



Sales Thought Track

The Portal Program

How you deliver the Portal Program message will mean the difference between closing the deal and hearing a dial tone.

Sales Representative Says: “Hello, this is Steve De Laveaga with Fidelity National Title. I have a great opportunity for you. We work with a third party advertising firm who buys and places advertising. They are interested in advertising on your website.

Top Producer Says: “I am very busy”

Sales Representative Says: “I need 30 minutes of your time, can you meet for lunch or drinks?”

Top Producer Says: “How much can I make”

Sales Representative Says: “That depends on the volume of traffic to your website. That is something the firm can address with you.

Top Producer Says: “Does this mean I have to give Fidelity all my business?”

Sales Representative Says: “That is up to you. I am just bringing you the opportunity.”

Sales Representative Says: “When is a good time to meet?”

Remember the main focus of your conversation with this client is to share with them how there is an advertising firm that will find advertisers for their website. Which in turn will open a revenue channel for this client, the main point, is this will “Make Them More Money”