

Presenting Mobile Advertising To Merchants



Assumptions

- You've had at least one previous introductory phone call or in-person discussion in which you explained just a little about mobile marketing and couponing.
- The merchant does not know much more than the basics
- The merchant is not one of your current customers.
- The point here is that you've made an introduction of the service and you're using it as a lead in to a larger relationship. This allows you to talk to the merchant about growing his business and building his revenues, not just pitching rate savings.

Presentation

Opening

- "Mr. Merchant, thanks for taking time out of your busy schedule to meet with me. Every merchant I talk to is working harder than ever before to bring in more sales and build customer traffic.
- Ask a couple of open probing questions to get the conversation started, such as:

① "Tell me, how are you promoting your business today?"

② "How do you reward your best customers?"

- Then respond: "Thank you for sharing this information with me. I'm going to show you how to use Street Savings mobile marketing and couponing to bring in the sales and build traffic that will make your business grow faster."

Demo

- Ask the merchant to give us a try NOW. "You know, it's a whole lot easier to see how it works if you just try it. Why don't you give it a try now? Send a text that says "12345" to "56687." (Note that you will have your own unique code and you will use your code in place of "12345" for your demo). "And while you're doing that I can tell you what this service is all about..."
- When the customer gets the response back to the text message, point out what they are seeing:
 - ① Identify the business name, the telephone number and the message.
 - ② Point out the speed and emphasize the immediacy of the message.

- ③ Point out that now the cell phone number is in the database and the link is established.
- ④ This becomes the link for sending coupons, notices, more information, and rewards.

Presentation

Here are some presentation starters that you can use effectively:

- "Mobile Advertising is easy to start, simple to use and when you incorporate it into your business you will automatically engage your customer. It will re turn many times the investment you make and you'll be able to track your return."
- "Coupons and rewards programs are hot in this economy and you can use the most powerful medium to deliver them – text messaging. The combination of the two turns on sales and delivers repeat customers to your store."
- "People love rewards programs and they love texting. We took two great programs and put them together. Now you can get the best of both and they work together."
- "Mobile couponing is like steroids for your conventional advertising because this allows your sales message to hit the target every time – the message goes to someone who is interested, a loyal customer, enrolled in the service. Your ad dollars are enriched with Mobile Advertising."
- "You can mobilize all your conventional advertising. Your ads you can grab new customers and bring in customers who haven't shopped your store in a while."
- "Think of us as the 'Twitter' or 'LinkedIn' of advertising. You get to deliver a compelling reason for the customer to come in the store and make a purchase."
- "Mr. Merchant, can you see how this can work for your _____(type of business: restaurant, dry cleaners, salon, etc.)?"

Sales Materials Available

We have a multi-slide presentation available to use or incorporate into your pitch book. You also have access to the four-page Merchant sales slicks.

