

# NYCP Customer Q&A Sales Script & Guide

## Purpose of this Guide:

This guide helps NYCP sales reps and customer service teams handle **common customer inquiries** about PR services. It includes **structured responses** and **sales-driven follow-ups** to guide potential clients through the sales funnel.

---

## ◆ General Inquiry – "What does NYCP do?"

### Customer:

*"What exactly does NYCP do?"*

### NYCP Rep Response:

NYCP is a premier **PR and media distribution platform** that helps businesses, entrepreneurs, and brands gain media exposure. We specialize in:

- ✓ **Press Release Writing & Distribution** – Get your story featured on major news sites.
- ✓ **Media Outreach & Placement** – Secure high-quality media mentions.
- ✓ **Editorial Features & Guest Articles** – Establish your authority in your industry.
- ✓ **Reputation & Brand Management** – Control your online presence effectively.

Would you like to see our **brochure with service details and success stories**?

*(Send brochure link and ask about their PR goals.)*

---

## ◆ Pricing Inquiry – "How much do PR services cost?"

### Customer:

*"What are your PR service prices?"*

### NYCP Rep Response:

We offer flexible PR packages tailored to different needs and budgets. Our pricing starts at **[\$XXX]** and varies depending on the services included.

For a **detailed pricing breakdown**, you can check our pricing page here: **[Insert Pricing Link]**.

Would you like help selecting the **best package based on your business goals**?

---

## ◆ Customization Inquiry – "Can I get a custom PR package?"

**Customer:**

*"I have specific PR needs. Can you customize a package for me?"*

**NYCP Rep Response:**

Absolutely! We understand that every brand has unique PR goals. If you could share a bit about your business and what you're looking to achieve, we'll craft a **tailored PR solution** that fits your needs.

Here are a few questions to help us recommend the best strategy:

- 📌 What industry is your business in?
- 📌 What's your main PR goal – Brand awareness, credibility, product launch, or other?
- 📌 Do you have any preferred media outlets or target audience?

Once I have this info, I can suggest the **most effective PR plan** for you.

---

## ◆ Publication Inquiry – "Where will my PR be published?"

**Customer:**

*"Which websites will publish my press release?"*

**NYCP Rep Response:**

Your press release will be published on a mix of **high-authority media platforms**, including news websites, business journals, and Google News.

While specific outlets depend on your package, we guarantee placement on **top media sites relevant to your industry**. Would you like to see a list of sample publications?

*(Provide a sample list of media partners based on their industry.)*

---

## ◆ Turnaround Time Inquiry – "How long does it take?"

### Customer:

*"How soon can my press release go live?"*

### NYCP Rep Response:

Our standard turnaround times are:

- 📌 **Press Release Writing & Distribution** – 3 to 5 business days
- 📌 **Exclusive Media Placements** – 7 to 14 business days
- 📌 **Custom PR Campaigns** – Timeline varies based on scope

If you have an **urgent request**, let us know—we offer **expedited services** for faster publication.

---

## ◆ Content Creation Inquiry – "Can you write the press release for me?"

### Customer:

*"I don't have a press release ready. Can NYCP write one for me?"*

### NYCP Rep Response:

Absolutely! Our **professional PR writers** craft engaging, media-friendly press releases that maximize visibility and impact.

We'll work closely with you to highlight your key message and ensure your PR aligns with industry standards. Once drafted, you'll **review and approve** the content before distribution.

Would you like me to include **press release writing** in your package?

---

## ◆ Approval Inquiry – "Can I review my PR before it's published?"

### Customer:

*"Will I get to review the press release before it's published?"*

## NYCP Rep Response:

Yes! Before we publish your press release, we'll send you a **draft for approval**. You can request edits to ensure the content aligns perfectly with your brand's message.

Once approved, we'll proceed with distribution and provide a **publication report** with live links.

Would you like us to start drafting your press release now?

---

## ◆ Long-Term Visibility Inquiry – "Will my press release stay online forever?"

### Customer:

*"Will my press release be permanently available online?"*

### NYCP Rep Response:

Most press releases remain **online indefinitely**, but some media outlets may archive or remove content after a period.

We provide you with a **detailed publication report** with all live links so you can keep track of your coverage. If you need permanent placements, we offer **premium media options** that ensure long-term visibility.

Would you like me to recommend a **package with long-term media exposure**?

---

## ◆ Next Steps – "How do I get started?"

### Customer:

*"I'm ready to proceed. What are the next steps?"*

### NYCP Rep Response:

That's great! Here's how we'll get started:

- ① **Choose your PR package** ([Insert Pricing Link]).
- ② **Make your payment** (we accept [Payment Methods: Card, PayPal, Bank Transfer]).
- ③ **Submit your press release** (or let us write one for you).
- ④ **Review and approve the draft** before distribution.
- ⑤ **We publish your PR** and send a media coverage report.

I can send the **invoice and next steps** now—how would you like to proceed?

---

## ◆ Additional Follow-Up Questions & Responses

**Q: Do you offer discounts for multiple press releases?**

*💬 Yes! We offer bulk discounts for businesses that require ongoing PR campaigns. Let's discuss your long-term goals, and I'll create a special pricing plan for you.*

**Q: Can I choose the exact media outlets where my PR appears?**

*💬 We work with a vast network of media platforms, and while we guarantee placements on high-authority sites, final selection depends on editorial approval. However, we do offer targeted outreach for premium placements.*

**Q: Do you offer refunds if my PR is not published?**

*💬 We have a high success rate with media placements. However, if for any reason your press release does not get published, we offer a full refund or a replacement PR campaign.*

**Q: Can I update my press release after it's published?**

*💬 Once published, most media outlets do not allow changes. However, if an update is necessary, we can submit a request, but approval is not guaranteed.*

---

## Key Takeaways for Sales Reps

- ✓ **Engage customers with clear, informative responses** while maintaining a sales-driven approach.
- ✓ **Offer personalized recommendations** based on the customer's business and PR goals.
- ✓ **Guide them toward a sale** by providing easy next steps.
- ✓ **Follow up strategically** if they need more time to decide.