



Selling Your Services with Constant Contact

How to uncover your clients' needs and position your services to help them grow their business.

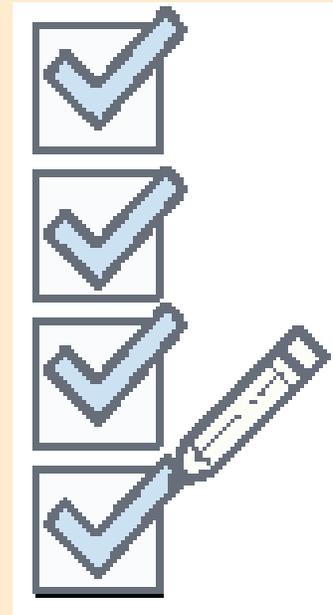




One of the reasons that we're so excited about Constant Contact is because of all the different opportunities it creates for you, our Solution Providers. From Email Campaigns to Surveys, Facebook Fan Promotions to Local Deals, we've designed Constant Contact to be the single marketing tool you need to develop campaigns to fit your clients' needs, expand the scope of your services, and grow your business.

Constant Contact's internal sales team has developed an effective method for uncovering the needs of our trialers that we're excited to share with you. Through a process of asking the right types of open-ended questions, listening to the needs of the small business owner, and presenting a valuable recommendation that will solve their problems, our sales team places the majority of our Constant Contact customers in the Email Plus Package.

This guide is designed to teach you the same process and techniques



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Getting Started: Keep it Simple

The majority of small businesses and non-profits who come to Constant Contact already have the mindset that they need to be using email marketing. Our internal sales team always digs deeper to understand what their business goals are so we can ultimately uncover why they want to use email marketing. This will also help you determine a baseline for which Constant Contact Package will best fit their needs.

Your clients are likely coming to you because of one of the core services you offer, perhaps it's web design/development, copywriting services, marketing consulting, or social media management. Since you're probably already accustomed to packaging email marketing with your core services, you can take the same approach with Constant Contact as you try to uncover *why* they want to use email marketing in conjunction with your core services.



When speaking with your client, try to determine if they are...

- Looking to increase their social presence
- In need of new customers
- In need of customer feedback
- Running events or customer meetups
- Looking to grow their business through an online promotion, trackable coupon, or a local deal
- A nonprofit who is collecting donations or fundraising
- Lacking design experience and wants their email template branded for them

If the answer to just one of these questions is **yes** then your client will be a great fit for **Constant Contact's Email Plus Package (or even Personal Marketer)**. Why? **Your client has just expressed a need for another campaign type in Email Plus, besides Email Marketing.** By using the Email Plus package, your client will benefit from the power of using multiple campaign types together.

When Constant Contact's internal sales team is talking to a small business or nonprofit, this is the exact same approach that we use. We are approaching every one of our conversations trying to determine "*what is the one feature of Email Plus that will provide the most benefit to this business?*" Once we've determined that feature, it's much easier to dig deeper into *that* feature than it is to continue to try and sell them on *other* features of Email Plus.



Step 1: Identify Your Client's Needs

Start by asking simple open-ended questions that will get your client to talk about their business and bring up the things that are most important to them.

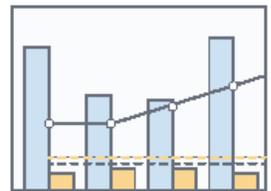
When you begin your discussion with your client, your goal is to identify which of your services will best solve their business needs. But first, you need to have a baseline understanding of your client's overall business.

Example Questions

- "I'd like to get to know you and your business better so I can determine the best way to help. Tell me a little bit about your business."
- "How do you define success for your business?"
- "Tell me about your current marketing activities."
- "What has/has not been working for you?"
- "If you had no limitations when it comes to your marketing activities, what would you do differently?"

These kinds of open-ended questions will tend to get a wide range of answers so feel free to jot down notes and key phrases that they use. This will help you later on when you are putting together a proposal for what products and services you are going to recommend.

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If you need more advice about how you can best present value as a Constant Contact Solution Provider, don't hesitate to reach out to your dedicated Account Manager! They have the knowledge and resources to help you come up with a winning sales strategy.



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When our sales team asks these same questions we are actively listening for **conversation triggers** that will help us identify the one business need of the client that Constant Contact's Email Plus Package can address.

Here are a few examples of what we are listening for:

What Your Client Says	What They Mean	Feature in the Email Plus Package
"I'm not completely sure if my products or services are what my customers want."	"I need to understand my customers better. I need their feedback."	Feedback and Surveys
"Customers just aren't buying from me like they used to."	"I need to find new customers."	Local Deals, Facebook Fan Promotions, Trackable Coupon
"I have a Facebook page, but I don't update it very often."	"I know I should be doing more with social media."	Facebook Fan Promotions
"We're a non-profit and it's been difficult to collect donations."	"My organization fundraises and collects Donations."	Donation Campaign
"I wish all of my marketing looked the same as my website."	"I'm not a designer, but I want my email marketing to reflect my brand and website."	Campaign Design or Solution Provider Core Service
"I'm spending money and I have no idea if it's working."	"I don't track any of my marketing activities"	End-to-end tracking and reporting
"I have too many bills, and too many logins to remember."	"I use multiple marketing tools for my business."	Every Feature of Constant Contact

What do all of these triggers have in common? Each one of them maps directly to a benefit of using the Email Plus Package in Constant Contact. Take note of which triggers your client mentions.



Step 2: Ask High-Gain Questions

Now that you have a baseline understanding of the things that are most important to your client's business, you should focus on asking questions that dig even deeper into those needs.

The goal of these high-gain questions is two-fold. First, to uncover very specific information about how your client is currently marketing their business that creates an opportunity for you to recommend your services along with the Email Plus Package.

The second goal is to make your client start thinking about all of the different opportunities in which they could be marketing and growing their business (this will make your recommendation much easier).

Example Questions

- "How are you currently finding new customers?"
- "Is saving time something that's important to you when you're marketing your business?"
- "When is the next time you're looking to reach out to your customers again?"
- "Do your customers like to hear from you via email or social media?"
- "How do you currently drive your customers to your website / storefront / location?"
- "How you are currently collecting your customers' feedback?"
- "Do you have any special events coming up soon?"
- "Explain to me the seasonality of your business. When is your slowest season?"
- "How important is keeping your branding consistent in all of your online marketing materials?"

Take note of the specific business needs that come out of this part of your conversation. Your client is giving you the inside-scoop on all the ways they currently market their business and hopefully you're beginning to uncover some of the opportunities for how you can work with them.





Step 3: Confirmation

An important step in the selling process is taking a minute to confirm everything that your client has said to you as you've been asking them these questions.

Your client most likely came to you with a singular business need that your core services address: a new website, an updated logo, or perhaps some marketing advice. Before you begin to wrap up your conversation, you'll want to confirm with your client that you are both on the same page. This will help to build trust, show the client that you understand their issues, and will ultimately make your final recommendation much stronger.

Here's a simple framework to confirm your client's needs:

- 1. Recap their needs:** "Thanks for taking the time to explain your business to me, this has been really helpful. Based on our discussion it sounds like you are looking to:
 - Reiterate their business need related to your core services
 - Reiterate any additional business needs
- 2. Confirm your understanding:** "Am I right? Did I miss anything? Are we on the same page?"
- 3. Pause for affirmation.** If your client is not on board, clarify where you went off track and then recap again.

Remember: You should be aiming to make a recommendation in the form of "**[Core service] + Email Marketing + [Email Plus Package Campaign type] = Success.**" The power of combining multiple marketing activities is exponentially greater than any one activity alone, and it allows you to offer your clients a more complete service solution.



Step 4: Present Value and Close the Sale

At this point you should have a firm understanding of the specific business needs that your client has and the client should have confirmed them with you.

Now it's time for you to paint the picture of what is possible in the future state for this client. When you began your discussion with your client, your goal was to identify your client's needs and determine which of your core services were going to be a fit for your client. If you haven't done so already, this is a great time to integrate Constant Contact into your value presentation.

Integrating Constant Contact

"We're talking today because you were initially interested in [insert your core business services here]. From everything I've heard, I'm positive we are going to be a great fit for you.

In addition to the [core service(s)] you contacted me about, I wanted to also mention that I'm partnered with Constant Contact. What this means is that I can help you reach more of your prospects and customers through various email marketing-based campaigns.

Combined with my [core service(s)], adding Constant Contact into your marketing mix should be a seamless fit to help you grow your business.

In fact, I can set you up with the Email Plus Package, and give you a free Campaign Design to get you up and running right

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Constant Contact 

TOOLKIT

*Need ideas on how to put together Constant Contact-based service packages for your client? Check out our **Custom Services Guide**, or our **Getting Started with Constant Contact** co-branded asset (add your own branding and pricing), which are both in your Partner Portal!*

Unsure of how to get to your Partner Portal? Just call Partner Support at 1-866-811-1344 (US & CA), 0800 096 9279 (UK), 781-482-8662 (Rest of World).



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As you incorporate Constant Contact into your value presentation, think about how you can extend *your* service offerings by integrating Constant Contact into your client’s marketing plan. The chart below might help you in matching your client’s need with an Email Plus Package campaign type.

Client Need	Recommended Talking Points	Email Plus Package Campaign Type
Needs a better understanding of their customers	“...request for feedback link to get valuable, real-time feedback from your customers.”	Feedback & Surveys
Needs to be doing more with social media	“...promotion that prompts your recipients to take action on your social media pages.”	Facebook Fan Promotion
Needs new business and new customers	“...deal or coupon that will target your current customers and incentivize them to share with their friends and networks.”	Local Deal & Trackable Coupon
Needs to grow their list	“...coupon or content giveaway on Facebook that will prompt users to sign up for your mailing list.”	Facebook Fan Promotion
Needs to fundraise or collect donations	“...link directly to your donations page that will drive donations and show donors how close you are to hitting your goal.”	Donation Campaign
Needs to track their marketing	“...end-to-end tracking report that tracks down to the offer, email address, and action so you will be able to see who is doing what and all the different ways you interact with them.”	End-to-end tracking and reporting
Needs to promote their events and collect registration online	“...event registration tool that allows you to manage and promote your events online from start to finish.”	Event Promotion & Registration

Close Confirmation

“Does that sound like something that will work well for you? Does that solve your needs?”

You should listen for objections or proof points that need to be presented in order for the client to see the value in the recommendation you have just proposed.

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If your client disagrees...

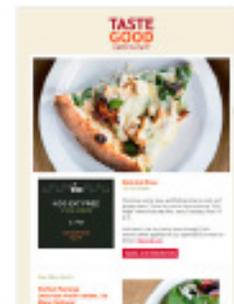
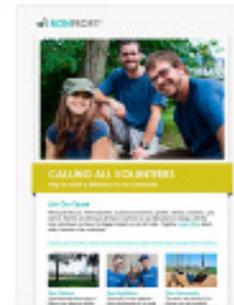
“Help me understand. You said that you were looking to [insert business needs], so was there something in my plan that didn’t sound good to you?”

This is a great time you tell them about another client you’ve successfully worked with. Small Business owners like to see and hear case studies about other businesses that are like them. It shows how your recommendations and services provide benefits in the real world.

If your client agrees...

“Great! I’m really excited for what this is going to do for your business. The package we went with is really going to make this simple for you.”

It’s as simple as that! If you have questions about selling or how to develop your service offerings to your prospects or clients, your dedicated Account Manager is standing by to help!



If you’d like to discuss sales strategy and the services that you can provide around Constant Contact, please call your Solution Provider Account Manager.

If you have any questions about the functionality of Constant Contact, please contact Partner Support at partnersupport@constantcontact.com or call 1-866-811-1344 (US & CA), 0800 096 9279 (UK), 781-482-8662 (Rest of World).