

Guide to Selling
Google™ AdWords for Resellers
Consultative, Solution Based Sales

Google™

Guide to Selling Google AdWords for Resellers

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Guide to Selling Google AdWords

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Objectives of this Guide

At the end of this lesson, learners should be able to:

- Explain solution based sales.
- Identify common challenges and goals for small business marketing.
- Identify the Google AdWords value proposition.
- Present AdWords as a customizable online marketing solution for small business advertisers.
- Set advertiser expectations appropriately for account performance and development.

Topic 1

Solution Based Sales

As small business advertisers have grown with us, their needs have become more complex and they expect more from their relationship with Google and Google's partners. Sales representatives and customer service representatives are the faces and the voices of Google and Google's partners in the eyes of small businesses. Confidence in our products is bolstered by representatives who position themselves as advocates who are focused on their client's best interests and business goals. Google takes pride in the ability to play a role in growing our customer's businesses. With the trust of advertisers, we can introduce other products through our partnership to help strengthen loyalty while growing revenue.

How can we help small businesses recognize the value of online marketing and become aware of the consequences of not investing in broader marketing strategies?

The goal of solution based sales is to align product features of in a customized way that addresses client needs. Sales representatives ask questions consultatively to get the full perspective on a client's goals. This strategy is much more powerful than a sales representative telling the client what they think would be best without having sufficient information about the client's circumstances. Solution based selling makes sales interactions more effective and adds purpose to customer interactions. The sales strategy outlined here focuses on the Google AdWords product. In addition, this sales strategy can be adapted to accommodate Google partner's sales cycle and business model.

Topic 2

Understanding Your Client's Search Marketing Needs

Positive rapport is the foundation of a productive relationship. You have the opportunity to build rapport in every interaction throughout the sales cycle. It is easier to find out what client's needs are when you have good rapport.

The opening is also critical part of a sales interaction. The sales representative has a limited amount of time to convey the value of the opportunity provided and demonstrate their credibility to the client. There are several key elements that make for a good sales opening:

- Communicate value in a succinct way
- Demonstrate knowledge of advertiser's business and current situation
- Establish yourself as an expert
- Create a sense of urgency
- Communicate clear action to be taken as a next step

Needs Analysis

We profile clients to determine their current online marketing involvement, learn about their company landscape, know the decision makers and, uncover company pain points. Profiling also includes cataloging assets (anything that your client owns/anything of value) and objectives (marketing goals and desired results).

Many small businesses struggle with the same challenges when confronted with making an investment in online marketing:

| Issue | Result |
|------------------------------------|--|
| Limited time | Unable to effectively pursue new marketing strategies. |
| Lack of experience | Mistakes in online marketing campaigns. |
| Resource constraints | Cutting corners. Employee dissatisfaction. |
| Not targeting audience effectively | Failure to generate revenue. |
| Inability to measure success | Suboptimal use of marketing budget. |
| Limited marketing strategy | Missing out on customer segments. |
| Limited budget | Limited investment in future. |

Image 2-1: Small business marketing challenges and consequences of inaction.

AdWords Questioning strategy helps clients understand the consequences of 'not investing in a broader marketing strategy.' Sales representatives show clients how Google can add value to their business by providing solutions.

AdWords Questioning strategy also helps demonstrate value around the marketing solutions you are offering as they relate to the marketing challenges that the client is facing.

Information about client needs can be obtained through a variety of research methods: individual research, everyday conversations and formal assessment calls. Demonstrating interest in your client's business helps build rapport. These questions are a good warm up to any conversation and often start with Who, What, Where and When. They provide you with the necessary background information to build future questions.

Examples:

- Are you currently doing any marketing for your business?
- What are your marketing goals?
- What are your bestselling products or services?
- Where else are you running ads online? Offline?
- Do you evaluate the return on your marketing investment?
- Do you have a website?
- Who handles marketing strategy for your business?
- How do you determine your marketing budget?
- Do you have a seasonal business?
- Do you have brick and mortar stores?
- Who are your competitors?
- What is your target audience?

Sales representatives can also help clients understand the consequences of not addressing marketing needs- including marketing needs that they may not be aware of. These questions are designed to build awareness of AdWords features.

Examples:

- Are you concerned that you are not spending enough / spending too much on marketing?
(Feature revealed: control over budget)
- Are you worried that your current media plan isn't as efficient as it could be?
(Features revealed: flexibility and local targeting)
- Are you concerned you may not know how to best target your advertising to your audience?
(Features revealed: reporting and targeting)
- Are you satisfied with the level of traffic, conversions etc. you are seeing?
(Feature revealed: marketing reach and reporting)

The next questions take these questions a bit further as sales representatives help their clients establish what impact the problem they identified has on the client and their business.

Examples:

- Do you feel like you don't understand user behavior as well as you could?
(Problem uncovered is: can't track landing pages)
- Does that have any related effects on making decisions about your product offering?
(Problem uncovered is: unable to track performance)
- How would it impact you if your CEO searches on "XX" on Google and your competitor is there but you aren't?
(Problem uncovered = concerned about staying competitive)

Sales representatives can also show clients how they can add value to their business by asking questions to highlight opportunities.

Examples:

- How would online advertising help you achieve your goals?
- If you could improve your marketing ROI, what would your next step be?
- How would it help if you had more information about which of your products or services perform best online?
- What would it mean to you for your business to show up on Google more often?

Topic 3

Asking the Right Questions to Build an Effective AdWords Account

In order to effectively build an AdWords account, it is important for the sales representative to collect the right information from a business. This is especially critical if a representative other than the sales representative performing the client needs analysis will be building the AdWords account.

Preparation is paramount to your ability to sell Google AdWords. Before speaking with an advertiser about their online marketing needs:

- 1. Review their website:** Have a basic understanding of the advertiser's business. What is their flagship product or service?
- 2. Do Some Research:** Are there articles about the business online? Are they already doing online marketing? Are they in the organic search results? How competitive is the ad space?
- 3. Learn to Speak Their Language:** What vertical are they in? What is their sales cycle? Are there unfamiliar terms? Is there seasonality? What challenges might they face?
- 4. Begin to Plan:** How might you build an AdWords account for this advertiser? What products or services would you include in an initial marketing strategy? What products or services might you recommend for expansion?

Building an AdWords Account: Information to Collect

You may want to set up an appointment to speak with the advertiser before interviewing them. You'll want to ensure that they have the time committed to answer all of your questions. We recommend that our partners develop an online or offline form to collect the following information:

- Business Name
- Business Address
- Contact Name
- Email Address
- Website URL (if applicable)
- Campaign Start Date
- Payment Information
- What are the business goals and how does the business operate?
Why is this important?
Allows for development of an advertiser's ad groups and keyword lists to meet their business goals.
- What are the top products and/or services?
Why is this important?
Helps identify what keywords to focus on, what products to feature in the ad text as well as what website landing page to link to.
- What makes the business different from competitors?
Why is this important?
Write compelling ad text that distinguishes the advertiser from other advertisers.
- Does the business have any special offers or discounts?
Why is this important?
Write compelling ad text that distinguishes the advertiser from other advertisers.
- What area does the business serve (towns, cities or designated marketing areas (DMAs))?
Why is this important?
Allows for setting of local targeting options and inclusion of local specific information in the ad text.
- What is their target audience (if a specific demographic)?
Why is this important?
Write compelling ad text that distinguishes the advertiser from other advertiser's ads and include demographic information in the ad text.
- What do you want the Google user who clicks on your ad to do once they get to your website?
Examples: Purchase a Product, Apply Online, View a Demo, Sign Up Now.
Allows you to write a call to action letting users know what action you'd like them to take on the advertiser's website. This can improve ROI for the advertiser.
- What is your marketing budget?
Why is this important?
Enables you to decide how many products or services you can develop ad campaigns for as well as what size keyword lists to build.

Closing: Reaching an Agreement

Once the sales representative achieves an agreement from their client, closing the business focuses on confirming the client's willingness to proceed by restating the online marketing needs and opportunities that were uncovered in the needs analysis. Also, it is important to clarify the next steps for the agreement.

Topic 4

Setting Expectations and Objection Handling

It is also important to set the client's expectations about Google AdWords performance. Setting expectations early in the relationship can prevent future advertiser questions and objections.

Client objections usually arise when the client is not aware of the consequences of not investing in broader marketing strategies and/or the potential opportunities of online marketing. It is also possible that the sales representative failed to prioritize a client's needs and/or goals correctly. If an objection arises, the sales representative can ask additional questions and clarify client goals in order to re-prioritize and gain a better understanding of their needs.

Top Advertiser Questions and Concerns

- 1. Limited Budget:** Advertisers may have concerns about their ability to market competitively on a small budget. The AdWords program is designed to support advertisers of all sized budgets. It is often helpful to think about this in terms of the advertiser's "real goal," which is usually "to sell products or services at a profit."
- 2. Proof of Publication (Can't see ad):** An AdWords ad may not show all the time and that's ok. Budgets are used to determine the frequency in which advertiser ads show. With our flexible display approach, we may fulfill more of an advertiser's budget in the morning, afternoon, or evening, depending on user traffic patterns. As always, our goal is to provide the most effective advertising possible for a set budget. The AdWords system is dynamic and works to serve ads throughout the day to maximize visibility for a budget. If an ad is not showing for every search query, there may be an opportunity to increase the budget in order to increase sales.
- 3. Paid vs. Organic Listings:** Many advertisers are unclear about the differences between paid and organic (natural search results) listings. It's helpful to clarify the difference between organic and paid listings on Google.com. Highlight why the advertiser would want to use AdWords in addition to organic placement. You can explain that advertisers found in both paid and organic listings are more likely to generate traffic and have greater credibility with potential customers.

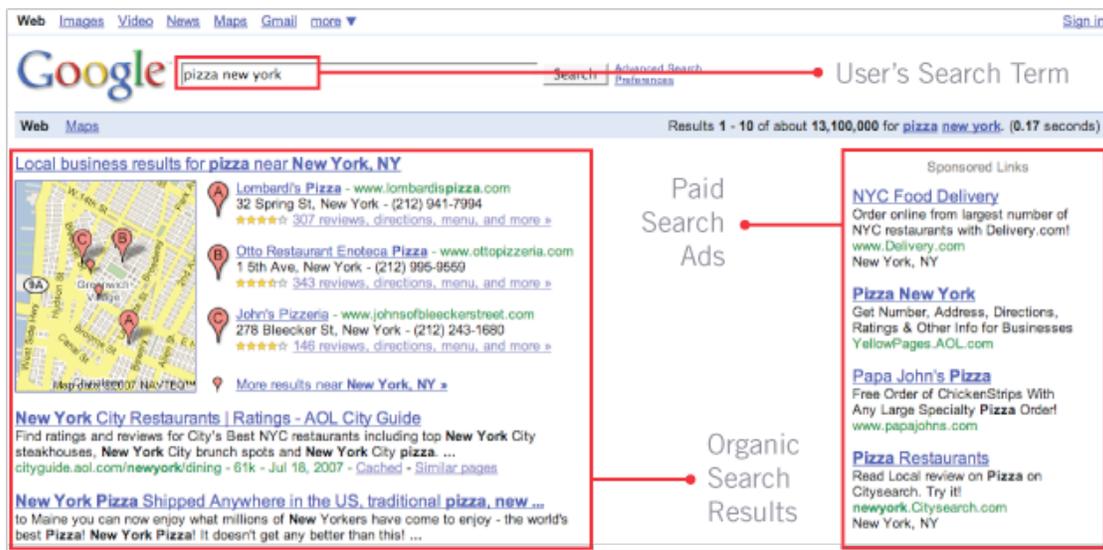


Image 4-1: Graphic of a Google results page with organic search results on the left vs. paid advertising or 'sponsored links' on the right.

- 4. Ad Ranking:** There is no guaranteed way to get the top ad position. The Google ranking system rewards well targeted, relevant ads. Ads are ranked on the search results page based on a combination of its maximum cost-per-click (CPC) and Quality Score.

Topic 5

The Google AdWords Value Proposition: Reach, Relevance and ROI

Google Search Marketing

Your clients may ask why Google is preferred over other search marketing organizations. According to a recent Standard & Poor's survey of search engine usage, including Google, Yahoo, Ask.com, Lycos, and MSN, Google was the most widely used search engine in the United States. 48% of the survey respondents indicated that they used Google most often—a percentage almost two and half times more than the second place runner up.

Additionally, in a recent survey conducted by Vividence Corporation, people were asked to rate their experience with select search engine sites. 89% of the respondents reported a 'strongly positive' experience with Google, far surpassing the competition.

Reach

Once you understand your customer's marketing objectives you can start to discuss the scale and reach of Google AdWords with them. When you sell Google AdWords you are selling relevant real time distribution on a massive scale. Ads are distributed across Google Properties as well as on partner sites, newsletters and email. AdWords ads reach millions of people worldwide every month and are seen by over 80% of internet users in the United States alone each month.

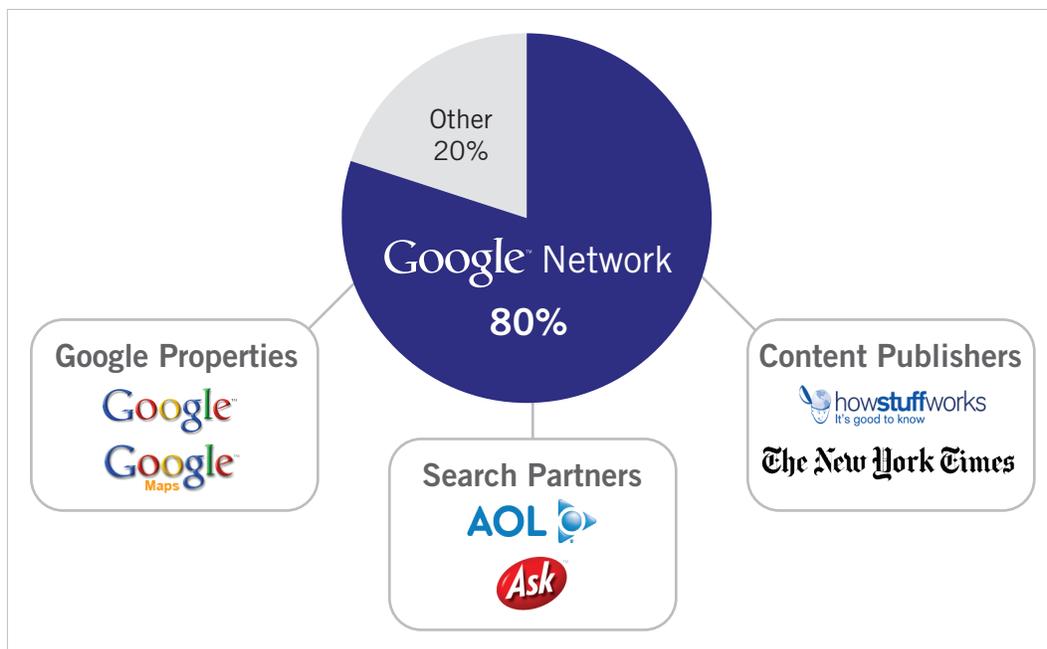


Image 5-1: Chart showing the Google Network and examples of websites where Google ads may be displayed.

Google properties include Google.com and Froogle.com or Google Product Search beta. In addition, ads are seen on Google search partner sites. These are sites from which users search the internet including AOL and Ask.com. Google also serves ads on our content partner sites these sites display ads next to relevant content like product reviews or news articles. These include Forbes.com and About.com. As a result, your advertiser's one ad buy on Google is matched to over 200 million searches a day and the content of hundreds of millions of web pages. This enables users to see relevant messaging at every step of the buy cycle.

Relevance

Unlike traditional advertising and most forms of online advertising, where messages are broadcast to a general audience, ads on Google are shown only to people who indicate an interest in a specific topic. People indicate their interest by going to Google searching for specific terms or keywords. In a split second Google returns the natural search results for that particular keyword and ads that are pertinent to the user's search keywords.

This makes ads relevant and useful in the same way as the natural search results. This model of advertising is both effective and compelling since a business can advertise only to people who indicate interest at the exact moment that they indicate their interest.

Return on Investment (ROI)

Your clients may be concerned about cost and accountability. Advertising on Google can help an advertiser meet many objectives. When selling AdWords, determining your customers' metrics in advance can help you sell a Google advertising program that will meet their objectives and ensure success.

For example, if your client's marketing objectives are branding, building awareness or educating prospects, AdWords can target that message to an audience that is likely to be receptive. If your client's objective is generating leads, or identifying sales prospects, AdWords can help to achieve these results, for example, driving event registrations or newsletter sign-ups. Lastly, if your customer wants to generate sales and acquire new customers, talk with them and find out how they measure this. Is it through sales conversions, site registrations, or through requests for catalogs or store locations?

Example of how AdWords ads can pay for themselves: If a business invests \$300/month in AdWords setting their maximum cost per click at \$0.50 and they receive 60 conversions at an average sale price of \$100, a 10% return can return \$6000 in sales.

With positive results such as this, you should encourage your advertiser to deploy their ads on a larger scale. Re-investing profits in their AdWords budget may further increase success with no risk.

This is just one example of how Google AdWords can pay for itself. You must work with your client to design a program that will lead to their success. Marketers use the AdWords platform to meet many objectives. At the start of your sales process, probe in detail, to discover your advertiser's marketing objectives and how they plan to measure their advertising program's success.

Summary

With one Google AdWords media buy, your client can single-handedly accomplish what used to take a whole team of media planners. AdWords ads can appear virtually anywhere online worldwide, yet remain targeted and relevant. And because you help your clients to measure performance and edit their AdWords campaigns to optimize results, they can enjoy unprecedented levels of control over their advertising spending and reach.

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The official textbook from Google™ AdWords for students of online advertising.

Learn to:

- Explain solution based sales
- Identify common challenges and goals for small business marketing
- Identify the Google AdWords value proposition
- Present AdWords as a customizable online marketing solution for small business advertisers
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The Google logo is displayed in white on a blue background. It consists of the word "Google" in its characteristic serif font, with a small trademark symbol (TM) to the upper right of the letter "e".