

Lead Generation Profits

With Vondre Whaley

Questions & Answers Document

Q: Do you ever allow a client to "test" your leads? How do you handle the objection: "How good are your leads?"

No, we don't allow clients to test our leads. We use the power of scarcity and remind them that we only work with one business per city. We let them know that our leads are solid, and with their excellent sales ability they should be able to close a higher percentage than most.

Q: Are you charging the clients on a per month basis or an annual fee?

We charge clients on an annual basis because we want a full commitment. Plus, it keeps our company from having to go out and find new businesses to take over a territory in the event of a cancellation.

Q: How does Vondre respond when people ask about the validity/quality of leads?

I mentioned this in the question above, but here it is again.

“We let them know that our leads are solid, and with their excellent sales ability they should be able to close a higher percentage than most.”

In other words, we nicely let them know that their conversions with our leads depend on their sales talent.

Q: When you sell a client a protected territory for a year do you give them any kind of guaranteed minimum number of leads??

In some cases, we share with them about what they can expect but usually we tell them they get the number of leads the territory generates. It could be as little as 10 or as much as a few hundred. We insure them that their investment would definitely pay for itself.

Q: Won't the website get "Google slapped" since there is not much actual content on the page?

The software has a content management system where you can add many articles to your lead generation site. This would avoid any penalties by Google and help with search engine optimization.

However, by using what we call the SOTO Method, you do not need the search engines as much.

Q: Is the software included at this price? The software is worth that price alone!

Yes, the software is included and it's amazing! It powers your entire business and you don't need an autoresponder or set up any word press blog. It's all included with the software.

Q: Is the software something we place on our own server or is it on your server?

The software is placed on your server and you have to get a domain name. With this business, it's yours and you are in complete control.

Q: When a person pays 2k for exclusivity for a whole city, are they also charged per lead?

No, when a person pays for a territory, they get all the leads that are generated from the area.

As the owner of the business, you earn from selling multiple territories. Remember, the software allows you to hire affiliates (we call them state directors) and they promote and sell for you.

Q: What's the order link, again?

<http://www.snip2.com/re/vondre>