



LEADSPONS SALES SCRIPT



Leadspons is a high-performance digital agency specializing in Web Design, Development, Digital Marketing, and Business Consultation.

Key Offerings

- Website Development (Custom, SEO-Optimized, High-Converting).
- SEO & Digital Marketing (Google Ads, PPC, Social Media).
- Business Growth Consultation (Sales Funnel & Strategy).

Business Challenges & Market Needs

- Clients struggle with low website conversions & poor marketing ROI.
- Businesses need better online visibility & lead generation.
- Competitor agencies fail in long-term support & performance tracking.

Solution Strategy

- Custom Web Development for optimized conversion.
- SEO & PPC Campaigns to drive traffic & sales.
- Consultation Services for full business growth support.

Figures & Key Metrics

- Beginner Package: \$2,499
- Accelerator Package: \$4,999
- Fast Track: \$9,999
- Super Fast: \$19,999

Case Studies & Results

- Increased client revenue by 150% with website revamp.
- Generated 500+ leads in 3 months via PPC campaigns.
- Scaled startup from \$5K to \$50K/month with growth strategies.

Competitive Advantage

- Lifetime after-sales support.
- Full-service approach with performance tracking.

Section of this Script	Purpose
1 Opening & Positioning	Establish credibility and capture attention.
2 Discovery Phase (Understanding Client Needs)	Ask the right questions to uncover pain points
3 Our Solution & Service Offerings	Present our services as the perfect solution
4 Cost, Value, and Comparison	Showcase pricing, competitor analysis, and after-sales benefits.
5 Handling Objections & Concerns	Overcome common client doubts with strong responses.

6 Benefits of Working With Us	Highlight our unique selling points
7 Closing the Call & Next Steps	Move towards securing the deal

Client Example: Edward

Agent: Draven

1 OPENING & POSITIONING

 Objective

Establish credibility, sound professional, and create interest immediately.

 SALES REP SCRIPT

Hello Edward, this is Draven from Leadspons. We are a results-driven digital agency specializing in Web Design, Development, Digital Marketing, and Business Consultation.

I came across your company and wanted to reach out because I noticed [mention something you got to know from the research]. Many businesses in your industry struggle with low conversions, ineffective websites, or marketing that doesn't bring results.

Before I share how we help businesses like yours, may I ask—how is your current website and digital presence performing for your business?*

2 DISCOVERY PHASE

 Objective

Ask targeted questions that guide them toward our services.

 Key Questions to Uncover Their Pain Points

Question	Purpose
Do you feel your website effectively converts visitors into customers?	Identifies if they need Web Design & CRO (Conversion Rate Optimization)
Are you currently running any digital marketing campaigns? If YES are they profitable?	Determines if they need SEO, PPC, or Social Media services
How do you currently generate leads or sales online?	Understands their sales process and how digital can improve it.
What are your biggest challenges in growing your business online?	Pinpoints major struggles (traffic, conversions, branding, etc.
Have you worked with a digital agency before? What did you like/dislike?	Uncovers their past experiences to position Leadspons as the better choice

 Based on their answers, move to the relevant service offerings.

3 OUR SOLUTION & SERVICES

Objective

Present our services as the best solution for their needs.

◆ Web Design & Development

Your website is your digital storefront, and a poorly optimized site means lost revenue. Here's how we help.

Feature	Benefit
Custom Website Design	Unique, high-converting, and mobile-responsive websites
SEO-Optimized Development	Ensures your site ranks high on Google
E-Commerce & Booking Integrations	Seamless online sales and customer interactions
Speed & Performance Optimization	Faster websites = better user experience and more

Example

We helped Flickrz increase their sales by 150% with a complete website revamp.

◆ Digital Marketing (SEO, PPC, & Social Media)

Having a great website isn't enough—you need traffic and conversions. We drive results through:

Service	What it Does	Benefit
SEO	Ranks your website higher on Google	More organic traffic & leads.
Google Ads & PPC	Paid ads that bring immediate leads	Instant ROI with targeted campaigns.
Social Media Growth	Builds brand awareness and engagement.	Connects with your audience & boosts sales.
Conversion Rate Optimization	Enhances website user experience	More visitors convert into customers.

Example

Our PPC campaigns generated 500+ leads for Real Estate and Web3 in just 3 months.

◆ Business Consultation & Strategy

Not sure where to start? We provide expert consultation to create a tailored growth strategy.

Consultation	Benefit
Market & Competitor Analysis	Identify opportunities & gaps in your industry.
Sales Funnel Optimization	Streamline customer journeys for higher conversions
Data Driven Decision Making	Use analytics & insights for smarter marketing

✓ Example: We helped a startup scale from \$5K to \$50K monthly revenue with our growth strategies.

④ COST, VALUE & COMPETITOR COMPARISON

🔴 Objective

Show transparency, pricing options, and why we are the best choice.

◆ Pricing Table

Package	Costing	Time for Results	Details
Beginner	\$2,4999	2 Weeks	KOLs Posts – 30 Exposures, Views – 40K Organic Reactions – 100K Traffic Growth – 1K-5K ROI – 120% Articles – 300 SEO Basic On-Page Social Media Marketing Basic Reports
Accelerator	\$4,999	2 Weeks	KOLs Posts – 70 Exposures, Views – 1M Reactions – 2.5M

			<p>Traffic Growth – 3K-10K</p> <p>ROI – 150% – 300%</p> <p>Articles – 800</p> <p>SEO Basic On-Page</p> <p>Social Media Marketing</p> <p>Basic Reports</p>
Fast Track	\$9,999	2 Weeks	<p>KOLs Posts – 150</p> <p>Exposures, Views – 3M</p> <p>Reactions 7.5M</p> <p>Traffic Growth – 10K-30K</p> <p>ROI – 200% – 800%</p> <p>Articles – 1000</p> <p>SEO Advanced Google & Social Media Ads</p> <p>Network Banner Marketing</p> <p>Comprehensive Reports</p>
Super Fast	\$19,999	3 Weeks	<p>KOLs Posts – 300</p> <p>Exposures, Views – 10M</p> <p>Reactions 25-30M</p> <p>Traffic Growth – 40K – 2M</p> <p>ROI – 250% – 800%</p> <p>Articles – 1500</p> <p>Full SEO Suite</p> <p>Google & Social Media Ads</p> <p>Network Banner Marketing – Full Ad Suite</p> <p>Comprehensive Report</p>

- ◆ Why Choose Us Over Competitors?

Feature	Leadspons	Blue Fountain Media	Cleverly
Custom Web Design	✔ Yes	✘ No	✔ Yes
SEO-Optimized Development	✔ Yes	✔ Yes	✘ No
Performance Based Marketing	✔ Yes	✔ Yes	✔ Yes
After Sales Support	✔ Lifetime	✘ 1 month	✔ 6 months

5 HANDLING OBJECTIONS

📌 Objective

Overcome doubts with strong, professional responses.

● We don't have the budget right now.

We understand budget concerns, which is why we offer flexible payment plans. Would a phased approach work for you?

● We already work with another agency.

That's great! May I ask—are you 100% satisfied with the results? We often work with businesses who switch to us due to underwhelming performance.

6 BENEFITS OF WORKING WITH LEADSPONS

📌 Why Clients Love Us

- ✔ Industry Expertise – Decades of combined experience.
- ✔ Tailored Solutions – Custom strategies, not one-size-fits-all.
- ✔ Performance Guarantees – We ensure measurable success.
- ✔ Full-Service Support – Everything from web to marketing in one place.

7 CLOSING THE CALL & NEXT STEPS

📌 Objective

Move them towards action—a booked call, proposal, or contract.

🎯 If They Show Interest → Schedule a Call

I'd love to continue this conversation. Let's set up a free strategy session. How does [mention the nearest possible time] work for you?

🎯 If They Are Unsure → Send a Follow-Up Email

I'll send over a summary of our discussion along with case studies. Feel free to review, and we can touch base later.

🎯 **If They Decline → Keep the Door Open**

No problem! If anything changes, feel free to reach out.