesses in my community?

Response: Yes, if they are on the list. However, if you know of a business that's not on our Preferred Partners list, E-mail their information and our team will work to secure their registration. Additionally, we have a team of affiliates signing up business owners daily.

Question #5

Prospect: What if I do not like the membership can I get my money back?

Response: Yes. We have a 90-day money-back guarantee. Unless you are not completely head-over-heels about your membership, you will receive a full refund.

Question #6

Prospect: How often do you add products to your list?

Response: All potential business owners must pass our review before being added to our list. It takes about 7 – 10 days to approve a business.

Question #7

Prospect: Is it just for online?

Response: No. If a Preferred Partner is on our list and located in your area just show your card and receive the preferential rate.

Question #8

Prospect: What makes your business different from other discount services?

Response: Our members have a say in what business will be added to our list and how they want to be treated in-store and online. And, make sure their request is conveyed by our Preferred Partners.

Question #9

Prospect: How much is the membership?

Response: Today I will give you two months free then just \$9.95 per month.

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