How to Create a Compelling Sales Pitch For Proactive Reputation Management Services

@GatherUp | GatherUp.com

Mapping Out a Compelling Sales Pitch

- What's your prospect's starting point?
- What type of prospects are you pitching?
- The basic elevator pitch
- The advanced research based prospect pitch

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What's Your Prospect's Starting Point?

Where Are Your Prospects Coming From?

- Did they find you or did you find them? (inbound vs. outbound)
- Are they doing any digital marketing?
- Digital marketing sophistication?
- Do they know their own goals?

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What Type of Prospect Are You Pitching?

- What industry (and nuances you should know)?
- High or low volume customers?
- Easy or hard to get email addresses and phone numbers?
- Tons of competition or no competition?
- Target Audience? Age Demographics?
- Technology disrupted industry? (Owners tech savvy? Customers tech savvy? Competition using MarTech?)

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Where Are You Pitching?

- Networking event (face to face)?
- Group presentation at an event?
- Digital: On your website, on ads, in your emails, in a webinar?
- Outbound sales call?

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The Elevator Pitch: Basic Formula

- Objections, Fears, and Questions
- Ingredients to your pitch
- Psychological Triggers
- Review Management Value
- Compelling Offers
- Putting It All Together

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Objection Handling

Your agency offers review management services.
What's in your client's head?

- They're so expensive, too expensive for me
- They want my credit card, I don't feel comfortable paying with a credit card
- I don't need reviews for my business
- I don't need to pay someone to help me get reviews

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Fear Handling

**Your agency offers review management services.
What's in your client's head?**

- I'm barely making it as it is. How can this agency help me?
- Is your agency even trustworthy? How do I know you know what you're doing?
- I don't know the first thing about review management?
- What will I get for my money, if anything?
- What if you don't know the specifics of my industry and the unique issues that I deal with?
- What if I get bad reviews?

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Question Handling

**Your agency offers review management services.
What's in your client's head?**

- How do reviews create revenue and cash flow for my business?
- Why do reviews matter?
- I need X amount of leads, how will review management give me what I need?
- How many people have worked with you before?
- What are your credentials?
- How many clients do you have?
- How many clients in my industry do you serve?
- How will you handle conflicts of interest?

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The Ingredients To Your Pitch

Building a Compelling Pitch

With the right ingredients

- **Psychological triggers:** A mental emotional or social response to a specific queue or trigger. Prospects willingly drop their mental and emotional filters in order to hear or experience what you have to say.

- **Value proposition:** A promise of value made to customers outlining how said value will be delivered, experienced and acquired.

- **Irresistible offer:** a strong motivator that triggers action, outcomes and results.

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Building a Compelling Pitch

Psychological triggers

Triggers attract attention. There are lots of triggers you can use to attract customer attention naturally. But let's focus on a few specific concepts.

- Mystique
- Passion
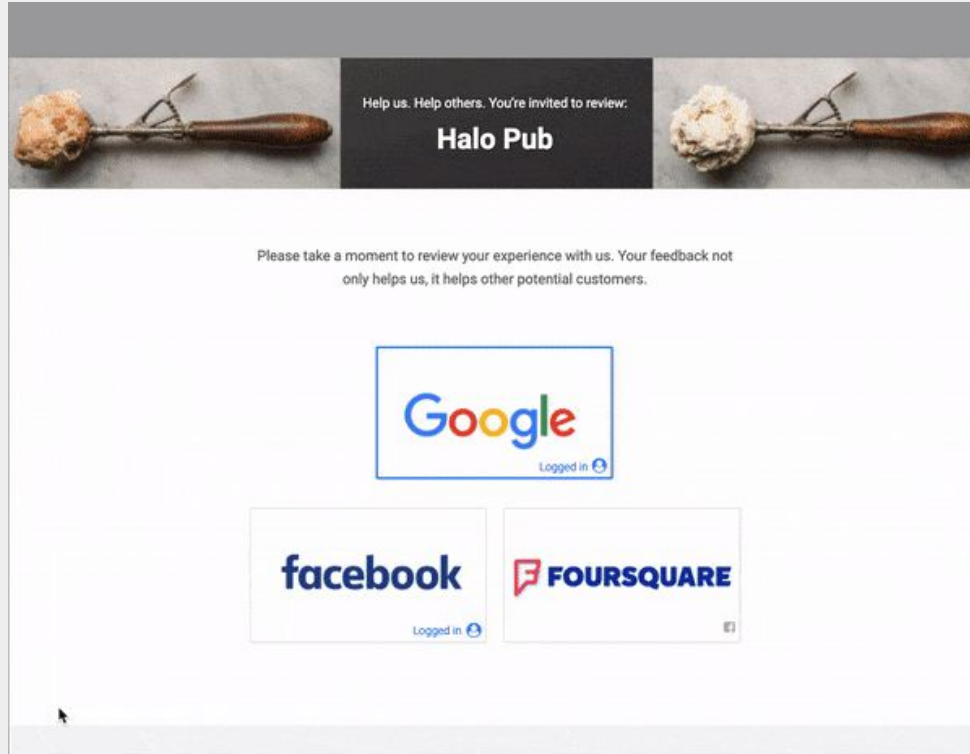- Alarm
- Prestige
- Power
- Trust
- Rebellion

Additionally, emotions like anger, fear, awe, joy, disgust and anticipation are all excellent motivators.

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Building a Compelling Pitch

Psychological triggers: Tying it to reputation

- ❏   Negative Reviews
- ❏   Competitor's Reviews
- ❏   No Reviews
- ❏   No Recent Reviews

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Review Management Value

Value Proposition Ingredients

Your Value Proposition consists of four specific ingredients.

- Appeal: I want what you have to offer
- Exclusivity: I can't get what you're offering anywhere else
- Clarity: I understand what you're saying
- Credibility: I believe you can/will do what you say

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Online Review Related Value

Proactive Reputation Management allows for

- New Customers: Visibility and social proof
- Happy Customers: Appreciating customers by responding to their positive reviews
- Better Business: Taking criticism from unhappy customers and improving business services and products
- Actively defending against deceptive online reviews for your client's business and their competitions

Sources: https://moz.com/local-search-ranking-factors - https://www.localseoguide.com/guides/local-seo-ranking-factors/

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How Your Agency Helps

Proactive Reputation Management allows for

- Save clients time by having the systems in place to build, manage and defend their online reputation.
- Keep clients informed with automated notifications and performance reports
- Earn clients value in the form of money, visibility, and social capital.

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Positioning GatherUp into your offering

Proactive Reputation Management allows for

- Manage reviews on behalf of your clients
- Request reviews on behalf your clients
- Defend against fake reviews on behalf of your clients
- Offer a white labeled service that's invisible to your clients
- Allows your agency to meet customers where they are whether that's email, SMS, or social media
- Create a solution that will supplement local and organic search efforts on behalf of clients

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Advanced Research Tools

- Reputation Scorecard
- Personalized Pitch Deck
- Case Study
- Service Offering

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Advanced Research Tools

Reputation Scorecard

What's Included in the Report:

- Review volume across platforms
- Average star rating
- Review recency
- Sentiment trends
- Competitive comparison
- Shareable PDF and web version

Personalize with relevant benchmarks

GatherUp routinely publishes research benchmarking various verticals for businesses

Valuable reports you can leverage:

- Reputation Benchmarks:
  https://go.gatherup.com/online-review-and-reputation-benchmark-report

- Consumer preferences:
  https://go.gatherup.com/beyond-the-stars-how-american-consumers-use-reviews-to-choose-local-businesses

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Easily craft case studies of your current clients

Before starting your engagement, benchmark the following:

- Starting star rating
- Starting review volume
- Average velocity per week or month

Then periodically, check into the metrics and track progress.

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