

How Kris Gets Prospects To Pay Him For Proposals

Daryl Rosser: Hey, guys. What's going on? Daryl Rosser here. Welcome back to another episode of the Lion Zeal show. In this episode, I'm interviewing Kris Reid, and we're breaking down how he's built up his agency. And, honestly, guys, there's a lot of cool nuggets in this episode.

Number one, if you're interested in building up an agency, then definitely listen to this. Especially the part on sales, where he's breaking down his sales approach and how that really differs to other people, because he's selling an audit. He's basically selling them on receiving their proposal, before he works with them, so he's not going in and saying, "Hey, pay me \$3,000 a month." He's saying, "Hey, pay me \$600 a month for this audit." He's breaking down how exactly he does that in this interview and how you can do the same.

Secondly, if you're interested in building up a team. So we're breaking down how exactly he's managing his team. There's some very powerful nuggets in here that, actually, he got from networking which is a whole other topic. I highly recommend you're checking this out if, one, you're interested in building an agency, two, you're interested in building up a team. Some great nuggets in there for both of you guys because he's built up a team, obviously, delivers his SEO service, and he focuses 100% on sales. We're going to get into why he does that in the interview today. I hope you guys enjoy it. Let's get straight into it.

Kris, thanks for joining me on the show today, man. It's cool to have you here.

Kris Reid: Awesome to be here, Daryl.

Daryl Rosser: For anyone who doesn't know you already, do you wanna do a little brief introduction as to who you are, what it is you do?

Kris Reid: Yeah, sure. My name is Kris Reid. I'm originally from Brisbane, Australia. I haven't lived there for 12 years now. I spent the first five or so working in the U.K. mainly and then around Europe as a software engineer. That's what I'm trained in. Got sick of working with big banks and selling my soul. At least you do get to sell it for a good price, which is nice. Backpacked around the world for quite some time. Found Southeast Asia to be the place that I liked to live. And found the world of digital mapping, which is what I do now.

Daryl Rosser: That's cool, man. Today you run an SEO agency, right?

Kris Reid: I do. We have a pretty cool agency. I like it. We have main offices in the Philippines, in the South, in a city called Davao. It's gone really well. It's very self-managed. In fact, the office has moved since last time I've been in the Philippines. I've never even been to the new office. They work on their own, which is really good. I'm in Cambodia. We used to have an office here, but we don't anymore. Everyone now works remotely. Got remote workers in Chiang Mai, in India, in the U.K., in Australia. It's good.

Daryl Rosser: That's really cool, man. I'm curious because we were just chatting before we started recording the episode. I can hear the noise in the room or something. We were just chatting about sales and most entrepreneurs, especially agency guys, are very good at sales. It's how they make their money, basically, right? Were you naturally good at sales? Is it something that came naturally to you? Or is it stuff you learned? Because especially being a software engineer. I imagine most software engineers aren't naturally good at going out there and selling to people.

Kris Reid: For sure. My dad was a salesman. Before I went to university, he did push me into a whole bunch of shitty sales jobs, like door-to-door selling crap. Which I didn't really understand at the time, but I'm certainly glad that I had the experience. It did teach me a lot about sales. He always said, if you can sell, you'll never go hungry. That's so true.

Yeah, then I spent years as a software engineer, but even the best software engineers, well, the ones that get paid the best, are the ones that can communicate the best, because it's really hard to build software and it's really hard to understand what the user wants and what you want to build. To be able to really get that out of them and into a design document so that you both understand, this is what I'm going to build, and then both agree on it and build the right thing, that's all communication.

Daryl Rosser: Interesting, yeah.

Kris Reid: Which goes through to sales in SEO as well. You need to still make a nice design document to explain to the user what they're going to get, have them agree that that's the right strategy for them and understand it and away you go. When I first started in SEO ... We started as a backlink company. When I first started learning about backlinks, I was like, "Wow, this shit is amazing." Back then it was pretty easy. You could add links and you'd rank. So we specialized in pretty crappy links, mainly forum profile backlinks. I built some software to manage this. I built a team of Philipinos to build all the links. We had two websites that ranked for the keyword backlinks, so we were getting a heap of traffic. People could just log into the system, buy some links, put in whatever keywords and URLs they'd want to target, and the guys would get them out and do it. They might get an e-mail, "Here's your links." That was working really great.

Daryl Rosser: What year was this?

Kris Reid: 2010, I think.

Daryl Rosser: Okay.

Kris Reid: Yeah, 2010, 2011, maybe even 2012. It was working really well. We had a big e-mail list that we were growing. I used to just send an e-mail and people would buy lots of stuff and it was pretty cool. But then we got smashed by Penguin.

Daryl Rosser: I was waiting for that part.

Kris Reid: Those sites got deindexed, which certainly lost a lot of traffic. But I already knew that the end was near for forum profile backlinks because they were rubbish. I didn't really enjoy working on that anyway. We had already started transitioning into being a real agency, providing better services and working with our customers in that way. That's really what I enjoyed a lot more too, is speaking with people, business owners, finding out what they want to achieve, and helping them get those goals. Thankfully, we were already well on the way to doing that, so we didn't die. But, yeah, that's how we transitioned.

Daryl Rosser: That's interesting. I know a lot of people really dislike the agency space and they're like, "ugh, I have to speak to people." It sounds like for most people it would be their dream that they just have a portal people log into and just buy backlinks. You actually prefer getting on the phone with business owners and chatting with them and stuff.

Kris Reid: Yeah, for sure. That's a super fun part of the job. People don't understand the power of digital marketing. When you explain it to them, it's like their eyes open up and go, "Wow, that's amazing."

I was recently just in the U.S. at a public speaking course called Heroic Public Speaking, which anyone who wants to learn public speaking, I would highly recommend it. I'm working with a professional content writer to help write a keynote speech to help educate businesses about digital marketing, SEO, specifically. And this woman, who, she works in Hollywood, professionally, in communication, and when I started telling her about SEO, she was like, "Man, that's amazing." Most people just don't understand it or know it. They have never thought, "How does Google work? How do you get to the top of that?"

And when I explained to her, when I first wanted to write a keynote, I went to Google, "How do you hire a speech writer?" I've never done that before. The results, there was no one to be found. The few people that I could find were really speech writers, one guy, his e-mail address was @AOL.com. I e-mailed him and said, "That's not very professional." He e-mailed back, "You little whipper snapper. I've got 20 plus years experience in this." Yeah, dude, I don't think you're the right fit.

It's fun educating people that are real business people about how they can grow their business and help building a plan to get them there, you know?

Daryl Rosser: Yeah, I like that. I think a lot of people get too caught up in just the idea of making the money from doing it. And not in the bigger picture, which is that whole business is revolved around genuinely helping businesses make more money and grow their businesses. Right?

Kris Reid: Once you have enough money, can pay for your rent, and put some food in your belly-

Daryl Rosser: That's a big, epic point, I guess. A lot of people are starting out, so they don't have that stage yet.

Kris Reid: That is important. You want to make sure that you can clothe yourself. Once you have that, if you double your income, you're not going to double your happiness. It's not about money. It's about doing what you like. Just yesterday, one of our developers did a bit of a crappy job on something. I had a real chat to him. I said, "Do you like your job?" I was not trying to be threatening. I even said that. "I'm not trying to threaten you or fire you anything, I'm just asking, do you like your job?" She's like, "Yeah." "Then why did you do a bad job? Do you take your pride in work?" I'd want to go home at the end of the day, going, "I'm really happy that I put everything I got into that." Are you leaving the office in the afternoon feeling that you've put everything you've got into that? Life's too short to not enjoy doing what you do.

Daryl Rosser: Let's get into some interesting details then. Aside from e-mailing people with AOL e-mail addresses and calling them out for having shitty e-mail addresses, how else are you actually going out there and acquiring your clients?

Kris Reid: I do quite a bit of podcasting. I'm on one right now. I do a bit of speaking as well. I try to go to conferences where there's business owners that are trying to learn how to grow their business. Every business wants stable growth. That's the thing that I really try to present as SEO. There's very few businesses that can have infinite new customers, you know? Unless you sell a digital info product, you can't. Even Apple, right, they have to estimate how many iPhones they're going to sell because if they under gauge it, they're going to have way too much supply and if they over estimate, they're going to have a warehouse full. A local plumber, they really have to estimate. If they have 10% more work, then now their guys have to do overtime. If they hire one more guy so that they don't, now they have to make sure that he has enough jobs.

SEO is so great that you can go, "Okay, cool, you get that much traffic. This is your conversion rate. You get this many jobs." If you want blah more jobs, all you need to do is increase the traffic by this amount. It provides stability so that business can grow at a stable rate.

Daryl Rosser: Interesting. You do a lot of podcasts and speaking and stuff like that, which I think is a very cool way of acquiring clients. What specifically do you do? If you're on a podcast, how are you getting clients out of that? Are you saying specific things?

Kris Reid: Certainly I try and be honest. One of our most recent customers who came from listening to a podcast, I said, "What did you like about the podcast?" She said, "I liked that you struggled. You weren't in it for the quick win." That's where a lot of SEOs are, right? They're like, "I'm making a million dollars over night." It shouldn't work like that. It should be stability. You should be building your business in a stable way as well.

Daryl Rosser: Sure.

Kris Reid: I try and be genuine. If you try and force it and work with people that you don't find are a good fit, you're not going to have a good time. Just a couple weeks ago, I made a bad decision and pushed a guy. We put together a strategy for him. I used my sales skills to really sell him, where it didn't seem like a great fit. He's been a real pain in the ass customer. We don't want him. It has just caused a headache.

Daryl Rosser: You know it as well, don't you, before you take them on?

Kris Reid: Yeah. I still make those mistakes. You get greedy, or whatever.

Daryl Rosser: Definitely.

Kris Reid: Especially when you have an agency, then it makes your staff upset because there's some guy ruining their day. It demoralizes the team. It's just not worth it. You've got to pick and choose which customers you take. Try and be authentic to yourself. And then you'll hopefully find the people that you enjoy working with.

Daryl Rosser: Here's a question though. We mentioned people that are struggling before, that maybe someone's in a full-time job and they desperately want to quit and build up their own business, should they still be picky and turn people away that are offering them money if they're not a good fit?

Kris Reid: That's up to yourself to decide. I guess we got pretty lucky. One of our biggest customers, who is still one of our biggest customers and have been growing with us for years, they were a huge percentage of our revenue. Thankfully, they're not as much of a percentage of our revenue anymore. I gather we got lucky there, from my home town. That would be a piece of advice that I'd give people is it's much easier to work with people that you relate with. So, in your hometown. I'm from Brisbane, Australia, and a huge percentage of our customers were from Brisbane, Australia, because I could talk about the same things with them and they'd go, "Oh, cool. You're genuine. You're a real guy. I

can relate to you." Just before the call, I was bitching about working with Brits because I'm not British so I don't relate so well to them. It's much harder for me to make that connection and make a sale. If you try and focus on the people that are like you ... It's better to work with people you like and trust. If you can network in areas with people that you like ... If you're a skateboarder, go and hangout at the skate park with people that do business.

Daryl Rosser: Absolutely. We were also talking, again, before recording, about kind of focusing on entrepreneurial business owners, people that actually understand business and want to scale. You were kind of complaining that some business owners don't act like business owners and like, "I want to keep all my money." Scarcity mind set, right?

Kris Reid: Yeah, for sure.

Daryl Rosser: The ideal client is someone that has kind of an abundance mindset. If I can invest \$1,000 and get \$2,000 back, that's a no-brainer.

Kris Reid: Yeah. We've got a customer that signed up about three months ago now. He so dominates his local market that he wanted to do this ... He's got three or four websites that are in the top 10 for his main keyword market. And he wants to take another city. He hasn't even sent us what site it is yet. He's already paid. I guess he's making so much money that he's like, meh, I'll get to that later. But he will eventually. He's already paid. They are the sort of super clients to work with because they understand what it's all about and how to dominate a market and invest money and get a return.

Daryl Rosser: 100%. How did you go from the backlink service into selling the agency services? I imagine a lot of your clients from the backlink services got hit, right?

Kris Reid: Yeah. Some did, for sure. We had already moved toward both PBN and outreach links, so we had transitioned our better clients to these sort of links, which are great. You make a good PBN and they're going to work forever.

How we transitioned to an agency is we used to just monitor everyone's ... They'd put in whatever keywords and URLs they want to target and we'd monitor their rankings. We'd notice that some would shoot up and some wouldn't. And the ones that don't, we would look at and go, "Why don't they?" Usually, so often, it's like, that keyword is not even on the page or the metadata is rubbish or whatever. I would just say to them, "Hey, this page is not great." They generally go, "Cool. Can you fix it?" "Sure!"

Daryl Rosser: Cool.

Kris Reid: A really nice way that we got to grow through that is the vast majority of our customers were SEO companies because you're selling backlinks, so we'd always target SEO companies because if you go for a retail customer, they can bring

you one website. If you go for an SEO company, they can bring you 100 websites. It allowed us to scale exponentially.

Daryl Rosser: Sell it to the agencies and then they resell the services, basically.

Kris Reid: Yeah. They still do. It's great. We actually work a lot with smaller agencies, like one man bands. They focus on the sales and their customers, and then they got our team to support them.

Daryl Rosser: I like that approach, actually. I think if you're starting out it makes sense, rather than ... We were talking about this as well. I'd be interested in getting to your team, actually. But when you're starting out, it does make sense to outsource all the work and just focus 100% on sales which is where you make your money.

Kris Reid: This year I hired an accountant, a free-lancer, one person. She went crazy on me. She just didn't give me my P/R. I said, "I'm not paying you anymore until I get my P/R." She fired me as a customer. I called my bank and did a chargeback and got a refund on all the work that she did. It worked out shitty for everyone. I didn't get what I wanted. She didn't get paid.

I then went and hunted around pages to find an accountant, which I wouldn't have thought would be so hard. But I eventually went with an agency, which worked out way cheaper, and you're not working with one person. If that accountant gets hit by a bus, there's someone else to pick it up and move along. It's heaps better to work with an agency.

Daryl Rosser: If you started out again and you got a client and stuff like that, you wouldn't go out there and hire a VA? You'd rather just outsource to an agency?

Kris Reid: Yeah.

Daryl Rosser: A loaded question.

Kris Reid: That is certainly a loaded question. As I said before the call, listening to your podcast with John Lodger, where he was talking about the first person you should hire as a project manager. I thought that's brilliant. Had I known that when I was starting out ... I'm a software engineer. I'm not a business man. I didn't know anything about business beforehand.

Daryl Rosser: Sure.

Kris Reid: We really struggled. I was trying to handle sales and project management and get the team to do stuff. In fact, one of the biggest mistakes that I made ... We were really growing at a great rate with me focused on sales. And I thought, well, to continue this rate, because I was doing the project management, I need to build a sales team. We went through so many sales man. At one point we had four of them and they were all terrible. They all came and go, doing next to

nothing, except slowing us down. When I got back to focusing on sales, we were growing rate. That's what I enjoy doing. I think his advice is fantastic. Hire a project manager or hire an agency and get the work done. Stick to what you're good at, working with your customer.

Daryl Rosser: I agree completely. What is your team set up now? You're doing all of the sales?

Kris Reid: I focus completely on sales. I try and get my day ... I speak to my team leads. Actually, when I met you in Saigon a couple months ago, as a really great guy that was there – Mads.

Daryl Rosser: Yeah.

Kris Reid: He used to be a management consultant for IBM. I was like, how the Hell do you manage people? We have 50 employees. It gets pretty hard when you're managing that many people. How do you do it? He said, "Just speak to your team leads once a week. Give them 10 minutes to talk about what they want to talk about, 10 minutes for you to talk about whatever you want to talk about. And then set some goals for the next week, and then do that every week.

There's seven people that I speak to every week. It's 30 minute each, so it's three and a half hours a week, which is not that much time. That's me managing the whole team. It works really great. It's going to compound over time as you keep doing it. It's so important. I travel quite a lot. He said, make sure you do it while you're traveling because it'll show them that you really respect their time, that you're on the road and you're making time to still make the call with them. It gives them more timing and power to go lead their team. You've got to check in on them and make sure that they're doing the right things.

Just, on that, when I was speaking to one of the team leads today, he was bitching about having to remind his team members to do things all the time. I said, I just read Jack Walsh, his autobiography. He's one of the best CEOs the world has ever seen. One thing that he said is it's his job to continually follow up with his executives. This is a CEO that ... His executives might be running a whole country or a billion dollar business. He has to continually remind them to, "have you done this yet? Have you done that yet?" That's part of management.

Daryl Rosser: Yeah, but I guess it's not a huge amount of people, right? You said 17 leads, right?

Kris Reid: Yeah.

Daryl Rosser: And then within them, that's separate departments, I guess, and they're running people themselves?

Kris Reid: Yeah, exactly. There's one guy that runs our PBN team. I talk to him. Then the chick that runs our content team. Chick that runs our SEO team. Outreach team. You just speak to team leads and then they speak to each other.

And then we have one weekly call where everyone is on the call together and just kind of summarize what they've been doing.

Daryl Rosser: Awesome. So it's one-on-one with each of them for 20 minutes and then a group call?

Kris Reid: And then a group call once a week. It really does wonders, for sure.

Daryl Rosser: I like that approach. I think that's very ... I just think if I build up a team myself, I could see that working extremely well.

Kris Reid: Have a chat with Mads when you're in Chiang Mai.

Daryl Rosser: Okay, yeah. That's a couple weeks now, actually. It's super soon. Awesome. Is there any massive tips you've learned as you've been scaling up the team?

Kris Reid: Yeah. Certainly education is the biggest thing. I read books and listen to audio books and listen to podcasts all the time. Hearing your podcast with John was a super game changer. It made me really realize that I need to be focused on sale.. That's what makes me happy too. I really enjoy it.

Daryl Rosser: That makes sense then.

Kris Reid: I jump out of bed and enjoy my work even more. That comes across. If you can try and ... I had been saying that for a long time. We try and work with our staff to ... If there's a job that they don't like doing, let us know so that we can get someone else to do it. I hate working with spreadsheets, but other people love it. Let someone else do it.

Daryl Rosser: For sure.

Kris Reid: That's the way you should structure your life.

Daryl Rosser: I know you're focusing on sales, is that including ... If an existing client wants to call up and chat with someone, is that you or is that someone else?

Kris Reid: I'm trying to get rid of that. I do do that. Our guy that handles our customers ongoing, it does a much better job than me anyway. He's more technical in SEO than me and just a nicer guy than me.

Daryl Rosser: Fair enough.

Kris Reid: He does a better job, so I prefer to leave it to him.

Daryl Rosser: Do you get much of that? That's the thing I think a lot of people are terrified about, they're going to get clients that are going to be e-mailing them every other day and calling them up like, "Where's my rankings?"

Kris Reid: Yeah. You really need to set expectations or they will. You need to set the strategy. At times when we've kind of dropped the ball a little bit, you end up having the client lead you and tell you what to do. You need to stop that and go, "Hey, you hired us because we're the professionals, right? Follow our advice and do it." When you be assertive like that, they tend to fall into line.

Daryl Rosser: I agree completely. I think we make a big mistake sometimes of thinking that they're in control because they're giving us the money. Actually, they're coming to us because we're delivering a service that they need.

Kris Reid: Yeah, exactly. Generally, once you've got a bit of trust, they're like, "Whatever." You might even speak every three months. You just send them the reports. Who knows if they even look at it. They're just happy as long as you can go, "We're making you more money. You spent this much with us. You made this much."

And that's a real thing to focus on too is customers don't really give a shit about rankings. Who cares? They care about making more money, right? They want more customers. Sure, the rankings help with that, but it's conversions.

Daryl Rosser: If you get those rankings for keywords that are relevant or whatever and you're like, "Here's all the traffic I've got you!" And they're making no money, they don't give a shit.

Kris Reid: Exactly. It's better to have five people that pay attention than 500 people that don't give a shit. That's certainly where we try and focus.

Daryl Rosser: Okay. Interesting. Are your clients okay with you ... You sell to them. You bring the client in. And then you're like, "Communicate with this person if you have any issues or questions or anything."

Kris Reid: I'll be CC'd on the e-mails. A potential customer the other day asked, "Will I be dealing with you over time?" Which is a genuine question. I CC'd Matt in on it and said, "No, this will probably be the last time you speak to me." I explained why. I said, "Matt will be doing your strategy. He'll be getting the work implemented. He's better at it than me. So if you need to talk to me, then sure. But, why bother?"

Daryl Rosser: Again, it's the expectations, right? You're not bringing them in and selling them on you and then suddenly, okay, go away, deal with this person.

Kris Reid: Yeah, for sure. You need to be clear that it's not you doing everything if it's not you doing everything, I think. Although, in the same breath, a customer we work

with who is a freelance web designer, she has a team, but she ... It looks like it's just her. That's her brand.

Daryl Rosser: I know SEO guys like that too.

Kris Reid: She does say that every bit of work goes through her, so she checks it and changes it if it's needed, but I don't know. Up to you.

Daryl Rosser: I guess it makes sense if you have a personal brand or something like that. People would pay me a lot more to do their SEO than my team. Just because ... It doesn't make any sense whatsoever. My team would probably do it better than me. But they'll pay me more because I have that personal brand. So, I guess in that context, whatever works for you.

Kris Reid: Indeed. Let's go with that.

Daryl Rosser: We talked about podcasting, speaking on stage, and stuff like that before. So someone watches a podcast, they watch this podcast for example, or another podcast, and they reach out to you, presumably, they check out your site, which I presume you'll mention later, and they contact you. What happens from there? How do you turn that lead into a paying client?

Kris Reid: Often I get asked things like, "How much is SEO?" Or "Can you fix my site?" And it's like, well, what the Hell does that even mean? Fix my site? What do you want done to it? We'll have a call. The first thing that I say is a mechanic can't fix your car without having a look at it. That's not free. I really like what you do with your video audits. I think that's a great process. You can have a quick look at someone's website and show them some value. Here's some stuff that's wrong with your site. Your metadata's not right or your silo structures are pretty rubbish. Let them know that you know what you're talking about, but don't go crazy. You just need to prove that you know what you're talking about. What we do is pretty much get them to pay for us to give them a proposal.

Daryl Rosser: I like that.

Kris Reid: We do a quick audit, which will give them a whole bunch of things that they can quickly fix to move them forward. But here's our long-term strategy: a six month strategy. These are all things that should be done, in the order that they should be done, to get these sort of results. And it's a really valuable strategy. They can go implement it with anyone else. They don't need to use it with us.

Daryl Rosser: But they won't.

Kris Reid: We hope they won't. We give them a price for a six month. We know this is what we recommend, but some people have bigger pockets and they want to, "Let's tackle it right now." And we go, "Okay, we can speed it up." Things like backlink acquisition takes time, so you can't do that instantly. We can make that

six month strategy done over three months. Or some people, if they're scared and don't want to spend so much money, we can lengthen it out a little bit and do it over nine months.

Daryl Rosser: Interesting.

Kris Reid: Basically, we get them to pay to-

Daryl Rosser: Map out that plan.

Kris Reid: Yeah.

Daryl Rosser: I like that. A lead comes in and they're like, "Hey Kris, how much is this SEO thing gonna cost me?" How do you even handle that first, before you even get on the phone? Do you address it and say we need to talk about it?

Kris Reid: Yeah. I generally talk about hotels.com. They spend tens of millions of dollars a year on SEO. They get a great return on it. You Google a hotel, any city in the world, and they are in the top 10. What's that worth? A ridiculous amount of money. You could spend ten million on your business, too, but you might not get a positive return on it. If you could spend a dollar and get \$50 return, how many dollars would you spend? That's what I try and say is, "Let's have a chat. Book a call. So we can determine what it is that you want to achieve and then try and work out the best way to get you there, or give you some options or information so you can determine what's right for you."

As we were talking about strategies of an SEO agency, it's the same with any business. What's right for them? It's kind of wrong for you to suggest it. You should go, "Here's option." Educate them. Let them kind of fit what's right.

Daryl Rosser: Absolutely. I like that e-mail. Also because you're getting them to the state of the mind ... You're saying, "These guys spend tens of millions." You're not like, "It could be \$500, \$1,000, \$2,000." You're actually talking a big, big company. You get them into the frame of thinking about the return on investment and not just, it's an outgoing cost of \$1,000, \$2,000, whatever.

Kris Reid: Yeah. One hard thing about selling SEOs is there are so many cheapskates in the market that will, "Oh, we'll do that for \$200." You're like, what?! Even when you're speaking to a customer or potential customer, put some big numbers in there so even if you're happy with the low end at \$2.5K or something, go, "That could be \$2.5K to \$10K, or \$20K." Then it makes the \$2.5K look pretty cheap. It's not such a, "AH!"

Daryl Rosser: I remember when I started out, I'd tell people, "My biggest client spends in the region of \$10,000 a month." It's framing their mindset and they're not going to freak out when I give them a price, even if it's \$2,000 a month or \$1,000 a month. They're not going to freak out when they see that then.

Kris Reid: Another thing that I always do on sales calls is try and ask them, what's the average customer worth to them?

Daryl Rosser: Yeah.

Kris Reid: So many people don't even know that.

Daryl Rosser: They don't.

Kris Reid: But if you can try and even estimate for them, "Would it be \$500?" You go, "Okay, so if your website is bringing you 10 customers a month and we increase that to 30 customers a month."

Daryl Rosser: Yeah. I think when you suggest it and you just give them a number, like \$500, then they usually have a better idea. If they have no idea and you just throw a number out there, they're not going to tell you if it's wrong.

Kris Reid: Yeah. Another really good sales tool that I have is a spreadsheet that shows their keywords and ad words, how much a few keywords would cost, and the average click-through rate of ad words, and then what it would be like if you were between positions 7 and 10 and then 4 and 7 and then 1 and 3, and how much traffic you would get through that average click-through and what that conversion rate would mean to how many new customers.

Daryl Rosser: I like that. Like an ROI calculator.

Kris Reid: Yeah. You can use that first number that you just got from them. Oh, your average customer is worth \$500, cool, and your conversion rate is this, so we know if we increase your traffic by this much, it'll raise your revenue, right?

Daryl Rosser: I like that. It's cool. You get them on the phone, you tell them the Hotels.com story and everything like that. What's this first call like? You're trying to sell them onto an audit sort of thing, right? How does this first call go?

Kris Reid: The first thing I do is ask them a whole bunch of business questions and scribble it down on a piece of paper. Let me tell you. I go through three things. What are their main products/services? Which ones are the most profitable? Which one they want to sell more of? Because different companies, you won't know about. We've got a customer that does printer repairs. We were going to ignore the keywords based around printer repairs because they had really small search volume. The repairs of these machines are like \$20,000, so they're really valuable for him. Unless you asked, you would know.

And then geographical location. But then we ask what sort of marketing they've done before. Have you done ad words? Try and work out how much they know about digital marketing. We recently had a locksmith in Northern Queensland that just spent \$20,000 on TV ads. And you're like, he's clearly got some budget

to spend and he wants to grow. He's willing to fork out \$20,000 on crappy ads. Then we really ask about their website. Sales process. What do they do with leads? What's the value of a lead? Definitely how much their website generates currently.

But then, they're goals. What do they want to achieve? Like I said before, if you're a plumber and you're getting 10 jobs a day, but you can only handle 12 jobs a day, you can't go much over that until they have to hire a new guy. How's that make sense for them? Once you have all that information, they now understand that you give a shit about them. You're not just selling to them. People love to talk about their business.

Daryl Rosser:

They love it.

Kris Reid:

Exactly. Yeah. And then I go and explain to them that anyone's that's just going ... SEO companies that have set packages, total BS because how can you say it's gonna be this big or this big? We go and take a look at your website, see where you're currently at. We know what your goals are now. So we build a strategy to help you achieve those. The silo is usually made before you even talk about a price.

Daryl Rosser:

Yeah. Just asking them questions about the business is extremely powerful. First of all, you're learning a lot. Secondly, like you said, it shows that you genuinely give a shit about them and their business and helping them.

Kris Reid:

Yeah. And they understand how you can help them. The trust goes through the roof. And then I explain what we do in a strategy and depending on how technical they are depends on how fast I go through that. But I look for a lot of "yes" questions.

Daryl Rosser:

Is this all over a phone call?

Kris Reid:

I try to always do it via Skype and share screens, so that I can show them the information.

Daryl Rosser:

Cool.

Kris Reid:

But you want to stop and ask them all the time ... The thing about listening is you can think a lot faster than you can hear. If you're sitting there listening to someone, you can be thinking about other things. When you're speaking, it's really hard to think about something else, too.

Daryl Rosser:

That's true.

Kris Reid:

You can control the conversation by asking questions, by driving them through your questions. So if you're talking about keyword research and they're thinking about lunch, nothing's happening. But if you stop them, and you go, "Does that

make sense? Do you like these keywords here?" Bring them back to it and get their opinion on it and see how much they're understanding and see how interested they are. If they're not, you better either move on or make it interesting.

Daryl Rosser: I love that. I listened into a sales call of one of my guys recently, my agency guy, and I was just like ... He went through the whole presentation. He didn't stop enough times. Every couple of minutes, every time you explain something, just say, "Does that make sense? Is that cool? Is that OK?" They're going, like, "Yeah, yeah, yeah." Such a better approach. And also it's engaging them, so you're not just speaking at them for 20 minutes or whatever.

Kris Reid: A beautiful saying is the buying starts when the selling stops, so it's in the silence.

Daryl Rosser: I like that.

Kris Reid: I think actually it was from one of your podcasts that someone recommended a book called, "The Little Red Book of Selling" by John Giddima, which-

Daryl Rosser: I don't know that one.

Kris Reid: It's a brilliant book. It has things like that. When you give the price, you should stop. Just stop.

Daryl Rosser: My dad's into sales, so I've been hearing this stuff my entire life.

Kris Reid: It's awesome. It can get awkward. One of our most recent customers, from last week, he also came from a good podcast. I gave him the price. And there was just silence for about 45 seconds. And then he was like, "Whoa, what time is it?" Because he was in New York, which is the opposite time zone, so it was quite late at night.

Daryl Rosser: As a cop out.

Kris Reid: I was just like, "It's 11AM here. I've got all day." And he eventually went, "Yeah, cool. Let's go for it." And I put his credit card in and run it.

Daryl Rosser: It's confidence as well, right? I've seen some people get to the sale ... On webinars, as well. I just did a webinar last night. People get to the sale and, "Okay. This is what the price is. Okay, bye."

Kris Reid: Yeah.

Daryl Rosser: They freak out and they have no idea what to do. If you just stop and go, "Here's how much it is to do this campaign." And then just stop and wait. It's confidence.

Kris Reid: You certainly should be confident in your product and your price and that it is a good price.

Daryl Rosser: This first thing you offer to them, you're selling them an audit or something? What sort of ranges do you charge for this?

Kris Reid: We do that at a set price of \$600.

Daryl Rosser: Okay. That's fair.

Kris Reid: Yeah. It's done at a cheap price because we ... We're not there to make money on it. We're there to get them as a long term customer. I always explain to people too, we're not looking for a ... A guy needed a website the other day. I said, "We don't do websites, really. We do them for our customers when they need them, so they don't have to go somewhere else." But I gave him this ridiculously awesome price. I said, "If you don't think that's an awesome price, you go and call any other web design company in Australia and I guarantee you they will not be able to beat it." I said, "The reason that I'm doing that for you, is because I want you as a long-term partner, so that we'll work together for years." It's not about the month.

Daryl Rosser: That's true.

Kris Reid: The strategy: do it cheap, get them in, show them the huge value, and hopefully you've got a customer for the rest of your life.

Daryl Rosser: Yeah, absolutely. They go and they buy this \$600 audit. I presume that's going to take a few days, a week, or something, to put together?

Kris Reid: Yeah. It depends on the team's workload, but we try and get it back as quickly as possible because they're excited now. If we can show them stuff, if we do the keyword research, and then give them a little teaser to go, "This is some cool stuff we found," or whatever, just to send them something while you're preparing all the information, keep them hot. But, yeah, the quicker you can get them back on the phone and walking them through it, the better.

Daryl Rosser: That was next my question. You're not just e-mailing this to them and saying, "Okay, here's your thing." You're getting back on the phone and you're gonna walk them through this?

Kris Reid: Yeah. Because it's super important to see someone's reaction. If you say \$2,000 or \$10,000, or whatever, is that expensive to you or is that cheap? One guy recently that I gave that \$600 strategy for, when I told him the price, he was like, "Man! I thought that was going to be \$2.5K!" You don't know how much that they're going to think it works. Like I often say, how much is a cup of coffee? In this city, you can buy coffee for \$0.50. You can spend \$5.

Daryl Rosser: And anything between.

Kris Reid: Yeah, exactly. As long as the customer feels they're getting value, that's the right price.

Daryl Rosser: Absolutely. You get on this next call. And you walk them through, hey, here's what you need to do. It's basically a proposal, right?

Kris Reid: Yes.

Daryl Rosser: Just an advanced one, better than most people do it.

Kris Reid: Mm-hmm. It's all of the different things. Here's your main competitors. Here's where they are ranking. Here's what they're doing. Here's how we can beat them. Here's how we can help you achieve your goals and all of the things that need to be implemented. The quick-wins audit, we go, this is the major stuff that's wrong with your website that should be done first.

Based on how much they want to know ... Some people are like, "Oh yeah, cool." You certainly need to show them enough that they know that you know what you're talking about.

Daryl Rosser: Yeah, I think that's the key thing.

Kris Reid: Yeah. And once they trust you, then-

Daryl Rosser: Is your pitch basically a "Here is what you need to do. Here is how much it will cost for us to implement it for you"?

Kris Reid: Pretty much. You try to sell the value on that too, right?

Daryl Rosser: Of course.

Kris Reid: No one really cares about the implementing, right? No one cares about the metadata. They care about what that's going to bring them. Focus on the benefit rather than what you're implementing.

Daryl Rosser: Absolutely. I presume ... I'm not doing this approach, but I'm presuming that probably the majority of people that get the proposal will go ahead and ask you to implement it after you've already sold them on \$600 to get that plan.

Kris Reid: Yeah. We've got a pretty high conversion rate on that.

Daryl Rosser: Yeah, I'd bet.

Kris Reid: Yeah, it's really good. Recently, one woman, who doesn't make very much money from her website, it's not a very good website, she was hesitant because

she had just been taken by a German SEO company that really kicked her ass and took a lot of money. We went, okay, let's work on one keyword. Here's one keyword that you want to target. We'll show you that we can ... We charged her. We'll rank this keyword for her and show you that we know what we're talking about. That gives her the confidence. We're still working on that project, but I can see the results are already starting to come in, so I'm sure she'll be a customer.

Daryl Rosser: Absolutely. Final few questions then. You said that when you're selling them a campaign, you're selling them over six months or you can push it forward to three months, stuff like that. Is this ongoing or is it just a six month plan, or what?

Kris Reid: Yeah. By the time you get them to six months, everyone is used to it. No one asks to stop. We'll just send them another six month strategy. Here's what we're going to do for the next six months. "Cool!" Generally, you've been speaking to them ... It's really important to get feedback from people. We can be lazy sometimes, too, which is a mistake, about e-mailing monthly report. You want to make sure that people get the value of that report. That's when you can see how their business is going after your six month strategy, or you can sell them on more. Okay, you're spending \$2,000 a month and you've been increasing at this rate. Do you want to spend \$4,000 a month and increase at a faster rate?

Daryl Rosser: I like that.

Kris Reid: You should really know them by then, you know?

Daryl Rosser: A lot of people try and reduce, right? They're like, "We don't have to do as much anymore." Why not go all-in and double down on it?

Kris Reid: Yeah, yeah.

Daryl Rosser: That's a great strategy. I like that also that your six months is just ... You're selling them on six months. Commit to six months. Commit to three months. You're not saying commit to \$3,000 a month forever. It's just, hey, it's a three month plan, let's execute it.

Kris Reid: It does get people in the mindset too that it's not forever, but I do always stress to them we're looking for partners forever. We want to make sure that we're giving you value and-

Daryl Rosser: But you reframe that in a positive, right? It's like, we're not looking to short-term make some money off you. We're looking for a partner.

Kris Reid: Exactly. And that's why I do use the word partner. Because we want to grow stably as well. We win when you win. We don't have contracts, so you can leave

at any time, but we are hoping that you will never leave. We'll do everything in our right mind to make sure that you don't.

Daryl Rosser: That's cool. I'm pretty straight up with my clients. It's like, I want to make some money out of you and I'm going to do that by helping you make more money.

Kris Reid: You put it like that and everyone wins.

Daryl Rosser: Yeah, exactly. Anything else that's interesting that we didn't get a chance to cover throughout the interview? Or we've done a pretty good job?

Kris Reid: No. Yeah, I think that was a pretty awesome job.

Daryl Rosser: Cool, man. What else? Final quick question, just to make it interesting. How about tools or things like that, processes, or interesting tools that you use in your business that you couldn't run without?

Kris Reid: I mean, the standards tool. I love SEMRush.

Daryl Rosser: SEMRush is cool.

Kris Reid: I use Majestic and Ahrefs. The standard kind of tools.

Daryl Rosser: Team management stuff, anything for that?

Kris Reid: I am really terrible at that. I manage my team using Boomerang, the G-mail plug in. I give people a task and I Boomerang the date for it to come back. And it better be done by that day.

Daryl Rosser: That's actually kind of cool.

Kris Reid: I think it blows some of my staff's mind, like, how does he always remember?

Daryl Rosser: Don't tell them. Just e-mail.

Kris Reid: Yeah. Because I always ask them, too. "Set your date." I say, "When will this job be done?" I say, "Any job that you can't do instantly, you need to log into Teamwork, which is what we use for project management, show me that you've logged it into and send me the due date, and then I'll put a Boomerang for the due date."

Daryl Rosser: That's cool, man. Well, I appreciate you joining me today. It has been really fun. Where can people find you if they want to connect with you, ask you questions, check out your agency, or anything like that.

Kris Reid: They can just Google, "the coolest guy in SEO" and they'll see me.

Daryl Rosser: You're number one? Cool.

Kris Reid: Yep. Cool. Well, I hope to see as many people as possible in Chiang Mai at Diggity's Event.

Daryl Rosser: It's gonna be a blast, man. All right, I'll see you there. Hope you guys got some value and I'll see you guys in the next episode.