



Sales Training

Thank you once again for investing in vRankerPro. This software tool will give you the ability to achieve results, that local / offline businesses will gladly pay for.

What Are Businesses Really Looking For?

Selling any digital product or service to a local business is doable, providing that you emphasize the benefits to that business. It is easy to bamboozle potential clients with technical jargon, but you must remember that although it will make sense to you. There is a very good chance it won't make that much sense to your prospect.

With that in mind, you must break it down and tell them about the benefits, and NOT just about the 'Google Rankings'.

The benefits are more leads and sales for your prospect. More phone calls, or people walking through their door. More exposure to their potential audience, and increased brand awareness.

Those things are what businesses are really wanting, and what they understand the most. So, keep that in mind when pitching to your prospects.

Why Are Video Rankings a Great Service to Pitch to Local Businesses?

It's a great service to pitch because they offer a better level of exposure within the Google search results compared to standard web rankings. Videos display a video thumbnail and these can be customized to 'anything' you like. They can include a logo, phone number, niche specific image. Anything, to help attract more clicks and get more views.

It is sometimes also possible to rank 2-3 videos on that first page, instead of just 1, which again gives a lot more exposure for the company that you work with.

Having a branded logo or phone number shown in an image on the first page of results, will enable their business and brand to stand out from the other results.

Also, having a video ranked in Google puts a short and precise 'marketing / promotional' video right in front of their potential audience.

Those that watch that video will be more likely to reach out and connect with 'said' company.

How to Find Clients

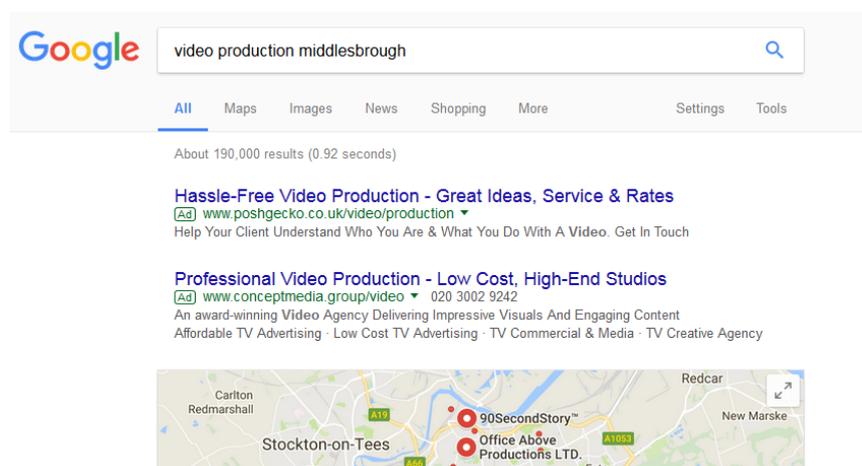
The best place to look is Google itself. Looking at WHO is paying for ads (Google Adwords) is a great place to find potential clients. These are the ads that are usually shown at the top and bottom of the Google search results.

Businesses are spending money on these ads so that they appear in Google. They want as much exposure as possible on that first page, and are therefore paying Google for that.

They pay for every single 'valid' click that they receive, and those costs can soon add up.

Businesses either pay for Google Adwords because...

- 1) They want as much exposure as possible from Google, and see the value in that.
- 2) Their website isn't ranked on the 1st page, so they're using Adwords to achieve that.



You can see TWO paid ads in the screenshot above. There are even more paid ads towards the bottom of that page, as shown below.



You would visit those websites and find out their contact details from there. You could also read their 'About Us' section as it might reveal the 'locations' that they cover. If they cover a large geographical area / region, then you could potentially rank videos for ALL of those areas, enabling you to eventually pitch a larger deal to them.

Here's Another Strategy

Another way of finding suitable prospects is to see which companies are ranking on page 2 and NOT page 1.

Those businesses would likely prefer to be on the first page of Google, but just have no clue how to do so. You can do this for them using video.

You would emphasize to them that their business is not receiving any exposure when their potential customers are searching for THEIR products and services. Instead, these prospects are clicking through, and calling up their competitors. You can rectify this for them!

And, Here's Another Strategy

Go to a major business directory website such as YELL, and bring up a list of businesses within your specified niche / industry, for the location / town that you are targeting.

See which of these have a website, and which ones don't. However, they could all be potential clients.

Search using the local keywords that you would be targeting and see which businesses are not ranked in Google. It's wise to click and view the sites in the search results as sometimes the title or domain may not reveal the name of the company.

Once you have identified a handful that are not ranking in Google, you would use that knowledge to angle your pitch to them.

How to Get the RIGHT Person, Along with their Email and Phone Number

Before pitching a company it's important that you find the right person that deals with their advertising and marketing.

To do this all it takes is a quick phone call.

It's goes something like this.

"Hi there, I was wondering if you could give me the name of the person who deals with your advertising and marketing".

That's it. Most of the time they will give you their name. If that person you are speaking to IS that person, then deliver your pitch, or ask them if you could have their direct email address as you would like to send them something they will likely be very interested in.

If it isn't the person....

After getting the name of the person who deals with their advertising and marketing, tell them that you would like to send them something by email, and ask them if they have a direct email address. As they have already given out their name, they will give you their direct email address, if there is one.

This works wonders every time.

So, now you have their name and email address, ready to prepare and present your initial pitch by email.

I find this is more effective, as you have the opportunity, to get all the benefits, results and proof to them before speaking to them on the phone.

The Sales Approach

One of the best ways to pitch this service is to use proof and scarcity.

These companies probably get bombarded every week, or even every day by other businesses 'promising' them results and top Google rankings.

They've seen it all before.

So, the best approach is one of the following...

- 1) Show them YOUR videos that you're already ranking for THEIR target keywords. You're not selling based on a 'promise', you're selling based on 'real results' that you have already got.
- 2) Show them some sample videos, and other rankings, maybe for another niche or location, and pitch them your service but say you are happy to get them results FIRST before being paid a penny. Providing you have something in writing so they keep their end of the bargain IF you get them their results. (Of course, you will have already tested these keywords with 'probing' videos to make sure you can rank successfully – And then removed them).

With **approach number 1**, it's a case of showcasing those ranked results (currently generic probing videos), emphasizing all the benefits as outlined in this report, and then offering to create them custom, branded videos specifically for THEIR company, products and services – And then replacing those existing videos with THEIR videos.

With **approach number 2**, when you do agree a deal, don't rush back within hours to tell them you have ranked their videos.

Tell your client that it usually takes around 1-2 weeks to rank. Create their videos, optimize and rank them, and then wait around 4 days. Then get in touch with them, tell them that you have been working hard on their videos and Google listings and have managed to rank them a lot sooner.

They will be impressed.

Both of those approaches above involve you first publishing and ranking videos. Usually probing videos, which are meant to be temporary 'placeholders' until you replace them with your client's videos.

When replacing these with the real videos (the clients), you would first copy the title, description and tags from the 'probing' videos and keep a record of them in a document.

You would then DELETE the probing videos, and then publish the client's videos using the SAME title, description and tags.

It may take a little while for the results in Google to propagate, but eventually those client videos will show up and rank in a similar way that the original 'probing videos' did.

Methods to CLOSE a Sale with a Potential Client

Closing a sale is the most important part of the selling process. Pitching clients means nothing if you are not 'closing' them.

To do this you need to focus on just one thing – Scarcity.

You do this by drawing attention to the fact you can only work with ONE business within their field, and within their location.

You tell them that you are looking to work with just one company who is reputable, and provides a good range of services, and then tell them that they're a perfect fit, hence why you chose to contact them first.

Re-cap all the benefits.

Tell them that their company, logo, branding and phone number will be visible on the first page of Google, in front of their target audience. Allowing them to 'Stand Out' from their competitors.

However, if they are not interested in working with you, then you will approach a similar business within their area – As you need to FILL this spot before moving on to other locations.

You need to leverage scarcity and tip a little focus onto their competitors.

No business wants to give their competitors a chance to steal some of their custom, leads or sales. Utilize this emotion and get THEM to agree a deal with you.

Upsell More Video Rankings and Services

The easiest sale you can make is the '2nd sale'. What I'm referring to here is selling more services to any clients that you 'close deals' with.

So, once you agree a deal with them, offer them some additional results and benefits for other services they may offer.

Maybe rank more keywords. Maybe they have a branch in two other neighbouring towns? Work out a deal with them so they can get even more results, leads and sales, and you get PAID more money.

If you're skilled in other areas of digital marketing, such as setting up Facebook pages etc, you can provide those types of services too.

It's all extra income!

Once you have dealt with them once and closed that first sale, it is always easier to approach them in the future with regards to additional services.

Selling Video Rankings vs Renting Video Rankings

Some of our students sell video rankings for a one-time fee, and others charge a monthly fee.

There is no set way to do this. Choose one that suites you, and your client. Obviously monthly payments are better as they provide a passive, consistent income, and these can mount up as you build up your client portfolio.

If you decide to rent your results then be sure to publish their videos to a Youtube Channel that you have control of. This way, if they decide to stop paying one day, you can unpublish their videos and approach another similar business within the same location.

What to Do with Small Locations

Sometimes a TOWN might be small and have a low population, ie – 5,000 – 20,000 people. What you can do in this case is group the town together with neighbouring towns. This will give your client more coverage for multiple towns (maybe 2-3) and increase their reach to a much bigger audience.

It also gives them lots of page 1 rankings that they'll find impressive. At the end of the day, if someone is searching for their products or services, they will be there on page 1 – Standing out from their competition.

Creating Client Videos

Everyone has their own style and way in which to create videos for clients. They use different software and implement different video editing skills.

HOWEVER, you can also create and rank videos seamlessly with our software, vMarketerPro. You can see this software in action [HERE](#).

We recommend that you watch ALL of that video as it will give you an idea about the possibilities available to you.

As a vRankerPro member you can claim your 14-day trial with full access, for just \$1.

Our recommendations for video length is between 60-90 seconds. Potential customers have clicked through to the video because they are interested in your client's products or services. With that in mind, it is important to make your video short and snappy.

They are interested in the following....

- 1) Who is the company. Do they look trustworthy and competent?
- 2) The product or service that they are looking for.
- 3) Does the company look friendly, and approachable.
- 4) Contact details. A way to contact them.

So, what your 60-90 second video should include just that.

- 1) A very short welcome / introduction.
- 2) Clear and precise info about the product or service.
- 3) The reason WHY they should use this company.
- 4) The areas that they cover (re-enforce their locality!)
- 5) A clear 'Call to Action'. To get the phone call, or link click.

For the client video's it's always a good idea to pay for a professional voice-over. You can get these very quickly from Fiverr. For a total of around \$5 - \$15. Of course, you can build this cost into the price that you will charge your client. They do not need to know you have used Fiverr. Chances are they will have never even heard of Fiverr before. All they need to know is you got one of your professional voice-over artists to record their company message.

You can also include some company branding in the corner of their video. Your client's logo. This can be watermarked.

It's always a good idea to include a fixed banner to the top (or bottom) of their videos too as this can include a call to action such as their phone number, and that will be displayed throughout their video.

A little background music to set the ambience and to bring the voice-over to life is always a good idea too. Just be sure to lower the volume of the music so that it does not overpower the voice-over.

You can do all of this, and create these types of videos using our vMarketerPro software. Again, you can see this software in action [HERE](#).

It's always a good idea to include a direct link to their website (if they have one), and place this near the top of the video description. This will then be visible when they are watching the video. You can always include a reference to this 'Link in the description below', within the voice-over.

Finally, the most important aspect of all of this it to take massive action.

Don't procrastinate. Just do, and you will prosper.

Good luck!

Andy Black and **Dr. Max Vershinin**

vRankerPro / vMarketerPro Team

