

THE
Community
CONNECTION

POWERFUL MULTICULTURAL ECOMMERCE

Vendor Sales Pitch

For Affiliates of The Community Connection

| | |
|-------------------------|--------------------|
| Document Type | Sales |
| Document Status | Final |
| Version Number | 0.01 |
| Reference Number | R003.05 |
| Classification | Internal |
| Document Name | Vendor Sales Pitch |
| Publish Date | January 29, 2022 |



Table of Contents

| | | |
|----------|--|---|
| 1 | Sales Pitch – Request for Information..... | 3 |
| 1.1 | Introduction..... | 3 |
| 1.2 | Discovery | 4 |
| 1.3 | Presentation | 5 |
| 1.4 | Close..... | 7 |
| 1.5 | Onboard | 8 |
| 2 | The Objection and Closing Cycle..... | 9 |

List of Figures

No table of figures entries found.

List of Tables

| | | |
|------------|---|----|
| Table 1-1: | Sales Pitch – Request for Information – Introduction | 3 |
| Table 1-2: | Sales Pitch – Request for Information – Discovery | 4 |
| Table 1-3: | Sales Pitch – Request for Information – Presentation | 5 |
| Table 1-4: | Sales Pitch – Request for Information – Close..... | 7 |
| Table 1-5: | Sales Pitch – Request for Information – Onboard | 8 |
| Table 2-1: | Objection: I Must Ask my Spouse / Business Partner | 10 |
| Table 2-2: | Objection: Not Right Now / Later On / Not Ready / No Time | 10 |
| Table 2-3: | Objection: Doing it Myself / Friend Doing It / I Have Someone Doing It..... | 10 |
| Table 2-4: | Objection: Got a Quote from Someone Else | 11 |
| Table 2-5: | Objection: Other Projects Going On Right Now | 11 |



1 Sales Pitch – Request for Information

This sales pitch is in response to a business owner who has requested information about becoming a Vendor on The Community Connection. Typically, they would have already seen the [video presentation](#) and/or the executive summary.

1.1 Introduction

Table 1-1: Sales Pitch – Request for Information – Introduction

| | Stage | What to Say | Strategy |
|---|-----------------------|---|--|
| 1 | Greeting | <ul style="list-style-type: none"> Hi, _ [prospect's name] _? (Let them answer.) | Approach Strategy (In person and virtual) <ul style="list-style-type: none"> Smile (Makes them feel comfortable) Talk at arm's length distance (not in their space) Palms up/ No hands in pockets (non-threatening) Shoulders down (non-threatening) Eye contact (eyes even and head slightly tilted, caring) Match body angle (symmetry builds comfort) Match posture (builds comfort) Match speed of voice Match volume of voice Match voice inflection Match excitement level |
| 2 | Personal Introduction | <ul style="list-style-type: none"> It's _ [your name] _ , an (affiliate/partner) of The Community Connection. Just following up on your request for more information about becoming a vendor. Got a few minutes? (Let them say yes or no) | |
| 3 | Icebreaker (Optional) | <p>If you have extra time, break the ice further with these topics:</p> <ul style="list-style-type: none"> Weather <ul style="list-style-type: none"> How's the weather where you're at? Is it raining/snowing/sunny there? Sports <ul style="list-style-type: none"> Are you catching the game today? What team are you going for? Family <ul style="list-style-type: none"> Getting some family time in later? How old are your little ones? Occupation <ul style="list-style-type: none"> What do you do for work? You working remotely or on site? Recreation <ul style="list-style-type: none"> Taking a family trip soon? Dreams & Goals <ul style="list-style-type: none"> Big plans this weekend? What were you thinking on doing when you retire? | |



1.2 Discovery

Table 1-2: Sales Pitch – Request for Information – Discovery

| | Stage | What to Say |
|---|---------------------------------------|---|
| 1 | Transition | <ul style="list-style-type: none"> • Great! • I understand you offer [say their product]? • Let them answer. They usually explain their product. If they just say “yes”, then say, “Nice, tell me more about it!” • Let them explain. • Wow, that’s powerful! |
| 2 | Follow Up Questions | <ul style="list-style-type: none"> • How much were you considering scaling your business operations? • What are your tops concerns or needs when it comes to growing? • What are your short-term goals for your business? • Do you have any prospective clients on your radar now? • Do you have any partners or affiliates that you’ve considered having them sell your product for you? And get paid automatically to do it? • What is your monthly income goal if you had a system in place to grow it? |
| 3 | Acknowledge and Clarify their Answers | <ul style="list-style-type: none"> • I hear you, so it sounds like... • I understand, so what I’m hearing is... • Are you saying... • Let me see if I’m understanding this right... |
| 4 | Agree with their Ideas | <ul style="list-style-type: none"> • Wow, that’s a great idea! • That’s an effective way of doing it! • I really like the way you’re structuring this. • Your clients are really going to love that! |
| 5 | Qualify Budget | <p>(Choose your Qualification Question to ask them below)</p> <ul style="list-style-type: none"> • What monthly budget are you able to allocate for having us build the system to meet the requirements you mentioned? • Businesses typically allocate between \$200 to \$1000 per month range to run a system like this that meets their needs. Is your budget in the \$500 to \$1000+ range? Or more in the \$200 to \$500 range? • What do you typically spend per month to market your products? • Have you given any thought to a monthly budget to marketing your products? What would it be if you have? |
| 6 | Intent Statement (Trial Close) | <p>My role is to make sure we’re able to take on your project. At the same time, I’ll be sharing options with you, and if there’s a good fit, I can help you get started. Does that sound good?</p> |

Select the objection below to be taken to the response.

| | Objection |
|---|--|
| 1 | I must ask my spouse |
| 2 | Not right now / Later / Not ready / No time |
| 3 | Doing it myself / Friend doing it / I have someone else doing it |
| 4 | Got a quote from someone else |
| 5 | Other projects going on right now |



1.3 Presentation

Table 1-3: Sales Pitch – Request for Information – Presentation

| | Stage | What to Say |
|----|--|---|
| 1 | Company Introduction | <p>Were you able to catch the video or check out the executive summary?</p> <ul style="list-style-type: none"> If they say yes, then say: It was inspiring, wasn't it? If they say no, then say: No problem! The Community Connection provides online storefronts to help business owners sell their products and services. It circulates the dollar in the community by automatically paying affiliates to promote your products for you. (Usually, they'll say something like "Oh wow!", or "That's nice!") |
| 2 | TCC's Vision (Trial Close) | <p>If you had the opportunity to circulate the dollar in the [African American, Latino, etc.] community while automatically paying others to promote your products for you, wouldn't that be exciting?</p> |
| 3 | Your Vision | <p>Definitely. That's why I'm partnered with The Community Connection. I want my family to grow up in a culturally diverse economy that positively impacts the quality of life for everyone. [Or you can insert your own "Why"]</p> |
| 4 | Then and Now | <p>When people try selling online, they usually try expensive platforms like Shopify, Amazon and Etsy, which takes enormous fees (up to 15% in many cases), and then they charge you hundreds of dollars a month to add extra capabilities for your storefront. In 2015 The Community Connection came along and changed all that.</p> |
| 5 | Value Proposition | <p>So, here's what they created. The Community Connection gives you the entire storefront with all the capabilities included at no extra cost, all for less than what you would pay the other guys. Plus, we give you the ability to have your affiliates paid automatically when they promote your products. Payouts are daily into everyone's bank accounts.</p> |
| 6 | Build Value to \$10K/month minimum (or their goal) | <p>I want to make sure we understand what you're walking away with when you make a sale. The price of your product is [\$X], and you're paying [\$Y] to provide it to your client. This means your profit per sale is [\$Z], and so you'll need to sell [XX] units per month to meet \$10K/month [or their income goal].</p> |
| 7 | Identify/Clarify Pain Point | <ul style="list-style-type: none"> Are you concerned about burning yourself out while taking on clients on your own? Are you concerned about high fees cutting into your profit margin? (Confirm any concerns they mentioned in the Discovery Stage.) |
| 8 | TCC Partners (Trial Close) | <p>The Community Connection integrates with over four thousand leading brands like Google, Zoom, Mailchimp, Facebook and more saving you hundreds of man hours and labor cost. Would that free up time for you to interface directly with your clients and partners?</p> |
| 9 | Choice (Trial Close) | <p>Do you think you, and your partners who promote your products, would enjoy the benefits of automatic daily payouts so you can focus on taking care of your clients?</p> |
| 10 | Tailor their Solution | <p>Based on their type of product and their industry, your tailored presentation section will go as follows:</p> <p>"So, what we can do is...", or say "So, this is what we can do for you..."</p> <ul style="list-style-type: none"> Physical Products <ul style="list-style-type: none"> ... show you how to add the products to your storefront, ... automatically send your customer orders to your carrier, ... setup your shipping rules ... manage your inventory, ... add upsells and cross sells to each product, ... and set a commission amount you would like your affiliates to get for them promoting your product. Digital Products <ul style="list-style-type: none"> ... show you how to upload the products to your storefront, ... set a download limit and expiration date for each product, ... add upsells and cross sells to each product, ... and set a commission amount you would like your affiliates to get for them promoting your product. Appointments & Booking <ul style="list-style-type: none"> ... show you how to add the appointment calendar to your storefront, |



| | |
|--|---|
| | <ul style="list-style-type: none"> ○ ... set the pricing and availability of your appointment slots, ○ ... set the number of clients you're able to take per slot, ○ ... add or remove staff to take appointments as needed, ○ ... connect your Google Calendar, ○ ... create optional addons for your clients as needed, ○ ... add upsells and cross sells to each appointment, ○ ... and set a commission amount you would like your affiliates to get from them promoting your appointments. <ul style="list-style-type: none"> • Memberships & Subscriptions <ul style="list-style-type: none"> ○ ... show you how to add the [membership/subscription] to your storefront, ○ ... set the initial sign-up fee and the optional free trial period, ○ ... set the sale price and the expiration of the sale as needed, ○ ... give your clients login access to their members area ○ ... add upsells and cross sells to your [membership/subscription] ○ ... and set a commission amount you would like your affiliates to get for them promoting your product. • Event & Ticket Sales <ul style="list-style-type: none"> ○ ... show you how to add the event(s) to your storefront, ○ ... Add fields to for your attendees such as name, email and phone ○ ... automatically register your clients as attendees on your video conferencing platform ○ ... create printed tickets and email out tickets if needed ○ ... create addons for your clients to add to their tickets for your event ○ ... add upsells and cross sells to your event ○ ... and set a commission amount you would like your affiliates to get for them promoting your product. |
|--|---|

Select the objection below to be taken to the response.

| | Objection |
|---|--|
| 1 | I must ask my spouse |
| 2 | Not right now / Later / Not ready / No time |
| 3 | Doing it myself / Friend doing it / I have someone else doing it |
| 4 | Got a quote from someone else |
| 5 | Other projects going on right now |



1.4 Close

Table 1-4: Sales Pitch – Request for Information – Close

| | Stage | What to Say |
|---|---|---|
| 1 | Preemptive Strike (Preparing them for the close) | <p>So, based on what you need, here's what we're looking at, budget wise. The Vendor platform is just \$59 bucks a month, which includes the ability for your affiliates to be paid automatically for promoting your product.</p> <p>(If they also need another platform, then say) You're also looking at \$X bucks a month for your [name of more expensive platform here]. But since you're starting out at a smaller volume we recommend the \$[smaller amount] bucks a month option.</p> <p>That'll bring you to a total of \$XX bucks a month.</p> <p>Trial Close (Guilt/Stand-by-Your-Word Strategy) Would you say that fits within your budget we talked about earlier?</p> |
| 2 | Pre-Close | <ul style="list-style-type: none"> To get your first clients and meet your goals, we'll need to complete three steps. First, we'll need to activate your Vendor Storefront and setup your products. Then, we'll need to setup your [second platform] to onboard your clients. Those can be setup in 1 business day. Finally, we'll need to onboard your affiliates and partners (at no cost to them) so they can get paid automatically for promoting your products. |
| 3 | Close | <ul style="list-style-type: none"> Does that sound doable? (This is the close!) (POWER PAUSE) DON'T SAY ANYTHING!!! At this point, they will either decide to get started, or give an objection. |
| 4 | Minimize the Loss of Buyer's Impulse | <p>When they say something like: "Yes" or "Let's get started", then you say:</p> <ul style="list-style-type: none"> Great! Are you using your computer or cell phone right now? (This is a trial close to make sure they are serious about moving forward) At this point, you will do one of 3 options: <ul style="list-style-type: none"> Start onboarding them Schedule the onboarding for later that day <ul style="list-style-type: none"> No problem, I'll touch base in about [X] minutes and we'll get your Vendor Storefront setup for you. <p>They will give you an objection and you will handle it.</p> |

Select the objection below to be taken to the response.

| | Objection |
|---|--|
| 1 | I must ask my spouse |
| 2 | Not right now / Later / Not ready / No time |
| 3 | Doing it myself / Friend doing it / I have someone else doing it |
| 4 | Got a quote from someone else |
| 5 | Other projects going on right now |



1.5 Onboard

Table 1-5: Sales Pitch – Request for Information – Onboard

| | Stage | What to Say |
|---|-------------------------|---|
| 1 | Start | <ul style="list-style-type: none"> • Awesome! What's the best email to send the registration link to? • Great! Select the link in your email and let me know when the website pops up. • Now click the big yellow button that says Start Free Trial. |
| 2 | Profile | <ul style="list-style-type: none"> • Now, enter your information. Your Username is for login only and will not be shown on your store. • Let me know when you've hit the register button. • You can come back edit this information later on in your vendor dashboard. |
| 3 | Payment | <ul style="list-style-type: none"> • Now, select the payment option and click proceed to make your payment on our secure payment portal. • Enter your payment information and click Subscribe. |
| 4 | Thank You | <ul style="list-style-type: none"> • Congratulations! You have successfully submitted your Vendor Account Request. Check your email for your receipt, and a welcome message from us. Be sure to check the bulk, junk and spam folders, and whitelist our email to continue receiving important updates. Click on the Dashboard link to be taken to your store setup. |
| 5 | Payment Setup | <ul style="list-style-type: none"> • Once you're on the Store Setup page, click "Let's Go" • Now click Continue to be taken to your Payment Setup. • Now click Connect with Stripe to receive daily deposits into your bank account. • Enter your information, then enter the verification code sent to your phone. • Now enter your business details. The business website is prepopulated with your eCommerce store link. Feel free to change this if you like. • Next, enter your business representative information. • Enter your payout details. You can choose to have payments sent to your bank account or debit card. • Review your details, click Submit and your Payment setup is complete. |
| 6 | Continue Setup | (Setup as much as the client has time for using the Vendor Onboarding Tutorial as a guide.) <ul style="list-style-type: none"> • Let's continue setting up. |
| 7 | Add Products (Optional) | (If there's more time, show the client how to add products using the Vendor Products Tutorial , or simply referring them to the video) <ul style="list-style-type: none"> • Let's add your products. |
| 8 | Recap | <ul style="list-style-type: none"> • We've activated your Vendor Storefront and are setting up your products. • (Optional) When we reconvene, we're going to setup your [second platform] to onboard your clients. • Finally, we're going to onboard your affiliates and partners (at no cost to them) so they can get paid automatically for promoting your products. |
| 9 | Conclusion | <ul style="list-style-type: none"> • Okay, we've accomplished a lot today! We'll touch base on [Date of Next Follow Up]. Sounds good? Talk to you soon! |

Select the objection below to be taken to the response.

| | Objection |
|---|--|
| 1 | I must ask my spouse |
| 2 | Not right now / Later / Not ready / No time |
| 3 | Doing it myself / Friend doing it / I have someone else doing it |
| 4 | Got a quote from someone else |
| 5 | Other projects going on right now |



2 The Objection and Closing Cycle

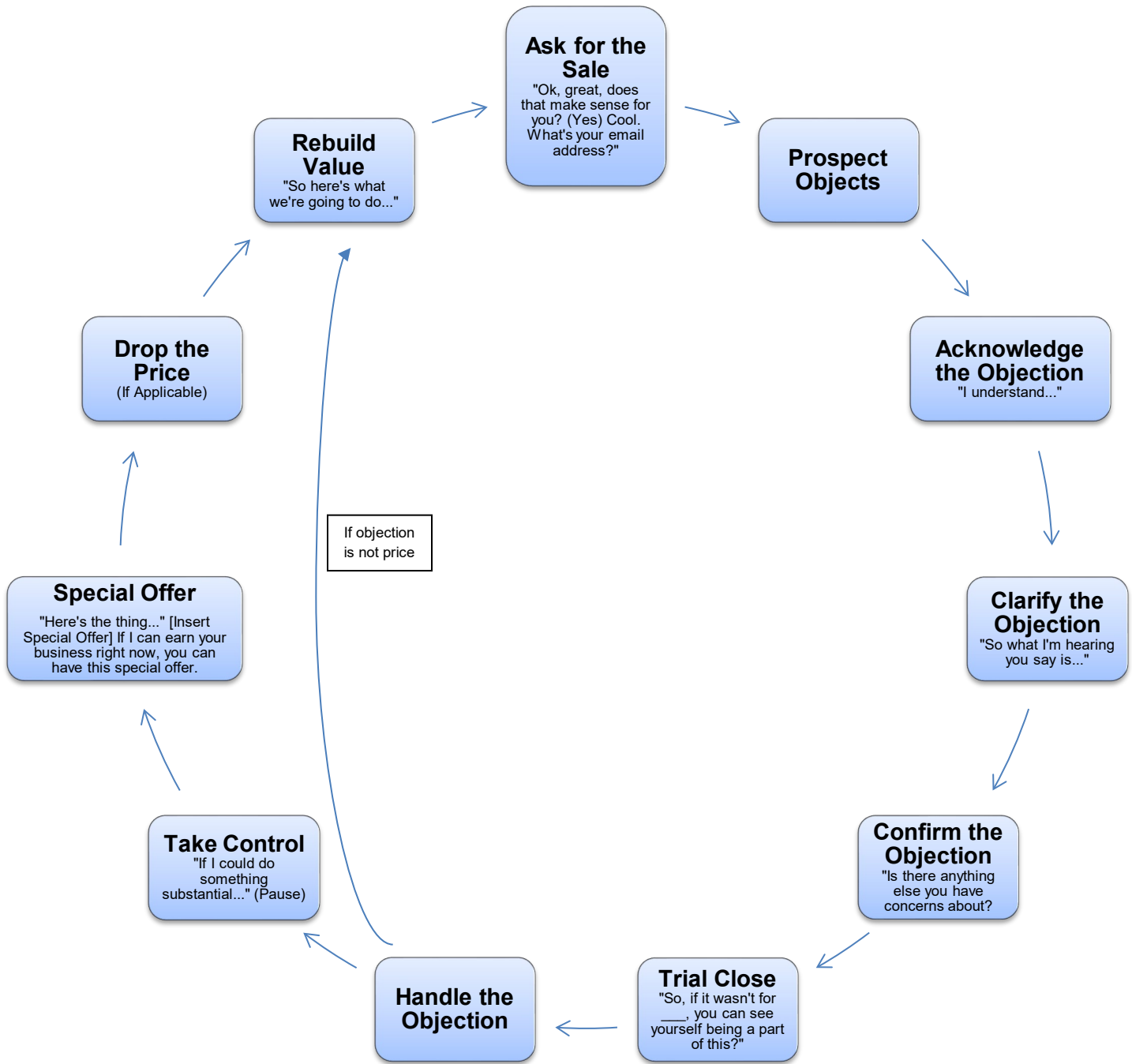




Table 2-1: Objection: I Must Ask my Spouse / Business Partner

| | Stage | What to Say |
|---|----------------------|--|
| 1 | Acknowledge | <ul style="list-style-type: none"> Sounds like you want to talk to your spouse because you want her to be here too, right? |
| 2 | Agree | <ul style="list-style-type: none"> That's a great idea. |
| 3 | Relate | <ul style="list-style-type: none"> We actually recommend both decision makers be present. |
| 4 | Handle the Objection | <ul style="list-style-type: none"> The best part is it takes one to activate the trial and both to confirm you want to keep it. So, when you register for the trial today, it gives both of you a couple of weeks to test drive everything. |
| 5 | Trial Close | <ul style="list-style-type: none"> What email should I send the registration link to? |
| 6 | Back to Pitch | Go Back To: Introduction Discovery Presentation Close Onboard |

Table 2-2: Objection: Not Right Now / Later On / Not Ready / No Time

| | Stage | What to Say |
|---|----------------------|---|
| 1 | Acknowledge | <ul style="list-style-type: none"> Sounds like you might want to do it later so you can plan and budget for it, right? |
| 2 | Agree | <ul style="list-style-type: none"> I like the fact that you want to plan ahead. |
| 3 | Relate | <ul style="list-style-type: none"> Because we actually recommend getting this consultation done at least a couple of months out, that way you know what your options are and will be able to plan, save and budget for when you want to do it. |
| 4 | Handle the Objection | <ul style="list-style-type: none"> The best part is it that when you register for the trial today, it gives you a couple of weeks to test drive everything. That way all your questions will be answered when you're ready to move forward. |
| 5 | Trial Close | <ul style="list-style-type: none"> Does that sound feasible? |
| 6 | Back to Pitch | Go Back To: Introduction Discovery Presentation Close Onboard |

Table 2-3: Objection: Doing it Myself / Friend Doing It / I Have Someone Doing It

| | Stage | What to Say |
|---|----------------------|---|
| 1 | Acknowledge | <ul style="list-style-type: none"> Sounds like you're going to save a ton of money by doing that. |
| 2 | Agree | <ul style="list-style-type: none"> I think that's a great idea. |
| 3 | Relate | <ul style="list-style-type: none"> Because we actually recommend getting this consultation done at least a couple of months out, that way you know what your options are and will be able to plan, save and budget for when you want to do it. |
| 4 | Handle the Objection | <ul style="list-style-type: none"> The best part is it that when you register for the trial today, it gives you a couple of weeks to test drive everything. That way all your questions will be answered when you're ready to move forward. |
| 5 | Trial Close | <ul style="list-style-type: none"> Does that sound feasible? |
| 6 | Back to Pitch | Go Back To: Introduction Discovery Presentation Close Onboard |



Table 2-4: Objection: Got a Quote from Someone Else

| | Stage | What to Say |
|---|----------------------|---|
| 1 | Acknowledge | <ul style="list-style-type: none"> Sounds like you're getting quotes so you know what your options are. |
| 2 | Agree | <ul style="list-style-type: none"> I think that's a great idea. |
| 3 | Relate | <ul style="list-style-type: none"> We actually recommend getting 2 or 3 quotes before deciding on a platform. |
| 4 | Handle the Objection | <ul style="list-style-type: none"> The best part is that while Shopify, Amazon and Etsy takes enormous fees (up to 15% in many cases), and then they charge you hundreds of dollars a month to add extra capabilities for your storefront, we'll be able to give you all of that for less than a family dinner. Plus, when you register for the trial today, it gives you a couple of weeks to test drive everything. That way all your questions will be answered when you're ready to move forward. |
| 5 | Trial Close | <ul style="list-style-type: none"> Does that sound feasible? |
| 6 | Back to Pitch | Go Back To: Introduction Discovery Presentation Close Onboard |

Table 2-5: Objection: Other Projects Going On Right Now

| | Stage | What to Say |
|---|----------------------|---|
| 1 | Acknowledge | <ul style="list-style-type: none"> Oh okay, so it sounds like you want to setup your storefront, but you're waiting for later down the road because of other projects. |
| 2 | Agree | <ul style="list-style-type: none"> I like the fact that you're focusing on a few things, that way you can coordinate for your other projects later down the road. |
| 3 | Relate | <ul style="list-style-type: none"> Because we actually recommend getting this consultation done at least a couple of months out, that way you know what your options are and will be able to plan, save and budget for when you want to do it. |
| 4 | Handle the Objection | <ul style="list-style-type: none"> The best part is when you register for the trial today, it gives you a couple of weeks to test drive everything. That way all your questions will be answered when you're ready to move forward. |
| 5 | Trial Close | <ul style="list-style-type: none"> Does that sound feasible? |
| 6 | Back to Pitch | Go Back To: Introduction Discovery Presentation Close Onboard |