

Writing The Contract, Closing The Business

Say “No” to Proposals

- Marketing Firms tend to willingly write proposals for any prospect at anytime during the sales process
- Marketing Firms consider it to be an educational tool for the prospect.
- Customize it to what they think the prospect will like.
- Marketing firms tend to put too much information in these proposals.
- Customers rarely use it, and will sometimes just take the ideas from the proposal without using the help of the marketing firm,
- Close rates in low teens-20% for proposal users.

Write contract based on what they need and what you know.

Recap Their Situation

- Review results of demonstration.
- Emphasize how their service would impact their sales and growth.
- Use diagnostic of historical sales vs. growth goals.
 - Show discrepancy of current state and future goals.
- Relay metrics of inbound marketing.
- Use inbound marketing calculator.
- Cover where they stack up against competition and what they are not doing.
- Talk about the process.
 - "As discussed, we will use the inbound marketing methodology so we can increase your traffic, leads, and sales on a monthly basis. We'll also measure everything so we can improve our results over time."
- Talk about the product features.
- Emphasize that Hubspot will help them do this efficiently.
- Mention that Hubspot “efficiently streamlines inbound marketing metrics rather than hacking together tools and reports.”
- Show the gap between current metrics and goals.

Use GAP analysis to begin talking about the Contract

- Determines how much traffic, leads, and new customers must be reached to accomplish Inbound Marketing goals.



- Lays out the customer's willing to invest to degree of achievement ratio
- Becomes a conversation about how fast the lead wants to grow rather than how much they need to spend

How to set expectations properly

- Set roles in terms of three activities:
 - Attract traffic
 - Write a blog article
 - Build linking page
 - Interact in social media
 - Convert traffic to leads
 - Build offers
 - Build landing page
 - Build CTA
 - Convert leads to traffic
 - Build lead nurturing sequence
 - Segment leads
 - Send email campaign
- Determine expectations by the speed in which they will be performed.
- Show suggested contract through Hubspot's price packaging:
 - "Who on your team will be involved in each of these activities and how much time can they devote?"
 - "Who can set-up the CMS, sub-domain for Hubspot, CRM integration, and analytics?"
 - "Who is able to participate in content creation such as blog posts, offers, lead nurturing, and email messages?"
 - "Who can spend time with your social media outlets?"
 - "Who will dedicate the time to do lead follow up and sales productivity training?"
 - Will you be able to come hear to do monthly review of analytics, and to plan the next month's inbound marketing activities?
- These questions work as reverse psychology.
 - After listing all the activities, prospect will realize they can't do it alone



Give Recommendation

HubSpot Partner Program,
Agency Training Resources 2011

- Use Benchmarks again to show potential for success.
- Put Gap analysis with recommended plan layout.
 - Reminds prospect of how firm came to this recommendation.
- If you cannot determine what package a client needs, contact account manager to hear their suggestion.
- Remind them that it will take three months to accurately predict the outcome of this service.
- Stress that they need to be a long term customer to insure that they will see improvement overtime .
- If you receive push back from the prospect, use benchmark app to show potential for success.

Configuring Quoting tool

- Begin with entering in commission you receive from Hubspot.
- Enter profit margin on services
 - Optional
 - Good idea if you are trying to build a business.
 - If new firm does not add profit margin, firm will not have enough cash flow to hire any new employees.
- Input time it takes to perform each inbound marketing activity,
- Enter rough hourly rate.
- For each package the tool will:
 - Add costs
 - Hubspot product is built in
 - Determine retainer prices

How To Close

- Begin with delivering recommendation.
- If recommendation is opposed, downgrade the size of the offer.
 - Emphasize that downgrade will cause for the lead to not meet their goals in the given time line
 - Suggest that client tries downgraded size for a couple months, and compare those to what would have been the upgrade results

Philosophy of Sales

- Job is to get a yes or no.
- More important to have constant activity and leads, than to close all the



time.

- Having a healthy amount of activity will lead to success overtime,

Closing Techniques

- *The Inoffensive Close:*
 - More accepting and less abrasive than the hard close.
 - “Do you believe I understand all of your challenges? Goals? Constraints? Concerns? Timeline?”
 - Make sure to restate whatever the prospect mentions.
 - Get client to acknowledge that the firm understands everything the prospect believes in.
 - “Do you believe that the solution that I have presented to you will effectively help you overcome your challenges and achieve your goals?”
 - Restate the solutions.
 - “Do you want our help?”
- *The 1-10 close:*
 - Best close if the prospect objects
 - Helps them weigh pros and cons using a scale from 1-10.
 - 1 is “go away, I’ll never do business with you.”
- 10 is “I am sold, let’s do business together”
- Ask them to rate how ready they are to sign the contract and begin business.
- You will usually receive a score around 6-8.
- Begin with asking them “why is it not a 1?”
 - They will give the reasons why they want to do business.
 - Restate to them these reasons.
- Then ask them “Why is it not a 10?”
 - Prospect will give a couple of objections.
 - Handle these objections using the IM methodology.

