

HOW SHEILA FROM MEDIAVANDALS 4X'D A \$3500 PROJECT INTO A \$12,000 PROJECT

A Sell Your Service Case Study



NOT JUST ANOTHER WEB AGENCY



PRICE BEFORE

\$3500

PRICE AFTER

\$12,000

INCREASE

400%

HOW WE HELPED:

- Closing training to get paid there and then
- Pitch script to sell live confidently over Zoom
- Training to offer a live discovery call rather than email
- Pricing and proposal templates

Sheila heads up Mediavandals, an agency that helps independent business owners close to retirement to build sustainable, scalable company identities, that they can then sell!

THE CHALLENGE

Confidentially delivering proposals that increase the average spend per project and close contracts sooner

Mediavandals' #1 problem was getting their clients to pay higher fees for projects claiming they didn't have the budget. Sheila would doubt her ability, question her discretion until, after a discovery session with a client, it became apparent that their business needs far outweighed their initial budget.

Sheila ceased the opportunity and estimated that everything in the project would be far more than the initial \$3500 that the customer had told her they had to spend on the project.

After writing up the proposal following a Sell Your Service template, Sheila had to decide how she would pitch the work - as it now came to \$18,000, 6X the original budget. Before working with Sell Your Service, Sheila says "*I would've sent it off and that would have been it. I would've just sat around and waited.*"

This usually meant that not only did customers reject the proposal sticking to the original budget, but Mediavandals had to wait for customers to get back to them, or worse, never even sign up.

It was pretty exciting. Honestly, I'm still in awe that I just turned a \$3,500 project into a \$12,000 project.



SHEILA HEARD
Mediavandals

The Solution

Live pitch template and "deal close" training

Sheila's default proposal delivery was to use the Marketing Funnel Proposal template, taking a week to reply to the client, and sitting back to hopefully await a response.

But not this time! Instead Sheila took action, using The Funnel Business Gameplan live presentation process and call script, she scheduled a video call to offer a deal and get the customer to sign there and then.

Sell Your Service teaches that sending a proposal and waiting is a great way to never close a deal. If the customer wants a proposal then they're ready to buy and you can get paid faster and easier.

The video call generated understanding and confidence for the client, they felt clear and it all clicked. Sheila's client feedback that they hope to have the ability to deliver proposals like that stating, they were "tired of the bullshit, your process was so refreshing"!

The Results

A 400% increase in price and more work to come

Initially the price was \$18,000 but the customer didn't need everything that Mediavandals was delivering. So they came down to \$12,000 which is still a 400% increase.

"When I got that email out, it just kind of clicked like, okay. This all makes sense. The client had a great experience. I learned a lot more than I would've if I would've just sent off the proposal, so I'm going to deliver a better product in the end, and we have a great working relationship already."

Mediavandals walked the customer through a 12 month project, again using SYS advise to address their problems and what happens if they don't take action. The live Zoom call allowed Sheila to offer a package where the client will see results as she understood their needs entirely, with the further promise of more work as results come in. Best of all the relationship was so solid they closed the deal that day.

Sheila got paid more, paid faster and the customer is already a huge fan of them and their business.

SELL MORE MARKETING FUNNELS AND GET PAID FASTER

Let's walk you through the steps you need to take to start increasing your prices, define a niche and sell more funnels to your customers. Click the button below and jump on a call with me or a Sell Your Service team member to take your funnel business to the next level!

JUMP ON A CALL



Attract

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