



## Sample Script

### Introduction

Attached you will find a sample script. There are two main things you need to know about this script and our pricing:

1. The wording is not written in stone. Make it your own. Use your own words. Make it comfortable for yourself.
2. The prices are not written in stone. You have room to raise or lower the prices. The main thing to remember regarding prices is NEVER sell any website below \$500.00. The \$500.00 package would sell for \$2,800.00 with most other companies. So, your customers are really getting a bargain.
3. Flash sites sell for more than regular websites. Flash takes a lot of time to create the animations and such. So, never sell a flash site for less than \$1,000.00. You will find your clients are impressed with this pricing. Traditionally, flash sites sell for about \$5,000.00.
4. If you get stuck on anything, or if you find you need help to close the sale at ANY TIME, help is only one phone call away. Simply tell the customer you would like to have them speak with your web designer to go over some details. Ask if they can be reached in the next few minutes or is there a better time to call. Write down the time to call and call the hotline number to get one of the web designers involved with the client. The web designer will close the sale for you. You will be notified as soon as the sale has been closed and you will receive full commission as soon as the client makes payment for their website.
5. Always call your client to congratulate them on their new site, or send them an email... after the site has gone live. You will be surprised at how many clients will have a referral name for you when you contact them.
6. Never get into a war with anyone on the phone. Either they are interested in the service or they are not. If not, just politely thank them and end the call. Remember, they could be a referral source in the future.
7. Call prospective customers back! Call backs are where you will make most of your calls. Making the "one call close" is nice. But, it is not all that realistic. Remember your clients are people just like you. They have to talk with partners, family members and such. And sometimes, when they say they have to think it over, what they really mean is they have to get to know YOU a little better. You will notice when you call them back their level of confidence will rise.
8. If the customer asks about something you are unfamiliar, example (Search Engine Optimization) don't try to fake your way through it. Just tell them that you are in the Sales Area. Let them know, you will be happy to have one of your web designers call them back to discuss the details.
9. If you find they are ready to purchase feel free to walk them through the online payment process. Your commission will be sent to you as soon as they have made their payment.
10. THIS IS EASY AND FUN! Your only job is to talk to people, make it fun for yourself, and make it fun and easy for your clients.



## Sample Script

Introduction	My name is (YOUR NAME). I am calling from DentedWeb.com. I'll tell you right up front, this is a one minute sales call. I don't want to interrupt your day. But, this is the best to give you some brief information that could benefit to your company.
Customer	Response
"I'm not interested."	If after one minute you are interested in what I have to say, we can talk more... but, if your not, we will end the call there and there and part as friends. Fair enough?
"I have a website."	No problem. Thank you for your time. Would you mind taking my number in case you need my services in the future?
Main Information	DentedWeb is a full service Internet Design House. We would like to offer your company a no hassle, full service, VIP website. It only takes a few moments to get you started and your website will be online for your review within one week.
How much does it cost?	A full service introductory website can start as low as \$500.00 with free web hosting and no monthly charges.
"Never heard of DentedWeb." or "Tell me about your company."	DentedWeb is a full service Internet Design House. Our team consists of web developers and graphic artists. The developers at DentedWeb have a vast amount of experience, with the average years in business for each team member being over 10 years each.  We are experts in our field and offer our clients a full range of internet products, including basic informational sites, dynamic content driven sites, e-commerce solutions, 3D web and graphic design, backend database support, and full service web hosting.



	<p>Dented web provides comprehensive web site design and redesign services at affordable rates. We have the expertise to GET YOUR BUSINESS noticed. Whether you need back end development, front page development or everything in between, DentedWeb has a solution for your needs.</p>
<p>“What do I get for the \$500.00?”</p>	<p>When you choose DentedWeb.com here is what you will get in the full Introductory Business Package:</p> <ul style="list-style-type: none"> <li>➤ We will register your domain name</li> <li>➤ A custom PROFESSIONAL website that will make you proud [4 page website including Home page, About page, Contact or Lead page, and Coupon page]</li> <li>➤ We will deliver your full website in one week after we receive your information</li> <li>➤ One year of hosting service free of charge! A \$599.00 value!</li> <li>➤ One complimentary branded email account with the same look and feel of your website</li> </ul> <p>Never again will you need to use a Yahoo or Hotmail account for your business email. You will have a password protected business email account with your own domain name at the end. Example: YourName@YourCompany.com</p>
<p>“Do you offer...?” [anything they ask]</p>	<p>Yes, we can offer any internet and website services you need. I will be happy to have one of my web designers call you with the details.</p>
<p>“I need to check your company out.”</p>	<p>Great! Our website is located at DentedWeb.com. That’s Dented like a Dent in bread batter. If you have a moment, we can go online and review it together.</p>
<p>“I don’t give my credit card over the phone.”</p>	<p>Excellent! DentedWeb will never ask you to give your credit card information on the phone. We offer secure online payment so you and your private information will be protected at all times. Let me show you how it works.</p>



### Online Payment Walkthrough

<p>“What credit cards do you accept?”</p>	<p>We accept Visa, Mastercard, American Express, Discovery, and E-Checks right online.</p>	
	<p>Go to DentedWeb.com</p>	
	<p>You should be on a page that is orange and white. Are you there?</p>	
	<p>Do you see the Make Payment Button at the bottom of the page on the Right Hand side? Click that button.</p>	
	<p>Now you will see multi colored box that says EZ Payment Tools on it. Do you see that?</p>	
		<p>You can pay by PayPal or Google. They are both secure and private.</p> <p>Note: They are both similar. Most people will choose PayPay.</p>
		<p>Do you see the little silver arrow next to the white box? Click it and you will get a list of amounts to pay. Choose your amount.</p>



## PayPal Payment Walk Through

<p><b>The Project, LLC</b> <span style="float: right;">U.S. English</span></p> <hr/> <p>Website Payment <span style="float: right;">Total: \$500.00 USD</span></p> <hr/> <p><b>Pay Fast With PayPal</b> <span style="float: right;"> </span></p> <p>PayPal securely processes payments for The Project, LLC. You can finish paying in a few clicks.</p> <p><b>Why use PayPal?</b></p> <ul style="list-style-type: none"> <li>- It's free to send money and shop online.</li> <li>- You can shop without sharing your financial information with merchants.</li> <li>- Over 50,000 online merchants accept PayPal.</li> </ul> <p><b>Don't have a PayPal account?</b>      Use your credit card or bank account (where available). <a href="#">Continue</a></p> <p></p> <p><small>PayPal protects your privacy and security. For more information, read our <a href="#">User Agreement</a> and <a href="#">Privacy Policy</a>.</small></p>	<p>Now, look at the bottom of the next page... do you see the word "Continue" just above the little pictures of credit cards? Click it.</p>
<p><b>The Project, LLC</b> <span style="float: right;">U.S. English</span></p> <hr/> <p>Website Payment <span style="float: right;">Total: \$500.00 USD</span></p> <hr/> <p><b>Pay with Credit Card or Log In</b> <span style="float: right;"> </span></p> <p>Country: <input type="text" value="United States"/></p> <p>First Name: <input type="text"/></p> <p>Last Name: <input type="text"/></p> <p>Credit or Debit Card Number: <input type="text"/></p> <p>Payment Type:    </p> <p>Expiration Date: <input type="text" value="mm"/> / <input type="text" value="yy"/> CSC: <input type="text"/> <a href="#">What's this?</a></p> <p>Billing Address Line 1: <input type="text"/></p> <p>Billing Address Line 2: <input type="text"/> (optional)</p> <p>City: <input type="text"/></p> <p>State: <input type="text"/></p> <p>ZIP Code: <input type="text"/></p> <p>Home Telephone: <input type="text" value="555-555-1234"/></p> <p>Email: <input type="text"/></p> <p style="text-align: center;"><b>Review Order and Continue</b></p> <p><small>PayPal protects your privacy and security. For more information, read our <a href="#">User Agreement</a> and <a href="#">Privacy Policy</a>.</small></p>	<p>Now, just input your information and click the review button below.</p> <p>Remember to click the complete order button at the end and you are all done.</p> <p>I will have one of my top Web Designers call you to review anything you need for your website.</p>

**Be sure to congratulate them and thank them for working with you.**