

## Ydraw Salesman Script, Policy and Procedures

Ydraw Sales Script and Instructions.

The overall feeling a client should get when dealing with any Salesman is:

“I feel like Ydraw really wants to help my business and they provide a solution to my problem. They are extremely nice and easy to work with. I just feel good dealing with them.”

You solve a client’s problem by

1. Listening first
2. Use their name
3. Asking the right questions (Asking a question in the beginning not only allows you to connect with your prospect, but it also allows you to gauge their reaction.)
4. Understanding their needs
5. Providing the a solutions
6. Smiling

Your Goal is to Close The Sale and the highest price possible.

The Funnel is as follows

1. New Lead
2. New Opportunity
3. Proposal Sent
4. Follow Up (until they give you an answer)
5. Win or Loss (if you lost them why and put them in the appropriate funnel)
6. New Customer
7. Customer

## The Sales Script for Inbound Phone Call

### The Introduction...(this will vary slightly)

Thanks for calling Ydraw This is \_\_\_\_\_(your name).

What’s your name?

Clients...response

Hey \_\_\_\_\_ (their name). How's your day/week going?

If they ask how your day is going your response is "Awesome"

How can I help you?

### **Discover Their Needs and Problem**

{Listen...What are their hot buttons? You should be taking notes.}

List of Questions you can ask: (Your questions are based off of their needs. The Needs came from you listening to what they are needing.)

What kind of business do you run?  
Why are you looking to get a video?  
Why they like whiteboard videos?  
Tell me about your business  
How long would you like your video to be?  
Do you have a script?  
What brought you to Ydraw?  
What style of video did you like?

### **Provide the solutions**

Great. This is going to be a great fit. Here is what I would suggest..

(give them the solution)

Does this sound good to you?

### **Talk Process**

(the process is going to be based off of their needs. Example...If they have a tight deadline you will discuss how fast we are. If they want quality, you will discuss that our artist are the absolute best etc.)

How we script  
How we create the Art  
Time line  
Why and how we beat our competitors

## Pricing

(pricing is a touchy subject. Stick to Ydraw pricing at first. Do not just throw our Low budget option on the phone. If they cannot afford our standard pricing you will send them a low budget option by email in a proposal.)

**"We don't have budget."**

If a company claims they cannot afford Ydraw's video, this is just another way of brushing you off. Or you have not portrayed enough value. A lot of times they have the budget they just do not see the value.

Use words like investment, and ROI to show they how their Video will give them a Return.

## Follow up and Proposal

Get Them To Commit to fill out the questionnaire or set a date to follow up with them. Just get them to commit to something.

"I will be sending you a simple proposal and then let's set a time to chat so I can answer any of your questions.

Would next week same day/time work?

Collect their information and make sure it is in Infusionsoft. Set the follow up date.

## Closing

Thanks for calling. We look forward to working with you. Have a nice day!

## Notes....

People change no faster than they make keep commitments. Make sure you get them to make a new commitment.