



Audio Script

In this audio presentation we're going to provide 2 versions of a telephone conversation. The 1st is the preferred encounter where the business owner responds favorably. We hope that most will be this easy. The 2nd demonstration is not likely to be as complex as we're making it, but for demonstration purposes I've tried to incorporate every objection that you're likely to encounter on the phone. So let's start with the 1st conversation with an immediate favorable response...

"Hello, is this Squeaky Clean window washing service?"

My name is Fred, I was calling just to let you know that we have **just completed the design and development of** a [15] page professional website for your [Window Washing] business. This is not a sample site, it's the actual finished product and it's ready for you to look at online. We're not trying to charge you for the service. We just want you to take a peek, see if this might be something to help grow your business. If you're near a computer I can show you the site. And If you have time constraints, I can give you an **abbreviated** tour in about 3 minutes. Will that work for you?

You've already built a 15 page web site for my business? Why of course I'm interested in seeing it.

OK now, that's the 1st demonstration but now let's make it really complicated...

First of all where did you get my number and information?

Your information was listed in an online directory for small businesses that do not have web sites. So that's why we built one for you. You'll really be impressed with our work if you can take a peek. Are you near a computer?

No, just send me the link and I'll look at it later.

Well, Since we've already built the site, we would like to have the option of giving you a **personal** tour so that we can point out some of the finer features and be on the spot to answer any questions you might have. As I mentioned we can do an abbreviated tour in about 3 minutes. How's that sound?

No, this is really not a good time.

Ok, No worries. Our offer is good until Wednesday, so I can check back with you maybe tomorrow later in the afternoon, if that will work for you? Do you mind if I have your email address so that we can stay in touch?

Well how much does this cost? I know you're wanting money

You're not expected to pay anything until you are completely satisfied with the finished product which includes any revisions needed. Our special phone offer is \$500 USD for the 1st 4 pages of the web site and then \$85 for each additional page. (each menu button is a page) This is a one-time fee. Web site

hosting, maintenance and Search Engine Optimization is combined for \$35 a month. Before we get started we do have a \$100 startup fee which is applied to the purchase and registration of a domain name of your choice (that's your www.com) and then your 1st month web site hosting also comes out of that \$100. If later you decide not to do this, you still own the domain name. Also, I might mention that there are no subscription packages that lock you into any long-term commitments. Is everything clear on pricing?

I understand what a domain name is and why I need that, but what's web site hosting? Why do I have to pay \$35 a month?

That's a good question. At the bottom of the page on your web site we list 7 frequently asked questions. That's one of them. Can I just pull your site up and we read together the detailed hosting explanation right off the web page?

We'll OK, let me get to my computer.

Great! Could I please have your 1st and last name of the owner and the exact name of your business, and I'll start looking you up in our database. Once I find your information, I'll give you the address to your website and we can preview it together over the phone."

OK, my name is Raymond Porter with Squeaky Clean Window Washing

OK, do you mind holding just one moment please while I retrieve that information?

So, it looks like I found your website address at w2210.customerpreview.com". Be sure to type that in your Browser's address bar at the top of your screen.

Oh WOW! This is nice! I really wasn't expecting all of this. This is really a beautiful page.

Yes. As you can see, the website is professionally built, well designed and uses the latest technologies. It's built on a Word Press platform and meets all industry standards for web development. You'll see that we've researched and posted a lot of good content relative to the window washing industry. But you're welcome to modify or rewrite any of the web site's content. And you can replace any of the images with your own. For example, if you have your own logo, we can replace ours with yours on the web site.

No, I like the site just as it is, I'd like to have all 15 pages. But can I add more content? For example I just had a nice glossy brochure made for my business. Can I put that on my new web site and how much will that cost?

That's another good question. Let's look at that FAQ section that I mentioned earlier. Notice question #5...

How do I get started?

I'm going to put you in touch with one of our professional developers who will work with you so that the site is finished exactly as you want it. If, for any reason, you're not happy with the developer's work, there's no charge for the web site.

Let me see if I can get a developer on the line. You and him or her can work together getting your domain name registered, your hosting account set up and answering any other questions you might have. Can I put you hold again for 1 moment while I tie a developer in?

Hey John, I've got a customer for you can I tie you in?

No I'm busy right now, let me call him back later. On second thought, let me go on and take it now. At least I can introduce myself and we can start working on the site later.

Well John, it doesn't look like much work for this one. They like the site as is, with a pdf brochure that you can paste in and you're pretty much done, just a few minutes worth of work. If he takes all 15 pages you're looking at about \$1775 for this one. Just remember to send me my cut and get him set up on hosting with Fred.

OK let's do it.

OK I'll tie you in.

So that wraps it up. I know you have a lot of questions like. "how can you build 100 web sites a day and have them ready for the sales people? Well, don't worry about it for now. Just know that we can do it. You sold that one. Just go down your call list and pick up the next. The web sites are all cued up for you, as many as you need.

The next step is to show you a video at customerpreview.com/marketers where I'm going to reveal the 1st of several trade secrets that will help you to see how some of this is possible and the enormous potential that we have in the field of web development. I'll meet you there.
customerpreview.com/marketers

IF UNABLE TO REACH BY PHONE, THE FOLLOWING 2 PARAGRAPHS CAN BE SENT AS A TEXT OR EMAIL:

We have already built a professional website for your [Cleaning] business that's ready for you to preview online, right now. There's no obligation and no charge for this service. We just want you to take a look to see if this might help grow your business, in the event you're looking for new customers. Absolutely no obligation!

Even if you already have a web site, we can probably make it more affordable. And with our "Try Before You Buy" offer, you really have nothing to lose. Please respond to this text/email or call (555) 555-5555.
[your number]

7 Frequently Asked Questions

1) How much is the web site?

The design and development cost is \$500 USD for the 1st 3 pages of the web site and then \$85 for each additional page. (each menu button is a page) This is a one-time fee. Monthly Hosting / Maintenance and basic Search Engine Optimization is conveniently combined into one fee of \$35/month. There are no subscription packages that lock you into long term commitments.

We believe this to be the best offer you will find anywhere on the Internet for profession web design. Webfx, one of our competitors, provides a comprehensive explanation of all cost associated with owning a web site. To learn more, you may want to view the brief video presentation at <https://www.webfx.com/web-design/pricing/website-costs>

2) How long is the special offer good for?

The discounted pricing represents a one-time offer. 2 weeks is the maximum time allowed to respond by at least establishing your hosting account. Our policy is to provide every customer with at least 1 opportunity to purchase a web site at absolute minimal cost.

3) When is payment expected?

Full payment is not expected until you are completely satisfied with our work. However, a \$100 one-time start-up fee is required, which is applied to the purchase and registration of a domain name of your choice. This fee also cares for your 1st month's hosting.

4) What is Hosting / Maintenance and Search Engine Optimization?

Hosting refers to the actual rented space on the Internet where your web site files reside. This fee allows anyone with an Internet browser to have instant access to your web site without the intervention of login, password, search utilities and so forth. The visitor types in your address and your site immediately appears because of hosting.

The maintenance fee is required for us to resolve any issues your website may encounter such as troubleshooting site interruptions or failures, installing and updating security patches and replacements, and keeping your software and other plug-ins up to date.

Search Engine Optimization is a process that prepares your web site to be found by the search engines such as Google.

5) What changes can be made to the web site before I purchase it?

You will be assigned to a developer who will make any modifications requested. Most request can be honored without additional charges. A maximum of 30 days is allowed for 2 sets of revisions. Thereafter, reasonable revision fees apply.

6) Who owns the web site and domain name and is there a contract to be signed?

The customer has ownership of both the web site and domain name. By request, all computer files (minus any images licensed by CBS) associated with your web site can be obtained in electronic format at no additional charge. Contracts are optional if that is your preference.

7) Why should I purchase from Creative Business System?

With 23 plus years in the business, there is little that we can't do as developers. Though our focus is on premium performance packages, we always take price into consideration. That's why we always give each customer at least one opportunity to buy a professional web site at a significantly discounted price. Additionally, we offer premium hosting on a private dedicated server running on a solid-state drive. This means there are no moving mechanical parts involved in serving your web site to the Internet, as is the case with most web sites using conventional **Shared** hosting. This not only contributes to peek performance, but also provides a secure environment not "shared" by other web sites.