Sell Websites Series

OUTGOING CALL PHONE SCRIPT

Hi. This is <name> from <business>. I was just calling to see if you’re interested in upgrading your website for FREE. We're new to the area and want to build our portfolio here so we can do 2 or 3 free websites locally (normally this would cost $3000-$5000). You only pay a small hosting and management fee.

When was the last time your website was upgraded?

Great, so it's about ready for an upgrade and possibly a makeover.

What do you like and what don't you like about your website?

<after this question you can potentially upsell them for the things they want>

We can help you with that.

I'll go ahead and sign you up for the free upgrade, I just need some information from you.

<fill out intake form>

FAQ

*How much is hosting?*

We offer three great options for hosting.

Basic, Intermediate and Advanced.

The basic is just basic hosting for $20/m

Intermediate is our security package. Meaning that we will make sure it's fully secure with firewalls and other protections against hackers, and we also do daily backups. That package is $50/m.

Then there's our most popular package, the advanced hosting. For advanced we do everything from the intermediate package but are always available to help with any website changes, or updates you need. It’s like having a webmaster maintaining your website daily and on call to help you with any website changes you need.

Our advanced package is just $97/m.

Which one sounds good to you?

<if they aren't sure, don't say anything. Let them sell themselves.>

Great!

<fill out the intake form>

*Do I have to host it with you?*

Yes, because we want to feature your website in our portfolio, we need to make sure it's well maintained and managed.