

HMA

HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

**How To Integrate Your USP
Into Your Business Part Three**

Michael Senoff's Interviews Nick Gilbert

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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How To Integrating Nick's USP In To His Web Hosting Business To Sell More, Sell Stronger

In this third recording in my series with Nick, the owner of Advanced Hosting Networks, I make a presentation to Nick about how to utilize his USP in the company's day-to-day customer activities. In my excitement to create a great presentation, I whipped up a "straw man" web application that not only includes the items in his USP, but that I suggest be the basis for a real application that could be developed to assist his service representatives in answering the phone, capturing information, and especially to obtain new customers. In that respect, this is more of a Workshop than simply a recording. Do you want to be part of this interactive session? Before beginning the recording, go to <http://www.hardtofindseminars.com/ANH.htm> and you can review and go through the exact same screens that I discuss with Nick as you listen.

Go ahead – it'll be fun. I love this presentation because it shows how Nick's USP becomes an integral part of his business activities. Listen carefully to the role playing between a service representative and a caller to see how to gather information in an automated fashion and ways to present your USP to potential customers. You may even get some tips about how to talk to potential customers. For example, in our role playing, see how many I call the customer by his first name – an important sales and customer support tool!

This is Michael Senoff with HardtoFindSeminars.com and Consulting Secrets. Here is my third consultation with Nick of Advanced Network Hosting. In the first consultation, we

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called to determine his USP. In the second consultation, I called ten of his clients to determine what the clients felt were important about website hosting. In this section, you're going to see me presenting my findings and his USP – five different reasons why someone should buy website hosting from Nick. So, it's my presentation to Nick about the first step of the HMA – developing his USP. Please click on the link in the description and go to the same webpage that I took Nick to when I was doing this consultation, and follow along as I take Nick through the series of USPs and reasons why. I hope you find this helpful. This recording is 38 minutes long, enjoy.

Nick: Nick speaking.

Michael: Hey, Nick. Mike Senoff here.

Nick: Hey.

Michael: How are you?

Nick: Good, how are you doing?

Michael: Good, I know I'm about ten minutes early. Is this good for you?

Nick: Yeah, it's okay.

Michael: Now, the purpose of this call really is to solidify the USP, the reasons why people should buy from Advanced Network Hosting, and the whole purpose of this is to convert more calls into sales, into clients, okay? You've got some people who are calling automatically. They know what they want. They're somewhat tech-savvy. It's pretty cookie cutter. They pay you what they want. They've looked at your website. They've seen the pricing, and you just give it to them, and you've been doing that for a long time, right?

Nick: Right.

Michael: But, because you're not expressing why you're different, why Advanced Network Hosting, rather than the other thousands of providers, why should they buy from you? And, by expressing this to these people, these newbies who have no idea what a gigabyte is or what a website is or any of that stuff, you're going to be able to convert a lot higher rate. If you can convert twice as many people as you're converting right now, you've just doubled your business. Pretty easy concept, right?

Nick: Yes.

Michael: Now, how do we convert them? We've got to tell them why they should buy from you and why we're different, and in the first call we did, we talked about

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some things. So, what I want to do is all your sales people like Andy, and tell me your other sales people?

Nick: Randy and Matt.

Michael: Randy, Matt and Andy, are these guys all answering the phone?

Nick: Matt doesn't.

Michael: Matt doesn't. What does Matt do?

Nick: He answers tech questions via email.

Michael: He's only email. So, you've got Andy and Randy on the phones.

Nick: Yes.

Michael: Are you answering the phones yourself?

Nick: Yes.

Michael: First thing, let's talk about the way the phone is answered.

Nick: Okay.

Michael: Scroll down, you'll see a green button that says, "How to answer the phone script."

Nick: Okay.

Michael: Do you have your speakers on?

Nick: Yes.

Michael: Now, I called and recorded how Andy answers the phone. Go ahead and press that. That's how 99 percent of all other hosting companies answer the phone. Many times this is the very first time you're every going to have a contact with a customers. They're skeptical. They've called several companies. They've been on voice mail. They've been on hold. They're frustrated. They're confused.

First impressions are lasting. So, we want to create a great first impression, and out of all the things we've talked about, I isolated the main hot point. So, just click on the example I had, and there's a script right there.

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Nick: Okay.

Script: Welcome to Advanced Network Hosting where we're making getting and hosting a website fast, easy, painless and affordable. This is Michael, your webhosting service representative. May I have the area code and number you're calling from? And, is this the first time you're calling Advanced Network Hosting?

Michael: Okay, that's it. This is really for the people who are frustrated, clueless, and confused that we want to sell because the other people who call may know what they want and whether we say this or not, they're ready to buy. They've done their research. So, you've got them anyway.

We're going after the people who are frustrated, confused, in pain, price shopping – stuff like that. That's who we're after.

So, this may seem like a lot to say, but I would like for you and Randy and Andy, when a call comes in, even if you don't know if it's the first time caller, because we're after those people who are confused, answer the phone this way everytime.

It's not hard to do. Now, this page right here, we could set this up on your site, but you could use this for right now. These guys are in front of their computers all the time, and until they get it down they can just go to this page as a cheat-sheet, and I'll show you how affective this thing is.

So, it's real simple, "Welcome to Advanced Network Hosting where we make getting and hosting a website, fast, easy, painless and affordable." People want it. They're calling. They want it done now. They want it to be easy. They want it to be painless, and they want it to be affordable. So, we're hitting on four different points, okay, and you're introducing yourself. "This is Nick, your webhosting service representative. May I have the area code and number you're calling from?"

Now, I did some calls this morning to other companies, and do you know how many people let me go without getting a name and number? Almost all of them.

When you have a call come in like this and let's say it doesn't result in anything, do you capture that person's name?

Nick: No.

Michael: Okay. You're throwing money out the door. So, number one, you're going to answer the phone this way, and the reason the first question is, "Can I get your

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area code and your number you're calling from?" because before we discuss anything, before we know they're going to buy our services or look elsewhere, we want to have a way to get in touch with them preferably by phone.

So, we're going to come back to capturing the data, but you'll see there's a form that I set up to show you how to capture all this. So, do you think you'd be willing to have these guys answer the phone like this and let's try it for a couple of weeks?

Nick: Yes.

Michael: Okay, so that's number one. I think that's going to make a big difference in capturing that number. Then, you're in the driver's seat, and you haven't let a potential customer that could be a large customer go because you want a chance to sell this. Because, they're probably still going to be searching around and price shopping, but the company who cares the most is going to get their business.

Now, once we get their number, and we have that, then we can move back up to the top. So, let's go back to the top, and then we have the Unique Selling Proposition – Advanced Network Hosting. So, that's going to summarize what I've done, and I'll read through it because I'm recording this and I'll provide you a recording.

Advanced Network Hosting is unique from other website hosting providers because of the extra value it offers. We know that our customers don't want just a place to host their website. They want a thriving online presence that is serviceable, reliable and easy to maintain. They want a safe and secure site that does not go down. They want a provider that has easy to use tools included with their service with no hidden charges and fees.

Advanced Network Hosting also offers a host of unique advantages that most, if not all other website hosting companies offer. It is these extra value services that really distinguish Advanced Network Hosting from the competition. Advanced Network Hosting provides five services which gives any customer that invest in website hosting and other related services extra value for the dollar.

These extra value services, Nick, need to become the sales presentation given by Andy and Randy, all your employees, to those who call in about your services. I'm going to show you how to do that. They need to be included in your autoresponder sequence which it's already written out. I can show you how to do that to.

They need to be on your site, if you're willing to make some changes on your site. So, your customers are always being reminded of the reasons why they want Advanced Network Hosting to be their hosting provider.

They need to be used on your letters, and on your letterhead, the way you answer the phone. They need to be used as selling opportunities for more products as well as qualifying questions to help understand the needs of your customers. They need to be used in all your ads, yellow page ads if you have any, or any media advertising that Advanced Network Hosting might do.

In other words, these extra value services become the Unique Selling Proposition of Advanced Network Hosting and they become the clear identifying distinction of Advanced Network Hosting from all of the competition.

Now, all of these other companies may do and offer the same things you have, Nick, but they're surely not expressing it. So, even though they all offer it because they're not expressing it, you are preempting the marketplace. Your letting your customer know in normal English terms what these things are and because you've let them know, it makes you seem special. Because you've articulated it to them in a way they can understand, you are special and that is enough to tip them over to doing business with you even if you charge a premium price and we can talk about that.

We talked about these, and you listened to the recording. Here's five reasons why a customer should use Advanced Network Hosting. Now, once you have that person's name and his phone number and his email address, just a safety to get back in touch with them, you want to find out what they're calling about. They may know what they want so you'll service them in that area.

If they say something like, "Well, I'm shopping around for website hosting.", or "I'm thinking about getting a website.", or "I don't know much about websites. I'm pretty clueless so bear with me." – do you hear all those things?

Nick: Yes.

Michael: That is your key to go into explaining the reasons why you guys are so special and why they should use you, and you could say something like this, you could say, "Nick, I get calls all the time. I know you're clueless. Would it be okay if I took five minutes to tell you why you should do business with Advanced Network Hosting and why we're different? Would that be all right Nick?"

Nick: All right.

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Michael: Who's going to say no? I'm sure they'll say yes. So, you can just start from number one.

Now, I've written these out in pretty much normal conversational tone, and your guys, Andy and Randy, you just give them this link or you'll put this page up on your site, so they'll always have this as a bookmark on their screen.

So, it's a cheat sheet until they get comfortable with it, and also going to be used as a data entry point if you decide to use it this way.

So, you'll say, "Sure, it's okay to tell me." You'll say, "Well, there's five reasons, Nick. Number one, we've got staffed customer support available by phone. Nick, you know there's a lot of other website hosting companies out there and they'll sell you hosting, but one of the biggest problems is that they have no staff in place to handle and support you by phone. They try and save money by only offering email support."

"So, when you team up with Advanced Network Hosting, if you ever have a problem or you're confused about something, you won't wait days before you're going to hear back from us because we've got an 800-number that you can call anytime."

"When you call, you'll be instantly connected with one of our trained support staff, Andy or Randy. You won't be stuck in voicemail hell. You won't be waiting for someone to pick up the phone for hours. You'll be talking to someone live within 60 seconds from the time the phone rings." Can you guys back that up do you think?

Nick: Yes.

Michael: Okay, isn't that a great advantage right there?

Nick: Yes.

Michael: You'll be talking to someone live within 60 seconds from the time the phone rings, then Andy or Randy will walk you through any solution you have starting the second after you sign-up with us by phone, and we also offer 24 hour email support if that's something you prefer. So, you offer both advantages.

Now, after each thing, you want to always be closing. ABC – Always Be Closing. So, in red, I've put a closing question, a tie down question, which is just simple, "Is being able to get someone by phone important to you, Nick?"

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Nick: Yes.

Michael: There you go. Okay? They just slowly committed themselves by saying yes. Nick, another thing that's really important to consider is website downtime. When you have a website, the most important thing is having it up and accessible for your site visitors. Many other providers are just resellers of hosting services and have no control over the equipment that your site is running on.

Here at Advanced Network Hosting, we own all of our own equipment. It's located right here in Chicago, down the street from us, in one of the most secure and sterile facilities in the world. What this means for you is out of entire month, your website maybe down for a total of three minutes. Is having your website up something that's important to you Nick?

Nick: Yes.

Michael: Okay. Number three – here's another reason that people do business with us, Nick. We offer five times the disc space. If you're like most people we talk to Nick, you have no idea about what disc space is or means. When you get a website, you do not know the amount of disc space you'll need. Other hosting companies take advantage of this. They play a game called, "Bait and Switch". We don't do that. We give you enough disc space for you to grow well into the future.

While other website companies may use this as a tactic to get you in on the front, and they know you're going to run out of disc space soon and then they sell you a much higher costing plan down the road.

Well, here at Advanced Network Hosting, we don't play that game. We give you five times the amount of disc space compared to other leading providers. To illustrate what this means for you, here's an example.

If you went ahead and got hosting from another company for about the same price, you would only have enough disc space for about 50 web pages on your site. But, for the same price, when you order from us, you get enough space to host 250 pages. That's five times what others offer for the same price. What would you rather have?

Nick: The five times.

Michael: Okay, now, remember we did those numbers. So, this is based on what we talked about. This equals out pretty much.

Nick: Right.

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Michael: Now, Randy and Andy and you can look at these other ways of saying it. You're going to do this enough times by reading it, but then you're going to get your own version in your own head. Do you know?

Nick: Yeah.

Michael: All right. Number four – give them bandwidth. We offer 650 megabytes of bandwidth with our hosting plan, and the best way I can explain bandwidth, Nick, is to compare what you get with us to what you get with many other hosting companies.

Let's say you wanted to put 20 photos on your website. With 650 meg, you would be able to view all 20 photos 32,500 each month. With other leading website hosting companies, you'd only get 65,000 views. You get five times more bandwidth with Advanced Network Hosting. We don't play games with you. We give you everything you need to grow for a long period of time, and we give you about five times the value for the same price. What would you rather have? Okay?

Nick: Yes.

Michael: Then we just have one more, and lastly Nick, this is really important and something most new website owners never even consider. It's the page load time or PLT. Do you know the number one silent killer of website sales is PLT, page load time?

If you take a hundred people and send them to a webpage that takes more than ten seconds to load, 75 of those people abandon the site. The worse part about it is you and your business will never have had a chance to get that visitor as a customer, and you will have lost your chance to gain a new customer or client and you have lost on all the gross sales that that client who could not see your webpage could have brought you.

When you order from Advanced Network Hosting because we have a direct relationship with the data center and because we host all of our own equipment in the data center, and because we are only a couple of minutes from the data center, and it's in a clean, sterile environment, and it's one of the largest data centers in the world – when you get a website from us, your page will pop up almost instantly.

Now, if you're trying to sell a product, Nick, on your webpage or service and you can get people to your webpage but it's taking more than ten seconds for your page to load, what do you think is going to happen to your potential customers?

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Nick: They're going to leave.

Michael: They're going to leave. Now, what would you rather have? If you can lead people through these things, and I'm not saying you have to do every one of them, okay? Because they may give you a hint about what they're looking for and their experience.

I put, "Six and Seven – new advantages here" because Andy and Randy know what the most common questions are. So, based on that, they need to create their own scripts and you should have Randy and Andy write down their five top most common questions from people who call, and if you and I haven't answered them here, have them script out their canned answer, their best answer. Then, get it to me, and then I'll expound on it and we'll include these things.

So, let's say someone calls in. Now, go to the top of the page. I've got bookmarks. So, let's say someone's saying, "Well, I've got shitty customer support."

So, click on customer support, boom – it's right there.

Nick: Okay.

Michael: All they've got to do is read it. You could have those five main questions or every objection we can have up in here and have it bookmarked to a script. This is your sales script book. This is how to answer the common questions everytime, and your sales reps won't even have to think about it.

Now, as this thing grows, let's say you want to bring in another rep. By having it all up on a page like this, you could have someone doing this at their house.

There's a company called Jet Blue, a big airline. Have you ever heard of them?

Nick: No.

Michael: All right, it's called Jet Blue. They're humongous airline. They have all their customer service people answering and taking reservations right out of their homes because with the phone technology, you can have your calls routed to any number you want. Do you know what I'm saying?

Nick: Right.

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Michael: Does this look like it could help you if you guys used this? Are you committed to getting them to try this for a couple of weeks to see what happens?

Nick: We'll try it.

Michael: Let's go to entering and capturing data. The first thing you're going to do is read this script and you are going to get their number. Now, see the enter capture data form? Do you see where you have the double asterisk in red? Actually, I want to change this script, and what you want to do is, "May I get your first name and your area code and number you are calling from?" Okay?

Nick: Okay.

Michael: First name and area code and phone number – that's the first thing you want to get. So, they'll say, "Mike at whatever." So, I want you to fill this out, Nick. Okay?

Nick: Okay.

Michael: So, put Nick, put your area code and phone number in the first field.

Nick: Okay.

Michael: Now, the reason why we have it in the first field is because once this form is submitted, you're going to be put in an automatic reminder series to remind you to call back that person, okay?

Nick: Okay.

Michael: You've got your first name and phone number in there.

Nick: Right.

Michael: Now, you're going to go to the email. Now, this isn't the person's email. This is your email address. So, it's going to be nick@advancednetworkhosting.com or whatever. Put your email address right there.

Nick: Okay.

Michael: So, Andy would put his. Randy would put his everytime he takes data. Now, you don't have to get all of this information from the person, but the more the better. Most important is a phone number. You've got your email, last name of the person, address. If he has a current URL, get a current URL, and the reason I say this it gives you the chance to go to his website and see how

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skilled he is as a website customer. You can go look at the site and see if he's a total beginner. You can see who he's hosting with. You may know something about the competition. So, it's good intelligence.

You may have an opportunity to upsell him on website design.

Nick: Right.

Michael: You could look by his website and see some of his needs. The copy may be terrible on his website. This is a service you could partner with and as I work with you, I'll show you how to do this. We'll create partners that could provide all these services that you could refer your customers to and you can get a piece of the action, okay?

Nick: Okay.

Michael: City, state, zip, country – now, you want to get their phone number again. You can just copy and paste it from the first one, their current email address. Now, here's some questions. Here's where you're going to find out about your customer.

You've already got them giving you their information, and now you want to find out a little bit more. You've already asked them is it their first time calling. So, you would put Y for yes or no, and we could modify this form where there's drop down boxes.

Do you currently have a website? So, you put that. So, go ahead and type this in as we go. If so, what problems have you had? We want to find out what kind of problems have they had in the past. Where's the pain? Okay? Because if they said, "Well, my website was down all the time." Well, guess what you could do. You could whip up to the top of the page, and click on "down time" and say, "Well, I can understand that." And, you can start selling them right away.

Nick: Right.

Michael: On a level of one to ten, how skilled are you setting up your site? So, we want to know is this customer going to be a pain in the ass. Is it a customer that's going to sign up and really not going to need to follow up with them that much? How much hand holding are they going to need? Get an idea about them.

How would you like to use your website? Let's find out what some of their dreams are. What's the plan? Why do they have the website?

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Nick: Right.

Michael: Because all of this is going to tell us where they're going, where they want to go in their business, and they're going to need all kinds of products and services. So, we can estimate by having this information, and we can go back to it later at a later date. We can go into our database and know something about our customer because you're not going to remember it all.

Do you plan on having more sites in the future? Ching-ching, that's potentially more hosting for you. How many pages do you expect to have on your site? Get an idea how big the site is. It will tell you what package you may need to offer and how much space. Maybe they need a dedicated server based on what they're telling you.

If you're a business, do you sell internationally? This can tell us are they selling a product online. Will they need shopping cart features? More products and services you can offer them, right?

Nick: Right.

Michael: Do you want the ability to sell your products online? Okay, that's the shopping cart question. Are you the main contact person for the site? So, who's the decision maker? Who are you going to be dealing with?

How soon do you need to be up and running? Do you need any help building the site? This is another service you could provide and offer that and charge them for that. It may be a company that has a lot of money and they don't want to screw with it. Well, you've got contacts who can build websites, don't you?

Nick: Right.

Michael: Would you like to submit your site to all the search engines? If they say, this is a service you're going to offer, right?

Nick: Yep.

Michael: And, you're going to charge money for it. Have you heard about Operation Blackout? And, they may say no. That's a lead-in question. Remember we were talking about registering all the domains - .us, .info, .biz. A lot of people never think about that. So, if they're gung-ho, they've got a business and their eyes are big and believe they're going to do very well. The last thing they want to do is someone to squat on their name.

Nick: Right.

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Michael: This is like when you go to the electronics place and they sell you an insurance policy in case the radio breaks. There's a lot of profit in that. Can you recommend or refer anyone who may need website hosting services? When's the best time for you to get referrals? Right when you have them on the phone. If everything's going good and you've articulated the reason why, and you can get a feel that they're into it and it's going to go, the best time is to ask right there even before they've ordered. Just see what they say because you're going to ask multiple times.

All right, have you entered that data?

Nick: Yep.

Michael: Now, you entered that data, and you'll do this with every new call. Now, did you see how it took you to a thank you type page?

Nick: Right.

Michael: Okay, it says, "Information captured. Go back to main form." So, you're back to your main form ready for the next guy.