

[Once the customer has expressed interest in hearing their Marketing Services options:]

So, like I said, the best deal is our 2-year plan which is [amount for plan type], which you pay for up front, and any time you need an update to your website, you just let us know and we'll take care of it.

We also offer a 1-year plan for [amount for plan type] which offers you the same level of service, just for a shorter period of time.

[If at this point, the customer doesn't seem interested in one of the bigger plans:]

We do have some shorter term plans that are definitely more affordable. Those are 6-month, 3-month, and 1-month subscriptions and range from [\$amount for plan for 6 months] to [\$amount for plan for 1 month].

Our 1-month option is helpful if you know you have a set amount of updates you want to get done. You pay [amount for plan type] and get as many updates as you want within that 1-month period.

[If NO]

Ok, no problem. If you ever want to add that, just let me know, and I'll remind you about it when we're publishing your website. [Continue to rest of call....]

[If SOLD]

[After purchase is completed by WS2...]

Awesome! So I've got that added to your account, and we'll set that up for you once we've got your website built so that you can start to use it. I want to make sure we get your website ready to go to our designers today, though, so let's finish up gathering that info.

[Continue to rest of call....]

[After purchase is completed by WS1...] Awesome! Now I can get you set up with your Marketing Services account and we can submit and update together.

[Continue to Marketing Services setup and updates.]

### Additional talking points:

#### How it works:

- Once your site is published, I'll help you set up your Marketing Services account and show you how to use the portal to request updates.
- Updates are often turned around in 1 to 2 business days, and include things like swapping out images, updating contact information, or adding pages or functionality [be mindful of plan allowance].
  - Can also insert personalized benefit here. For example, "You mentioned wanting to redo your logo. With a Marketing Services subscription, all you have to do is send it to our Marketing Services team, and we'll add it to your site once it's ready. Stores: Mention managing products or adding new products, as this is a huge value add."

#### Why it's great:

- Regular updates to your Plugins keep your site functioning properly, while regular content updates keep your site Google-friendly.
- It's self-serve - you request updates digitally at any time.

#### What-ifs:

[If a customer asks what kinds of updates they'll need to make or why they'd need to make edits for 2 years for example:]

Of course, you want to keep your site up to date visually by adding new photos and changing any branding elements as your business changes, but you also want to keep your site up to date to do things like improve SEO performance, maintain speed, and continue to market your site to potential customers.

[If a customer asks why they weren't offered shorter terms by the sales agent:]

Your subscription starts when you purchase it, so we offer a year discounted when you buy your website so that you're getting a fair deal if you don't use Marketing Services right away.

[If a customer asks if Marketing Services will allow them to add functionality that their current plan won't support:]

If you want your website to [perform action outside of plan type,] your best option is to switch to our [best plan type for that functionality]. Marketing Services won't allow you to get that functionality if it's not something that your website plan can accommodate. I can take care of that for you now if that's what you want to do.