



SMASH SOLUTIONS BOOSTER BAR OEM INTRO SCRIPTS & TALKING POINTS

For Resellers

SCRIPT ONE (LANE CLARK'S APPROACH)

Hi, my name is _____, I'm with a company called SMASH Solutions. We are based out of Utah and we are a technology & media company. The reason I am calling you, <name of prospect> is because we are in the same market that you are but instead of contacting all the businesses in your area, we look to partner with companies like yours. I would love to set up a time to meet with you and let you know what we offer and see if we can work together....

- If asked, give examples, tell success stories and talk about Alexa.*
- Have their website up in front of you and look up their Alexa ranking before you call*

So let me ask you, <name of prospect>, do you track your Alexa rankings?

- If the answer is, I don't know what that is, or no not really - I'll tell you....we have a tool you have GOT to take a look at. We are committed to helping companies and I would like to set up 20 or 30 minutes to show you our Booster Bar.*

Talk about the Variety Post or one of our clients and even show them some Alexa screenshots

Variety Post:

The Variety Post had an Alexa ranking of just over 18 million and in just a bit over 2 months their Alexa ranking has dropped to just under 500k! So we have improved their Alexa rankings. It's just unbelievable! We want you to take a look, do some due diligence and see what we can do for your company. We would love for you to take a look at the business tools and services that we have. We are working with businesses all over the place. When could we take 20 or 30 minutes of your time?

- If they will ask 'what is it you do exactly' just close to a meeting and tell them*
- If you were my brother <name of prospect>, I would tell you, <name of prospect>, you NEED to come hear about this.*
- If they request more info, tell them - You know, there are just too many moving parts to communicate the benefits in an email...I can send you my contact info and some*



proof of the results we have had but I encourage you to set up a time to take a close look at this.

SCRIPT TWO (HARVEY DOCKSTADER'S APPROACH)

- *Are you familiar with Alexa Rankings?*
- *What if I could show you technology that can significantly increase traffic to any website, dramatically improve Alexa rankings which translates into better search engine placement results?*
- *Our technology will make you a hero to your clients.*
- *Many companies claim to build traffic and provide results with Alexa but we deliver. I can show you numerous examples of websites utilizing our technology and their results. Let me check my calendar and find a time that works for both of us... You owe it to yourself and your clients to learn about this very effective technology.*

SCRIPT THREE (JERRY ULRICH'S APPROACH)

Get a new business license list

I'm a business startup strategist I work with a company called SMASH Solutions. I saw some recent activity on your business license. <Name of prospect>, are you new or are you an existing business opening up a new location?

Answer- I'm New -

I'd like to come sit down with you (or meet with you via webinar and chat). I want to see how I can help support your business because what I do is help build and support small businesses in our community. First off, I would like to come drop off a \$100 gift (or send via email) to you so you can start advertising in our ad network. We are a company on the rise and the way we have built our business is by building businesses like yours.



SCRIPT FOUR (VIVIENNE RUSSELL'S APPROACH)

My name is ____ and I work with a company called SMASH Solutions. We are a technology and business solutions company based out of Utah. The reason for my call <prospect> is we have some common ground. We are essentially going after the same market here in <state>, however, we prefer to identify companies that we can partner with versus competing with them.

After doing some research on <their company name>, I believe you are a prime candidate for us to form an alliance with. We have a remarkable tool that we have developed. It's unlike anything out there and is in the process of being patented. It's called the SMASH Booster Bar and it's been created quite a buzz. Have you heard of it?

Ok, well what it does is improve your Alexa rankings and deliver traffic to your website like nothing you have ever seen before. This technology has made a huge impact on the market here because the results are so dramatic and so quick.

We offer a white label sub-licensing agreement for the Booster Bar and that's where I believe you come in. You develop websites, right? Well I'm sure you are aware that there are just tons and tons of website developers out there, all competing for the same business, right? So what if you could be the hero in your client's eyes? We can provide the Booster Bar on a white label basis. This allows companies, like yours to offer a unique value to clients by giving them the sales hook they need to stand out from the hundreds of other website companies (or media companies, or social media management companies, etc.) out there.

So the Booster Bar can be added to the websites you build, it can even be made invisible to the user but what it will do is instantly drive massive amounts of traffic to their sites. You benefit here is that you can offer a value add that others can't which will make YOUR COMPANY significantly stand out from your competitors. It will also give you a monthly income on each website build that you don't have right now AND it provides you a reason to go back to your former clients and speak to them again.

Literally EVERYONE who sees the power of the Booster Bar wants it. What I would like to do is set up 30 minutes with you to learn about this technology in some detail. I believe this will provide you with a true competitive edge. When can we put 30 minutes on our calendar to take a look at the Booster Bar and the PROOF of the results our clients have seen in just a few short weeks?

Talking Points

- Intro: We are selling in same market. Like to strike up strategic alliances versus compete
- Done research & you are prime candidate for alliance partner
- Our technology has created quite the buzz, have you heard of it?
- Massive traffic from media network partners. Alexa results. Dramatic & fast



- We offer sub-licensing, OEM. Many advances:
 - Stand out from the crowd in their industry
 - Their branding versus ours
 - Integrate into product or service and charge what you want
 - Monthly profit center for them
 - Provides talking point to go back to former clients
 - Booster has huge sizzle & will make them a hero in the eyes of prospects/clients/etc.
- Too much to explain details. Set up a time to look at it. 30 minutes. You don't want to miss this one!
- What day/time works best _____ or _____?

TIPS

The following tips are effective for SMASH Solutions:

- Don't sell the Booster Bar, sell the appointment.
- Don't get into too much about SMASH.
- Don't send an email out first unless you absolutely have no other choice.
- It takes a lot of dials to set up a few quality appointments.
- Network with others that you know and find out who they know; Website developers, Media companies, Business Consultants, Social Media Management companies, etc.
- BE excited about our Booster Bar and show that excitement in your voice
- Expect to have a few awkward calls on the first few, In fact, count on it! It's what is needed for you achieve optimum success
- Personalize it...We specialize in helping small companies through technology. We specialize in helping Website Development Companies like yours. We specialize in helping Media Companies like yours, etc.
- Express value.....we have \$3,000,000 invested into our suite technologies
- Build some report, create urgency then close....<prospect name> I have to tell you, this is something you NEED to look at before your competitors do. Let's get you booked to take a look this week. What day/time is best for you?
- Radio Stations - We specialize in helping in radio stations keep their traffic instead of giving it away through the 'listen live' link

