



Effective Negotiating® Seminar | Over 1 Million Attendees | karrass.com

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We've Trained Most Of The Fortune 500—Because It Works. Register Now From \$1199. Karrass®
Choose The Best. Get What You **Negotiate**. In 95 Cities Worldwide.

- ▶ Highlight what makes your company unique
- ▶ Benefits over features is a myth ... why?
- ▶ Include price, promotions, sales, exclusive offers.
- ▶ Use a registered symbol whenever you can ... increases CTR.
- ▶ Understand your landing page. Is it the appropriate follow up to your ad copy?
- ▶ On mobile, make sure to always show call and location extensions (if applicable)
- ▶ Know your principles of salesmanship: Scarcity, urgency, interest, motivation / triggers.
- ▶ Most people will make a decision based on the information in the headline, you cannot rely on the description.
- ▶ Stand out!
- ▶ Write at least two ads for every single ad group and TEST!

CASE STUDY: MEDICAL COMPANY

- ▶ Client who sells medical devices
- ▶ Large ad spend
- ▶ managing 6 accounts
- ▶ 90% of leads call to speak with a specialist, and sales team is responsible for selling the product
- ▶ About 15 sales people per company

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Campaign	Ad group	Status	Conv. rate	CTR	Conversions	Clicks	↓ Impr.
Total: All but removed ads ?						13.69%	5.37%	25,925.00	189,474	3,529,199
<input type="checkbox"/>	<input checked="" type="radio"/>	[Redacted] We Beat Any Competitor By \$200 Own A Portable Oxygen Concentrator For Only \$999 - Join 30,000+ Happy Customers	Broad Match Modified (Mobile)	[Redacted]	Approved	9.59%	3.65%	1,234.00	12,867	352,840
Total: All but removed ads ?						13.69%	5.37%	25,925.00	189,474	3,529,199
<input type="checkbox"/>	<input checked="" type="radio"/>	[Redacted] Clearance Sale -Up To 70% Off All Lightweight Models On Sale All Of Our Ultra Lightweight F... ; Are On Sale-Limited Time Only! The Battery Will Last All Day, But This Great Deal Won't-Call Now!	(AMG) Top Keywords	Top Phrase	Approved	24.33%	6.31%	958.00	3,938	62,431



RESEARCH. RESEARCH. RESEARCH.

A	J	K	L	M	N
Salesperson	Are leads typically buying for themselves or for a parent / friend / significant other?	How often do people ask about insurance coverage, on a scale of 1 to 10, 1 being never and 10 being always?	Insurance coverage Notes	Are you proactively using any specific sales techniques on your phone calls, or are you just sort of feeling it out as you go along?	what product features seem to be the most important features to your customers? (battery life, warranty, size, weight, color, settings)
Mary	Themselves - 70%	10	Most people call asking why it isn't covered by medicare... It's only covered if they never used oxygen credit before. Only repeats every	Making them wait while you "check" stock	price, weight, batterly life
Kelly	Themselves or spouse	9		Feel it out	battery life, weight
Bradley	Themselves - 60%, Family - 40% - 20% kids	10		empathy...	Battery life Weight
Jacob	Mostly themsleves	9		Feeling it out	Weight Battery Life
Aron	themselves - 50% -easier to close, spouse	9		Script	Weight Battery Life
Brett					
Jessica		10		make it personal	weight, battery life

The client told us that price is the one and only thing customers really care about.

PUTTING THE RESEARCH INTO ACTION

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WHAT DOES IT ALL MEAN?

	A	B	C	D	E	F	G
1	Original Copy						
2	Cost / Conv	Conv / Day	Conv / Mo	Conv / Yr	Cost / Day	Cost / Mo	Cost / Yr
3	\$58.00	150	4650	55800	\$8,700.00	\$269,700.00	\$3,236,400.00
4							
5	AMG New Copy						
6	Cost / Conv	Conv / Day	Conv / Mo	Conv / Yr	Cost / Day	Cost / Mo	Cost / Yr
7	\$39.00	150	4650	55800	\$5,850.00	\$181,350.00	\$2,176,200.00
8							
9	Cost Savings / Day	\$2,850.00					
10	Cost Savings / Mo	\$88,350.00					
11	Cost Savings / Yr	\$1,060,200.00					
12							
13	Additional Conv / Day @ Original Cost	73					
14	Additional Conv / Mo @ Original Cost	2265					
15	Additional Conv / Yr @ Original Cost	27185					
16							