

The Local Business Win

Discovery, qualifying, and objection handling for local business owners — Private Label Agency

The mindset

A local business owner doesn't buy "SEO" or "ads." They buy **more phone calls, booked jobs, and a fuller calendar** — from someone who clearly isn't going to waste their money. Sell outcomes, prove diligence, and never use industry jargon.

Discovery questions (in order)

1. "Where does your best work come from today — referrals, Google, drive-by?"
2. "When someone searches [service] + [town], where do you show up? Have you looked lately?"
3. "What's an average job worth to you? And a great customer over five years?"
4. "How many more jobs a month could you actually handle?"
5. "What have you tried before, and what happened?"
6. "Who answers the phone when a new customer calls?"

Question 3 is the money question. If a job is worth \$2,000 and you get them three jobs a month, a \$1,795 retainer is free. Do that math WITH them, on paper.

Qualifying — walk away when

- They can't handle more volume (no capacity = no ROI = churn)
- They want guarantees of rankings ("anyone who guarantees a ranking is lying to you")
- The average job value can't support the retainer (sell them the \$199 website instead — they may grow)

Objection handling

"I get all my business from referrals." "That's the best kind — and it's exactly why Google matters. Every referral checks you online before calling. If they find one weak review and a broken site, the referral dies quietly."

"I tried SEO and it didn't work." "Most 'SEO' is a monthly invoice and a mystery. Here's what you'll see from us by day 30, in writing." [Show the sample report.]

"It's too expensive." "What's a job worth? [\$X] So this pays for itself at [N] jobs a month — and you'll see exactly where every call came from."

"My nephew handles our website." "Keep him — someone local who cares is valuable. We'll handle the parts that need a team: rankings, reviews, ads. He'll look better too."

The close

"Here's what happens next: we do a full audit of your online presence this week — you'll get it either way, no charge. If the plan makes sense, we start on the 1st. Fair?"

privatelabelagency.com — sell it as yours.