

Getting Paid Structuring Deals & Residual Income

WEEK 6



Webinar Agenda

- Action items & videos (5 min)
- Week 5 Questions? (5 min)
- **Getting Paid: Structuring Deals & Residual Income** (45 min)
- Review Action Items for Week 6 (5 min)
- Q&A (10 min)





WEEK 5: ACTION ITEMS

1. Decide on your delivery mechanism for value propositions
2. Practice your value prop and objection handling
3. Setup CC or PayPal for “financing”



WEEK 5: SUGGESTED VIDEOS

1. VIDEO: Customer Role Play 1
2. VIDEO: Customer Role Play 2
3. VIDEO: Customer Role Play 3

DO NOT DO THIS NOW! WAIT UNTIL AFTER THE TRAINING!



Week 5: Questions?

Keep your questions on target to the
content presented.

Section Timing: 10 Minutes



Getting Paid Structuring Deals & Residual Income

WEEK 6



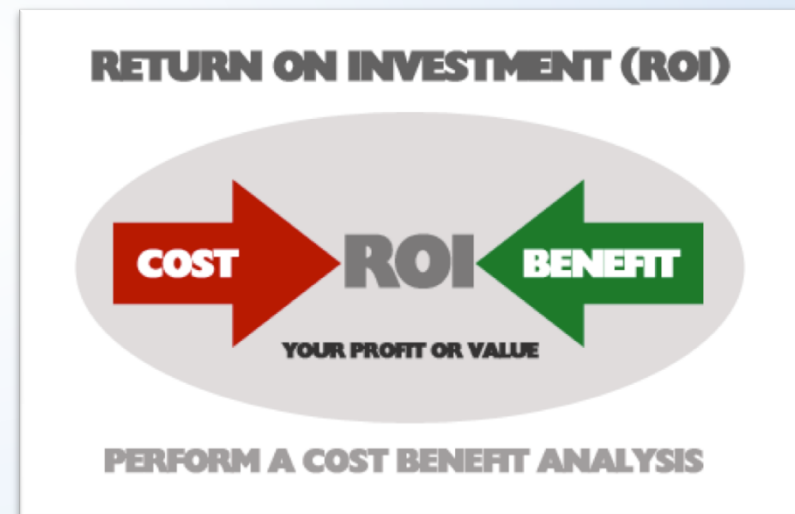
What Things Should You Consider?

- Knowing Your ROI
- Recurring Income
- Structuring Deals
- Contracts and Paperwork
- Creative Deal Strategies
- Tracking



Do You Know YOUR ROI?

- What are your costs and profit margin?
 - Client acquisition costs
 - Advertising
 - Sales calls / meetings
 - Fulfillment
 - Back-end costs
 - Project Management
 - Billing
 - Profit margin



If you don't know what it costs
you to acquire & fulfill it...

YOU CAN'T PUT A PRICE ON IT



Determine Your Cost



Printing / Advertising
Sub Labor / Outsource
Cost of Goods Sold
Server Space
Misc



REAL DOLLARS



Meetings
Analysis / Research
Invoicing / Billing
Equipment (some do)



TIME (time is money)

* See next slide for example – download ROI Calculator on TrphyClients.com



ROI Calculator

Service	Website Design		Lisa	Hourly Rate 1	500
			Dev / Sr Admin	Hourly Rate 2	50
			Admin	Hourly Rate 3	25
		Hours / Amt	Cost	Total	
Hard Costs	Advertising	2	25	50	
	Printing	0	0	0	
	Sub Labor / Outsource	18	50	900	
	Cost of Goods Sold	0	0	0	
	Other - Server Space	1	25	25	
	Other	0	25	0	
Soft Costs	Acquisition	1	50	50	
	Meetings	2	500	1000	
	Analysis	1	25	25	
	Proposal / Invoice	0.5	25	12.5	
	Other - Manage Acct	1	25	25	
			PRICE	\$ 2,895.00	
			COST	\$ 2,087.50	
			PROFIT	\$ 807.50	

DO THIS FOR EVERY SERVICE YOU OFFER!



When you know your costs...
**YOU CAN CLOSE MORE DEALS
WITH CONFIDENCE**



How often do you want to go fishing?
Weekly? Monthly?
Quarterly?



Recurring Income

- Sell services with recurring income components
 - SEO monthly
 - Blogging monthly
 - Hosting / Email monthly
 - Website Maintenance
 - Printing / mail campaigns
- Provide reportable monthly value
- Setup recurring plans early
- Be prepared to change/alter for best results
- We only accept CREDIT/DEBIT/CHECK DRAFT



Why Customers Buy Recurring Plans

- It is a consumable product (blogging)
- It is part of a larger strategy (SEO services)
- It is a required maintenance event (hosting)
- It is a better value (web maintenance)
- It makes them successful (coach/consult)
- They will need continued support (various)
- They want to have access to YOU (consult)



Contracts & Agreements

- Should you require a contract?
 - Yes or no?
 - If yes, how complex?
 - If no, why not?
 - Is it effective?
 - Is it enforceable?
- Will a simple agreement work?
 - Recurring payment agreement



You can ask for a simple agreement...
Without scaring away the client!



Structuring Deals

- How should you structure deals?
 - Success for client
 - Most bang for their buck
 - Integrated services (blended packages)
- What will you provide the customer?
 - Single service, do you spend time on reporting?
 - Consider your ROI
 - What does the customer actually need
 - Will the report do more harm?



People LOVE a Deal

One strategy we use:

- Create the worst-case scenario
- Start high, then back down to lower services
- Cross-sell to create package deals
- Customize if it makes sense

ALWAYS KNOWING YOUR ROI MAKES IT EASY!



Creative Deal Strategies

- What other things could you offer?
 - Consulting
 - Lead generation
- Would you consider royalty?
 - Cash up front
 - Add a royalty agreement
 - Contract now comes into play for sure
- Can you co-own the technology or site?



Be Creative & Take Risks May Result in More Income



Tracking Results



- Utmost importance
- Don't show clicks & likes
- Show revenue, new customers & value
- Don't show anything that causes negativity
- Provide live when possible
- Think \$\$ - show them your value



THEY WILL NEVER LEAVE

When You Show Them Value



Recurring Services Role-Playing



Selling Residual Services

- Need one volunteer
- Scenario
 - Customer has asked for JUST a website design
 - This is the follow-up call to talk about price

CUSTOMER: Lisa

CONSULTANT: Volunteer

USE PRICE SHEET NEXT SLIDE

DON'T FORGET TO SHOW YOUR VALUE!!



Type of Service	Level of Service	Initial Fee	Monthly Fee	Add	Added Initially	Added Monthly
Local Maps & ReputationMarketing	Local SEO	1495	995	+		
	Local SEO Pro	2595	1695	+		
	Local SEO Complete	3695	2895	+		
National Natural Search	National SEO	1995	1395	+		
	National SEO Pro	2995	2195	+		
	National SEO Complete	3995	3495	+		
Website Builds Website & Blog Development	WEB Lite	1895	95	+		
	WEB Basic	2592	195	+		
	WEB Pro	4195	295	+	4195	295
	Ecommerce	5995	395	+		
	Blog Articles (4)	995	395	+	995	395
	Blog Articles (8)	995	695	+		
	Mobile Website	1195	55	+		
	Mobile App	3995	195	+		
Social Media	Facebook (16 posts per month)	495	195	+		
	Twitter (10 posts per month)	195	95	+		
	YouTube upload & rank one video/month (no edits)	495	150	+		
	Google+ (16 posts per month)	495	195	+		
Domain Name	Yearly Registration (\$15 per domain)	15	1	+		
Hosting	Yearly Hosting including basic POP email	75	25	+		
Monthly	Email Newsletter / Messaging	995	495	+		
Bi-Monthly	Email Newsletter / Messaging	995	895	+		
Print Marketing shipping not included	Logo Design	750	0	+		
	Print 1000 Business Cards	78	0	+		
	Print 1000 Postcards	145	0	+		
	Print 1000 Flyers	175	0	+		
	Print 500 Tri-fold Brochures	200	0	+		
Sub Total					5190.00	690.00
Service Discounts	Multiple service discount *	5%			259.50	34.50
	Additional Initially Discount					
	Additional Monthly Discount					
Total					4930.50	655.50
CONFIDENTIAL - PRIVATE USE ONLY FOR INTENDED RECIPIENT DO NOT COPY OR DISTRIBUTE - SENSITIVE PRICING INFORMATION						
How many customers do you need us to deliver PER YEAR to pay for your entire campaign?						
Year1	6	customers PER YEAR				
Year2+	4	customers PER YEAR				
average customer value 2000						

\$4195 website
\$295 per month

ADDING BLOGS
\$995 setup
\$395 month

CUSTOMER VALUE:
\$2000

4 new customers year





WEEK 6: ACTION ITEMS

1. Figure your ROI on all services you will sell
2. Adjust pricing as needed to ensure proper profit-margin
3. Look at existing client-base (if exists) to see if opportunity exists



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Next Week

- Selling higher services & cross selling
- How to suggestive sell existing clients
- Coupons & discounts
- Additional “get in the door methods”
- Additional role playing



Q & A

What questions do you have? Type them in the Question box please.



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