



# MARKETING DIRECTIVE - CONFIDENTIAL

August 20, 2023

## SELLING DIGITAL MARKETING SERVICES

Internet Marketing and Business Consultants are to do the following actions in the established sequence. After each action is done with complete comprehension, check it off by initialing.

\_\_\_\_\_  
**Internet Marketing or Business Consultant**

\_\_\_\_\_  
**Date Started**

\_\_\_ **1. STUDY:** Download Barriers to Study Booklet at:

<https://www.appliedscholastics.org/study-tech/barriers-to-study-booklet.html>

\_\_\_ **2. CHECKOUT:** Get a checkout on the three barriers to study. If you flunk or lag in an answer, re-study the booklet.

\_\_\_ **3. STUDY:** Read and Ensure all words are cleared on A Message to Garcia.

\_\_\_ **4. STUDY:** Now with all words cleared, re-read A Message to Garcia.

\_\_\_ **5. STUDY:** Re-study the entire company's website, including watching the 2 testimonial videos and reading all testimonials

\_\_\_ **6. STUDY:** Read the book Website Marketing Basics. Ensure you fully understand every word and concept before moving onto the next. It can be found in Highrise (our CRM) under Local Search Force / Cases / Books. If you don't have Highrise access

\_\_\_ **7. STUDY:** Read and understand the Directives "Online Marketing" and "Search Engine Basics"



\_\_\_ **8. ESSAY:** Describe in your own words the differences between Organic Marketing and PPC.

\_\_\_ **9. STUDY:** Read and study the Creating Active Customers.

\_\_\_ **10. ESSAY:** Describe how a web page is organized and similar to a newspaper.

\_\_\_ **11. ESSAY:** What does Get Found do for the client and what do we do in delivering this service?

\_\_\_ **12. EXERCISE:** Go to the internet and do a few GEO-KEYWORD searches recognizing the results that are organic search results, results on maps and results on paid/sponsored search results.

\_\_\_ **13. EXERCISE:** Go to any website, clicking on different pages and note the URLs are different.

\_\_\_ **14. EXERCISE:** Go to any webpage, right click anywhere on it, then click on "View Page Source". Scroll up and down a bit. Realize this is the computer code, also referred to as HTML, that search engines' view. Search engines are computers. They do not see the images and other elements, only the code.

\_\_\_ **15: PRACTICAL**

- A. Using Google Chrome, type in the address bar (not search bar),  
<https://armoreddade.com>

Count how many pages you can see using the main navigation and its drop downs.

Now, add site: before the URL. What will be in the address bar is  
[site:https://armoreddade.com](https://armoreddade.com)

Notice how many search results there are. This is how many pages for this website are stored on Google. You can add "site:" in front of any <https://> and discover how many pages are stored on Google.



B. In your Google search bar, do a search for “Hurricane Shutters Bradenton Florida”

1. Notice if Armored Dade comes up as a sponsored site, in Google Maps and organically.

If it comes up organically, click on the hyperlink to take you to the page.

2. Notice the URL includes the term Hurricane Shutters Bradenton.
3. Notice the use of the term Hurricane Shutters throughout the page.
4. Put your mouse over the image, right click and the click on “Inspect”. Look to see the Alt Att (The Alt Att stands for Alternative Attribute which simply is a coded new name for the image.) Find and read the Alt Att for this image.
5. Right click on the page and click on View Page Source. Find the page title and description in the code. Note the page title was (or should be) the same words that were hyperlinked when you did your search at the start of this exercise and the description in the code was (or should have been) the same description listed under the hyperlink in the Google Search.

## --- 16. PRACTICAL – SEO Quake

- A. If not already on your computer, download SEO Quake.
- B. Go to any website’s home page, right click then click on SEO Quake, then “Page Info”. Notice that you can quickly see the Page Title, Keywords and Description.
- C. Using SEO Quake, click on Diagnostics.



1. Find the Headings. Look to see if the client uses geography and their keyword in their Headings 1 and Headings 2.
2. Scroll to the near bottom on the Diagnostics page and see if the client is or is not using Google Analytics. Know if they are not using Analytics, they probably have no idea how their website is performing.

\_\_\_ **17. ESSAY:** In your own words, describe the difference between a marketing button and message giving 5 examples of each.

\_\_\_ **18. EXERCISE:** Go to [localsearch4.com](http://localsearch4.com), check out the sliders and compare the buttons to the main message. Write up what you found and turn into your Supervisor.

\_\_\_ **19. EXERCISE:** Go to [Alure.com](http://Alure.com) and study the opening screen and the amount of call to action elements this site has.

\_\_\_ **20. STUDY:** Review all websites at /sites These are sites that can be used when selling clients. You will not send the link, but can using screen sharing show one at a time.

\_\_\_ **21. REVIEW:** Review the Packages and terms that can be found at:

- a. \_\_\_ [Expansionsupportservices.com/easy95](http://Expansionsupportservices.com/easy95), then /order95
- b. \_\_\_ [Expansionsupportservices.com/easy195](http://Expansionsupportservices.com/easy195), then /order195
- c. \_\_\_ [Expansionsupportservices.com/easy395](http://Expansionsupportservices.com/easy395), then order395

\_\_\_ **22. EXERCISE:** Go to /order395 and complete a practice order form, ensuring you study the terms. Review the email the client will receive and the email the BC will receive.

\_\_\_ **23. EXERCISE:** Make a list of any product that you do not 100% understand. Get with your trainer for clarification on these services.

\_\_\_ **24. EXERCISE:** Work out how you will present and sell the benefits of each feature. Get help as needed.



\_\_\_ **25. CHECK OUT:** Get checked out on every feature and every package offered by ESS. Resolve any uncertainties.

\_\_\_ **26. STUDY:** Re-read and understand the Directive “Assumptive Selling”.

\_\_\_ **27. STUDY or RETSTUDY:** The Marketing Directive, “The ESS Sequence of Questions to Sell”

\_\_\_ **28. EXERCISE:** Be able to verbatim say and get a check out from your trainer the following questions:

1. Situation, 2. Problem, 3. To What Degree, 4. Effect, 5. Fear of Future, 6. Solution

\_\_\_ **29. STUDY:** Read and study the Directive “Sales Debug Checklist”

\_\_\_ **30. DRILL:** Do the Sequence of Selling Drill to a pass by your Trainer.

\_\_\_ **31. EXERCISE:** Get a checkout on the rebuttals worksheet from your trainer.

\_\_\_ **32. EXERCISE:** People buy when they are sold on and comfortable with the product, company and salesperson and they have confidence that our service will solve their problem.

Write up 5 bullet points for each of the following:

- Why should someone buy from Expansion Support Services,
- Why should someone buy a package,
- Why should someone buy from you.

\_\_\_ **33. READ:** Download the CMA template. Read it and clear all words and concepts as you go through it. Get with your trainer on anything you don’t understand as they arise.



\_\_\_ **34. CHECKOUT:** Get a checkout from your trainer on all words and concepts in the CMA. If you flunk or lag in answering, restudy the entire CMA clearing all words and concepts as you progress.

\_\_\_ **35. EXERCISE:** Role play delivering the CMA to a twin. Do this as much as needed until comfortable delivering.

\_\_\_ **36. FINAL:** Get a Final checkout from President on delivering the CMA.

\_\_\_ **PRODUCTION:** Begin or continue selling and delivering CMAs until you close 10 new active customers within 3 weeks.



## **A Message to Garcia**

### **Written by Elbert Hubbard 1899**

*(This story was pulled from the MIT website)*

In all this Cuban business there is one man stands out on the horizon of my memory like Mars at perihelion.

When war broke out between Spain and the United States, it was very necessary to communicate quickly with the leader of the Insurgents. Garcia was somewhere in the mountain fastnesses of Cuba - no one knew where.

No mail or telegraph could reach him.

The President must secure his co-operation, and quickly. What to do!

Someone said to the President, "There's a fellow by the name of Rowan will find Garcia for you, if anybody can." Rowan was sent for and given a letter to be delivered to Garcia.

How "the fellow by name of Rowan" took the letter, sealed it up in an oil-skin pouch, strapped it over his heart, in four days landed by night off the coast of Cuba from an open boat, disappeared into the jungle, and in three weeks came out on the other side of the island, having traversed a hostile country on foot, and having delivered his letter to Garcia, are things I have no special desire now to tell in detail.

The point I wish to make is this: McKinley gave Rowan a letter to be delivered to Garcia; Rowan took the letter and did not ask, "Where is he at?" By the Eternal!

There is a man whose form should be cast in deathless bronze and the statue placed in every college in the land.



It is not book-learning young men need, nor instruction about this or that, but a stiffening of the vertebrae which will cause them to be loyal to a trust, to act promptly, concentrate their energies; do the thing - "carry a message to Garcia!"

General Garcia is dead now, but there are other Garcias. No man, who has endeavored to carry out an enterprise where many hands were needed, but has been well-nigh appalled at times by the imbecility of the average man - the inability or unwillingness to concentrate on a thing and do it.

Slipshod assistance, foolish inattention, dowdy indifference, and half-hearted work seem the rule; and no man succeeds, unless by hook or crook, or threat, he forces or bribes other men to assist him; or mayhap, God in His goodness performs a miracle, and sends him an Angel of Light for an assistant.

You, reader, put this matter to a test: You are sitting now in your office—six clerks are within your call. Summon any one and make this request: "Please look in the encyclopedia and make a brief memorandum for me concerning the life of Corregio."

Will the clerk quietly say, "Yes, sir," and go do the task?

On your life, he will not. He will look at you out of a fishy eye, and ask one or more of the following questions: Who was he? Which encyclopedia? Where is the encyclopedia? Was I hired for that? Don't you mean Bismarck? What's the matter with Charlie doing it? Is he dead? Is there any hurry? Shan't I bring you the book and let you look it up yourself? What do you want to know for?

And I will lay you ten to one that after you have answered the questions, and explained how to find the information, and why you want it, the clerk will go off and get one of the 2 other clerks to help him find Garcia - and then come back and tell you there is no such man.

Of course I may lose my bet, but according to the Law of Average, I will not. Now if you are wise you will not bother to explain to your "assistant" that Corregio is



indexed under the C's, not in the K's, but you will smile sweetly and say, "Never mind," and go look it up yourself.

And this incapacity for independent action, this moral stupidity, this infirmity of the will, this unwillingness to cheerfully catch hold and lift, are the things that put pure socialism so far into the future.

If men will not act for themselves, what will they do when the benefit of their effort is for all? A first mate with knotted club seems necessary; and the dread of getting "the bounce" Saturday night holds many a worker in his place. Advertise for a stenographer, and nine times out of ten who apply can neither spell nor punctuate - and do not think it necessary to. Can such a one write a letter to Garcia?

"You see that bookkeeper," said the foreman to me in a large factory. "Yes, what about him?" "Well, he's a fine accountant, but if I'd send him to town on an errand, he might accomplish the errand all right, and, on the other hand, might stop at four saloons on the way, and when he got to Main Street, would forget what he had been sent for."

Can such a man be entrusted to carry a message to Garcia? We have recently been hearing much maudlin sympathy expressed for the "down-trodden denizen of the sweat shop" and the "homeless wanderer searching for honest employment," and with it all often go many hard words for the men in power.

Nothing is said about the employer who grows old before his time in a vain attempt to get frowsy ne'er-do-wells to do intelligent work; and his long patient striving with "help" that does nothing but loaf when his back is turned.

In every store and factory there is a constant weeding-out process going on. The employer is constantly sending away "help" that have shown their incapacity to further the interests of the business, and others are being taken on. No matter how good times are, this sorting continues, only if times are hard and work is scarce, this sorting is done finer - but out and forever out, the incompetent and unworthy go.



It is the survival of the fittest. self-interest prompts every employer to keep the best-those who can carry a message to Garcia.

I know one man of really brilliant parts who has not the ability to manage a business of his own, and yet who is absolutely worthless to anyone else, because he carries with him constantly the insane suspicion that his employer is oppressing, or intending to oppress, him.

He can not give orders, and he will not receive them. Should a message be given him to take to Garcia, his answer would probably be, "Take it yourself."

Tonight this man walks the streets looking for work, the wind whistling through his threadbare coat. No one who knows him dare employ him, for he is a regular firebrand of discontent. He is impervious to reason, and the only thing that can impress him is the toe of a thick-soled No. 9 boot.

Of course I know that one so morally deformed is no less to be pitied than a physical cripple; but in your pitying, let us drop a tear, too, for the men who are striving to carry on a great enterprise, whose working hours are not limited by the whistle, and whose hair is fast turning white through the struggle to hold the line in dowdy indifference, slipshod imbecility, and the heartless ingratitude which, but for their enterprise, would be both hungry and homeless.

Have I put the matter too strongly? Possibly I have; but when all the world has gone a-slumming I wish to speak a word of sympathy for the man who succeeds - the man who, against great odds, has directed the efforts of others, and, having succeeded, finds there's nothing in it: nothing but bare board and clothes.

I have carried a dinner-pail and worked for a day's wages, and I have also been an employer of labor, and I know there is something to be said on both sides. There is no excellence, per se, in poverty; rags are no recommendation; and all employers are not rapacious and high-handed, any more than all poor men are virtuous.



My heart goes out to the man who does his work when the “boss” is away, as well as when he is home.

And the man who, when given a letter for Garcia, quietly takes the missive, without asking any idiotic questions, and with no lurking intention of chucking it into the nearest sewer, or of doing aught else but deliver it, never gets “laid off,” nor has to go on strike for higher wages.

Civilization is one long anxious search for just such individuals. Anything such a man asks will be granted; his kind is so rare that no employer can afford to let him go.

He is wanted in every city, town, and village - in every office, shop, store and factory.

The world cries out for such; he is needed, and needed badly—the man who can Carry a message to Garcia.



# **MARKETING DIRECTIVE - CONFIDENTIAL**

January 12, 2017

## **ONLINE MARKETING**

### **Organic Marketing**

Organic, meaning natural, marketing is getting a website to show up in a search without paying advertisement fees for the page to show up. How does a business causatively effect where they rank in a search? Search engine optimization.

Search engine optimization (SEO) is a combination of techniques used to get websites to show up organically in searches. These techniques are used to modify a web page to increase its opportunities to show in searches.

The more a business' web page is displayed on the search engine results page (SERP), more visitors will arrive at their website and may become a lead, a sale and revenue.

### **Paid Advertising, also referred to as Pay-Per Click (PPC)**

When a firm wants to target a very specific search term or needs immediate results, the fastest means to service the client is through a paid advertising campaign. The client bids, similar to an auction, on terms in a specific geographic territory, determined by state, county, city, zip code, etc. Placement of their ad is free, but the client will pay a small fee each time someone clicks on their ad, taking the visitor to their site.

Think of selling a billboard advertisement to a business, but only charging for the ad when someone shows interest in their product or service. This is pay-per-click advertising, commonly referred to as PPC (pay-per-click) advertising. Google, Facebook, YouTube, Instagram, Bing, etc., all have versions of this.

Some billing models allow for businesses to pay based on their exposure, how many times their ad shows up in a search regardless of getting clicked on or not.



This is called cost per impressions and the cost per impression is considerably less than ppc.

Similar to how some companies pay to have their name on football stadiums or on the top of a building, the online version of this is called banner advertising. An advertiser can pay a few, often monthly, to have their banner show up every time a particular website is visited. Banners are usually very visible on the home page of a website.

### **Search Engine Marketing (SEM)**

Together, organic marketing and paid advertising make up Search Engine Marketing. Simply stated, a business is using search engines to market their products and services.

Kurtis Kintzel  
President



## **MARKETING DIRECTIVE – CONFIDENTIAL**

### **SEARCH ENGINE BASICS**

Google generates over \$250,000,000,000.00 per year in paid advertising, Facebook another \$150+ billion. Viewers to Google are generated by organic searches, which then permits them to sell their ad space. The free search results are therefore vital to the financial health and longevity of Google, Facebook, Yahoo, etc.

Google WANTS our clients to show up in searches because they are the real local businesses.

Does anyone remember America On Line (AOL)? AOL was the main search engine long before Google came about. Google had better search results so people stopped using AOL and began using Google. In short AOL lost the \$50 billion per year it could have made. Google is ware of this and protects and continuously attempts to improve its organic searches in its effort to protect it's \$50,000,000,000.00 golden goose!

We only need to provide what is needed and wanted to Google and the other search engines and our clients will win and that is a big part of what we do here at Expansion Support Services.

A search engine is a computer program that enables users to locate information throughout connected computers known as the internet. Popular companies that own search engines are Google, Yahoo!, and Bing.

Information is stored, known as indexing, on powerful computers known as servers. Once information is indexed, it becomes searchable by the public. Every search engine uses different complex mathematical formulas to generate search results. The results for a specific query are then displayed on the search engine results page (SERP).



Expansion Support Services has done extensive research and discovered components used in the mathematical formulas, the most basic of these components are discussed in this Directive. The components are subject to change from time to time.

Search engine optimization is a series of techniques comprised of computer code modifications, adding content and communications between a website and the search engines. These component parts are used to modify a web page as its viewed by the search engines with the goal of increasing its views within searches.

The more a business' web page is displayed on the search engine results page, visitors arriving at a website are likely to increase giving the business the best chance to increase its leads, sales and revenues.

Kurtis Kintzel  
President



## EXPANSION DIRECTIVE – CONFIDENTIAL

January 13, 2022

### CREATING ACTIVE CUSTOMERS

An Active Customer is one that has ordered a product that is provided on an on-going basis and has monthly service fee.

To turn new customers into Active Customers, such as getting a business onto our Get Found service, the client must understand some basics of what we are going to do so that they can make an affirmative decision to order our services.

The Expansion Support Services Get Found service gets a business's website to show up in searches in their hometown and neighboring towns. It's the foundation piece of the digital marketing puzzle as it creates an online footprint and communicates to search engines that our client exists.

### Get Found Online

How do we do it? How does Expansion Support Services get better results than every other web development company?

After designing nearly 10,000 websites, our clients began contacting us because they wanted better visibility.

So, we spent a year doing a research project to determine exactly what Google, Yahoo, and Bing want in order to post a webpage.

What we discovered is, Google and the others want real companies showing up





for services searched — in areas where they are located or that they service.

To provide this to Google, we created a technology where we develop dedicated pages for each service for each location.

### **ESS Magic Formula:**

1 to 3 Dedicated Pages Per Geo-Keyword Search Term = Show Up in a Google Search

**For example: Tampa (Geo) + Back Pain (Keyword) = Geo-Keyword Search Term**

If you are a chiropractor in Dunedin, Florida and want to show up in searches in Dunedin, Clearwater, and Tampa for “back pain”, “neck pain”, and “chiropractors”, you will need dedicated pages built based on the following geo-keywords:

Dunedin back pain	Clearwater back pain	Tampa back pain
Dunedin neck pain	Clearwater neck pain	Tampa neck pain
Dunedin chiropractors	Clearwater chiropractors	Tampa chiropractors

Targeted Cities (Geography) x Keywords = Total Geo-Keyword Targeted Pages Needed

Our technology is to develop webpages in the same a newspaper is developed. We insert the geo-keywords in specific locations within the computer code where we know Google looks.

Each page will focus on one geo-keyword phrase. This phrase will be used throughout the computer code of that specific page.



# Webpages are Coded Like Newspapers



Below are sections of a webpage's computer code that are nearly identical to a newspaper.

- **Title:** The New York Times titles each of their sections, for example, Front Page, Sports Page, Entertainment, etc. Similarly, each webpage in a website that we develop will have a title that includes the targeted geo-keyword.
- **Primary Heading:** "MEN WALK ON MOON" is the primary heading. Each webpage we develop will have a primary heading, also called a Heading 1 and it will contain the targeted geo-keyword.
- **Description:** "ASTRONAUTS LAND ON A PLAIN AFTER STEERING PAST CRATER" is a description of what the page is about. Each webpage we develop will have a description of the what the web page is about and it will contain the targeted geo-keyword.
- **Subheadings:** "Voice from Moon: Eagle has landed" and "A Powdery surface Found by Armstrong" are subheadings. Every webpage that we do will have a sub-heading, also referred to as a Heading 2, and it will contain the targeted geo-keyword.
- **Text:** There is text below the sub-headings in the newspaper. Every webpage we develop will have text below the sub heading and it will contain the targeted geo-keyword.



- **Images:** There are usually images/pictures in a news story. Every webpage we develop will include images labeled as the targeted geo-keyword.
- **Keywords:** Similar to a library's system to locate its books, each webpage has a line of code to specifically and quickly identify how the webpage should be categorized. This is called a keyword and we will use the geo-keyword phrase as the keyword.

The priorities to selling Get Found Services and Digital Marketing Campaigns are:

1. **Have rapport.** Even if you were the person that sold the client the CMA, spend more time asking non-business-related questions to the client and get them engaged.
2. **Have a problem.** Ensure there is something the client wants to handle. This can be a problem, upset, annoyance, dissatisfaction, etc., but there must really be something the client has stated. Perhaps he/she wants to make more money, perhaps he/she hates their web company, or perhaps they are just getting started.

The client not showing up in searches has been our bread and butter, followed closely by the lost revenue close.

The CMA will have a page that shows what search terms the client shows up for. For example, if the client has bad rankings, you'll leave your screen sharing on this page and chat about anything else giving this data time to marinate.

The lost revenue close is for the client that can take on more customers. Just find out how many more customers they could service without increasing expenses and multiply that number of customers times their average sale per customer. You can also multiply this number of customers by the lifetime value of a customer.

3. **Enlighten/Train the Client.** ESS uses consultative selling, which is to enlighten the client so they understand problems exist with their online marketing, what needs



to be done to patch them up, an understanding of what we are going to do and an understanding of what they are getting for the money they will pay to ESS.

For ESS Get Found services, a client must be brought to understand that they need 1-3 fully optimized pages for each geo-keyword they want to win. This may be 100, 200 or more pages. For example, Dunedin Carpet Cleaning and Dunedin Floor Cleaning would be two different pages as would Dunedin Carpet Cleaning and Clearwater Carpet Cleaning.

**4. Understanding.** The salesperson must be able to get the client to understand Geo-Keywords as a concept if they are to sell the Get Found service. With the Get Found Service, ESS is getting the client's organic online footprint well established. It gets their website showing up in searches based on their hometown and close by cities and towns.

The Get Found service lays the foundation for all other marketing and is the starting point for someone want to participate in online marketing.

**Additionally,** Get Found is also the start of Voice Search Optimization where someone will ask their phone "Who is the best roofer in Clearwater?"

**5. Closing.** We can't help the client if our Business Consultants don't get the client to sign the Order form and provide payment. If you really care for your client, be insistent that they order service while you are engaged in your sales cycle.

With the Get Found Service, the client will receive a Before and After ranking report at the 90-day point and then 90 days after so they can follow along in the progression.

Kurtis Kintzel,  
President



# EXPANSION DIRECTIVE – CONFIDENTIAL

January 13, 2022

## ASSUMPTIVE SELLING

Assumptive selling is when the customer is already seen as and spoken to as a buyer. It works on the presumption that the sales process has successfully prompted the customer to buy your product, service, or solution.

**Confidence, optimism, and enthusiasm are the keys to assumptive selling.**

If you are excited about what we can do for the client, they will become excited too.

This further means you need to be confident you're truly selling something special, confident in the company and most of all, confident in yourself.

Closing a sale means selling on value and benefits to the customer, rather than features and attributes. So do this:

1. Listen to your customers to understand their individual challenges.
2. Understand your customers current market situation.
3. Ensure the customer wants to resolve the problem discussed.
4. Introduce & enlighten the customized solution for this desired evolution
5. Walk the client through the product or package having them fill out the order form.

You are taking the client on a journey. You are the expert, the tour guide, and the client will follow your lead.

Kurtis Kintzel,  
President



## MARKETING DIRECTIVE – CONFIDENTIAL

March 6, 2021

### The ESS Sequence of Questions to Sell

**Sequence:** Noun. The following of one thing after another. Latin *sequentia*, “to follow”

**Sell** Verb. To transfer (goods) to or render (services) for another in exchange for money. German *sellen* “to cause to take”

#### **Get in communication with your prospect!**

How does a salesperson get a business owner to communicate? Having rapport is vital, but how does this happen. Asking questions, duplicating the prospects answers, and acknowledging those answers is how you start to build rapport. If you get the prospect talking, especially talking more than you, you are well on your way to closing the deal.

Here is a simple formula... Talk less than your prospect when doing a presentation. Your closing percentage will be higher in the presentations when the prospect talks more than you talk. Try this out and see how it works for you.

#### **Ask, duplicate, and acknowledge, and you will close!**

Once you have a prospect communicating with you, and so long as you have a valuable service priced competitively that other similar prospects have purchased, you can experience a remarkably high closing rate if you follow the below line of questioning and do not go out of sequence.

If you do not close any qualified prospect, you can, every time, look back over this below list of questions and determine what question you did not fully get asked and answered. In other words, this is where you lost the sale. You can now debug your own sales if you ever are not closing to the degree you think you should be.



The below questions asked in the exact sequence will get your prospect into communication with you on a gradient basis that will be agreeable to the prospect.

**1. Situation Questions** – Situation questions are simple questions that the business owner knows the answer to with little to no thought. They establish rapport between the sales person and the prospect. Situation questions create a playing field for the salesperson which provides insight and uncovers areas to investigate.

Examples are:

- How many locations do you have?
- How many staff do you employ?
- How many clients can you service in a week?
- How many clients do you service in a week?
- Do you do over one million per year in sales?
- What is the average cost of your service to a brand-new customer?
- How did you get trained in your occupation?
- I see your favorite team is the Los Angeles Lakers. Do you like the new LeBron James, the Kobe Bryant era or the Magic Johnson era?

**“Situation Questions” establish the rapport!**

**2. Problem Questions** – Problem questions uncover business problems, difficulties, and annoyances. These questions will open the door to problem solving by exposing to the salesperson something that can be addressed. A problem is only a problem if the prospect communicates it is a problem and agrees that it is a problem. If you cannot get the client to really see a problem, there is no need to move forward because the client won't be interested in your solution and they will not engage. Problem questions create the path to sell.



Examples are:

- You do not show up for your major service in your hometown, is that a problem for you?
- Is it a problem that you never talk to you don't have someone doing internet marketing for you?
- Is it a problem that you don't have a website?

**“Problems Questions” generate interest within the prospect.**

By getting the prospect to communicate he has a problem and agree that it is a problem, you have now created an opportunity for yourself to present a solution when the time is appropriate.

**3. To What Degree is that a Problem Questions** – Problems come with variations of significances. To some, a problem is a huge deal and to another that same problem is a problem but no big deal.

A client says it stinks that he is not showing up in Google searches (you smile thinking I got the problem), but he goes on to say he can't keep up with the work he is generating. So you dig a little deeper and he confesses that he hates his competitor and former high school classmate Joe Smith who is #1 on Google and he can't be found. You now have the problem!

The solution... When a client states and agrees to a problem, you simply ask, “to what degree is \_\_\_\_\_ a problem?”

Examples:

- To what degree is it a problem that you are losing \$1,000/week by not pulling in the customers?
- Is it a big problem that you don't get home till 10:00 at night?
- To what degree is it a problem that your competitors are above you online.

Based on the prospect's response you continue or go back to #2 and ask more problem questions.

**To “What Degree Questions” determines the importance of a problem.**



**4. Effect Questions** – Have you ever had a prospect say, “This sounds great, let me think about it?” That same person would not “think about” pulling into a gas station if his/her car was about out of gas or “think about” heading into a restaurant if his/her tummy were grumbling. In these two examples, the prospect knows the effect of running out of gas is potentially a long walk on the highway and the effect of not eating is a loss of energy.

**“Effect Questions” create urgency to find a solution!**

Your intention should be to create a picture in the client’s mind of what is happening because of the problem.

Here are examples:

- What effect is losing business because you don’t have a website?
- What effect is getting home at 10:00 at night having on your wife and kids?
- With all your competitors showing up in searches above you, what effect is this having on your business?

**5. Fear of Future Questions** – Fear of future questions bring about awareness. You help them look into the crystal ball so the owner can see and gain a reality on what will happen if the problem is not resolved. What will happen in the future to the business, the business owner, his staff, his family or his customers if the problem is not resolved? Will there be lost opportunities? How bad can things get? This is the future version of the problem and effect questions.

Here are examples:

- If your competition continues to get all the new business in town what will happen to your business over the next few years as your great customers move or die?
- If you continue to get home at 10:00 from the office for the next 5 years, what will your relationship with your 10-year-old son look like?

**“Fear of Future Questions” bring about an awareness that a change is needed within the prospect.**



**6. Solution Questions** – Now that the business owner is really communicating and perhaps on a bit of an emotional roller coaster, its time to check with the prospect on whether or not they would enjoy the benefits of a fully resolved situation. Solution questions are questions, you are not yet proposing what you'll do. You are helping the prospect to see there might be a light at the end of the tunnel and happiness will prevail. You'll ask questions that will connect the resolution of the problem to the prospect's goals, purposes and objectives that you have discovered along the path.

Examples:

- If there was a solution that would move your business ahead of Joe Smith on Google so you once again have bragging rights at the golf course, would you like to hear about it?
- Would you like to hear about how others in your industry are filling up their empty restaurant seats between 2:00-4:00 in the afternoon?
- A friend of mine was in a similar situation as you are in. He had great services and good prices but no one knew he existed or was in business. When people found out about him his revenues took off. Can I tell you what we did for my buddy that boomed his revenues?

Upon an affirmative response to your solution questions, you are now ready to present a solution!

**“Solution Questions” create agreement to receive your presentation and hear solutions!**

This sequence of questions does not need to take a long time. As soon as you have completed one step, move on. The sequence and completeness of each step are what is important.

This process is to be used in selling all Expansion Support Services services. Why? Because ESS is in business to help clients expand and we do this by discovering the needs of our clients and then service them resolving their real barriers to



expansion. If you really want to help your prospect and if you really care for your prospect, close them! We fail to help 100% of the businesses we don't close.

Kurtis Kintzel  
President



## **MARKETING DIRECTIVE – CONFIDENTIAL**

March 15, 2021

### **Sales Debug Checklist**

Know and use these 6 types of questions in your sales presentation.

When a sale is off track, get it back on by using the below debug situations and solutions. If you do not close a legitimate prospect, consider the sales presentation and discover which one of the below you did not full ask and get answered.

1. No rapport is solved by “situation” questions.
2. No interest is solved by “problem” questions.
3. Problem discussed is not important is solved by “to what degree” questions.
4. No urgency is solved by “effect” questions.
5. Client does not see a need for change is solved by “fear of future” questions.
6. Client feeling hopeless is solved by “solution” questions.

### **Debug Patter Drill**

Say loudly over and over loud and proud the above 6 sentences until you can say them verbatim without looking at them from start to completion.

Kurtis Kintzel



## MARKETING DIRECTIVE – CONFIDENTIAL

March 15, 2021

### CLIENT ORIGINATIONS, SOURCES & HANDLINGS

Client Origination	What's Happening	Cause	Type of Questions	How to Resolve
No time. Not interested without considering services or offer	Client not engaged	Lack of rapport	Situation	Get client talking by asking situation questions
No Money. No Interest in spending money for our services.	Lack of Interest	No or wrong problem or no agreement about problem	Problem	Get client to state and agree to an important problem
"Don't see benefits to me", Too expensive" or "Sounds great but not for me"	Problem is not important	Wrong problem	To What Degree	Get a problem the client really wants to resolve
"Email Me" or "I want to think about it"	No Urgency to get a solution	Not confronting the effect their problem is having on them or biz	Effect	Get client to visualize the negative effects the problem or not solving the problem is having.
Client won't close, even though everything makes sense	Lack of awareness that a change is needed	Client is not closed on solving the problem	Fear of Future	Get the client to describe the effects the problem is creating but on a long-term basis
Client agitated, apathy or in despair	Not seeing a light at the end of the tunnel	No agreement to look at solutions to handle the problem	Solution	Establish if the client wants to find out about a solution that would solve the problem and bad effect.