



# PAVE CREATIVE MARKETING AGENCY

Outside Sales Representative Handbook

# What is Pave?

We are a full force marketing AND creative agency led by industry leading digital marketers. A full team of specialists that can contribute to the growth of any company. **Whatever you can imagine, we can create, its that simple.**

## Our main services:

- Graphic design & Branding
- Paid advertising specialists (PPC experts)
- Performance Marketing
- SEO (Search Engine Optimization)
- Photography/Video Production/Large Scale Productions
- E-commerce & Amazon experts
- Web & App development (Font End & Back End)
- Content creation/Social Media Management

# About The Role

An outside sales representative conducts sale out in the field via interactions with both potential and existing customers. However they are not an official employee of the company and will be working as a 1099 Independent Contractor.

- Approach possible clients with excellent customer service
- Provide hands on explanations of our service and how it can be beneficial to their company
- Work as an ambassador and are responsible for maintaining good relationships
- Build trust and act as support for prospects
- Utilize the CRM platform from Pave
- Ensure that leads turn into potential future clients

# Responsibilities



Present, promote, and sell our marketing services using solid strategies to prospective clients, companies, and businesses.



Reach out to customer leads through cold calling, email, LinkedIn, and other strategies



Establish, develop and maintain positive business and customer relationships and turn leads you generate into sales.



Expedite the resolution by having the clients sign a minimum 6 months contract with our agency



Although you are an outside sales rep, present yourself in a professional manner with proper business attire for meetings and proper language/communication during phone calls & emails.



Be a professional! Don't do it "just to get by"

Continuously improve through feedback

# Do's

1. Market Research
  - Before you approach a company make sure to do research on their business
    - This will help you convince on how we can help them. Learn HOW they operate prior to reaching out to them.
  - Ask Questions
    - Evaluate what they are lacking in their business in terms of creative or marketing services.
  - Have a game plan on how we can be beneficial to them
2. Take notes
  - Be prepared for a a follow up, this will help you with a higher chance at closing
3. Dress to impress (Even if its a Zoom call)
  - First impressions are everything
  - You look good, you feel good
  - This will give you the confidence you need for a meeting
4. Follow proper COVID-19 Precautions and Protocols.
  - Wear PPE and masks

# Don'ts

1. Don't get discouraged
  - Remember that not all clients will sign, sometimes it can take many rejections to get that one client to sign. Make sure to stay persistent and don't ever get discouraged
2. Don't give up right away
  - Some leads require time and a few follow up meetings
  - Some leads may even take months to develop.
3. Don't ever offend the potential client or their business.
4. Stop making the same mistakes over and over again
  - Learn to take a step back and figure out why they might have no signed and what you can improve on for the next lead.

# Professional Advice

- Always be confident
- Know the ins and outs on what Pave offers and why they need our service in this day and age where everything is digital.
- If a customer says “your price is too high” always respond with “Sure, but wouldn't you agree that it’s more beneficial to buy overall best value and not just the cheapest?”
- You get what you pay for, and we are very good at what we do. We will do everything necessary for their growth and not just the bare minimum.
- Fully inform yourselves of our services and offerings.
- Inform yourselves of the costs of our services.
- **We offer one of the most competitive rates in the industry for comprehensive packages. They are essentially getting the work of 4-5 employees for their business for the price of 1 full time employee, without having to bear the costs of benefits, sick and paid time off, bonuses, etc.**
- Always push the potential clients for a minimum 6 months contract. This agency and all the independent sales reps thrive off of subscription plans.

# Professional Advice (Continued)

- Always ask questions first to gauge what their needs are, instead of starting off with why the potential clients should sign with us.
- Figure out their needs and work from there on how we are the perfect fit
- Relationships-based sales is always the most effective
- Make sure to build a relationship and be personable
- Find out their budget and work from there on which of our service can be the best fit for them. We have plans that are suitable to any small to enterprise level companies.
- The majority of our clients are e-commerce based companies or enterprises. Our most popular services include Amazon/Ecommerce management and performance marketing such as Google Ads, Facebook Ads, and various third party platform advertisement.
- Tracking and data analytics is also a strong suit of our agency.
- Pave has specialists and account managers capable of every corporate tier from small to enterprise level.
- Only reach out to businesses, companies, and corporations that can afford a minimum \$3500 marketing package a month. This usually excludes small mom-and-pop stores.



# FAQ's

## What am I selling?

- You will be selling marketing or creative services to businesses. We offer a monthly subscription service that can provide any service any type of business or brand will need for growth in the digital world. Due to the different approaches in various industries, we offer the best digital solution based on their needs.

## What should I know about Pave?

- Pave is a marketing agency that is capable of anything needed for a business. We can do everything from photography/video, graphics, web development, paid advertising, performance marketing such as Facebook or Google Ads, full Amazon management, social media, blogs, SEO, and many more. We simply “Pave” the future for brands.

# FAQ's (continued)

What are some of the best selling point that has worked so far for Pave?

- Convincing them that for the same price as hiring an in house marketing director or marketing manager, they can hire us and get a full force marketing team of professionals at the palm of their hands. It's a win-win situation, all the time. We also have one of the highest client satisfaction rates in the industry.

Am I a formal employee of Pave? Can you tell me more about the role?

- Until further notice, every outside sales representative is not an employee. That means you are responsible for FINDING LEADS and CLOSING CONTRACTS with the potential clients. Everything else after will be managed by us.

# FAQ's (continued)

What is my exact role as an Outside Sales Representative?

- You will be responsible for FINDING LEADS and LOCKING IN (Closing) the client with our marketing services agreement (contract). If you have any questions or cannot give an answer to their questions. Please do NOT guess what the answer may be and contact us by texting or messaging us. Someone internally at Pave will always be available to assist you.

What industries should I target?

- Any industry works as long as there is a need for digital marketing and creative services. Some examples include: E-commerce, corporations, tech companies, real estate, franchises, hotels, brands that sell products, small to enterprise level businesses, industrial companies, and government contract based companies.

# Compensation

How will I be paid?

- This is strictly a 1099 Independent Contractor commission based role. For monthly service so as long as the client makes their monthly payment, you will get a percentage every month they are signed with us through direct deposit, plus an extra percentage on the first month. We also have goal based incentive programs set in place with bonuses that come with certain milestones reached. Please refer to our “Outside Sales Reps Commission Guidelines” for more info. **Please note that you will be paid every time the potential client PAYS their monthly or one time service fee, NOT when they sign their contract.**
- **Selling our monthly packages means you will receive commission every single time the client you signed pays for their service. This is extremely advantageous compared to other sales role where there is just a one time commission. In the case the client stops payment during the middle of their contract terms, you will be compensated only for the duration the client has been paying for their services.**

# Tips on Market Research Prior to First Contact

Do you research prior to contacting a potential client

- For example, use [www.BuiltWith.com](http://www.BuiltWith.com) and enter the potential client's URL to learn what platforms the website is built on and how they are approaching marketing. The tool will tell you they are using Facebook Ads, built on Wordpress web development, or if they aren't doing any sort of marketing at all.
- Its so much more efficient to approach them by asking “It looks like you are using Facebook Ads for your business but why are you not utilizing the potential of Google Ads?” than compared to “Do you need marketing services?”
- Its best to inform them what they are missing, but never approach them by offending them. For example, asking them “You are running your business wrong” would be a horrible start to a conversation.

# PAVE Sales Information

- When it comes to selling PAVE as a service, you're selling someone a solution to grow their company with a team of professionals ready to do what it takes for improving their sales, business, social media, brand awareness, or KPI (Key Performance Indicators) which are metrics used to determine marketing performance.
- Most companies have weaknesses that can be identified through **simple market research**.
- Instead of the expensive cost behind hiring a full in-house team with the capabilities we have, you're getting our entire 360 marketing solution packages for less than what a couple entry to mid-level employee would cost.
- **Do not overpromise or provide false information. If you are ever unsure always mention that you will check with the team at Pave and get back to them. As an independent contractor sales rep, YOU will be responsible if you overpromise or spread false information. This is similar to a car sales rep selling a non operative vehicle but telling them the car functions perfectly fine.**

- Make sure first understand their budget before throwing out a price.
- Although rare, there are instances where the client will stop paying for their services during the middle of the contract term whether they go out of business, family emergencies, etc. Pave will only be responsible for paying you the commission of every payment we receive. You can however, always follow up with the client to ask for their monthly service fee that they owe to the agency.
- The PAVE Comprehensive Service Cost PDF file will be like your best friend. Read this guide over and over again before you begin your search.
- Ask questions about anything you don't already understand to someone internally at Pave through our messaging system and Outside Sales Rep portal on our website.
- You are responsible for text messaging, and data fees associated with communication between you and your potential clients.



# Tips on Finding Potential Clients

Social Media

Cold calling

Email

LinkedIn

Door to door sales

Using your network (most effective)

Feel free to use other platforms

Contacting marketing directors

Aiming for corporate or mid-level clients first