

Before Selling: Create an upscale affiliate account here: <https://upcode.leaddyno.com/>

When Selling: Use affiliate link provided within the Upscale affiliate system

Lead Prospecting Requirements:

Confirm the prospected lead is an agency owner or freelancer in the digital space

First Contact Door opening statement:

We have a revolutionary system that will act like a stream of revenue in a box. We provide the leads, tools, fulfillment, and everything else you need to scale and automate your digital agency. Would you have a few minutes to go through a tour of our dashboard?

Link to schedule a product walkthrough tour:

<https://upscale1.webflow.io/schedule-a-walkthrough>

Questions to ask during product tour (or in conversation if necessary):

Could you tell me a little bit about your client mix. Do you have a few large clients that make up 80% of your business or do you have a bunch of smaller clients? Do any of your clients make up more than 20% of your business?

What type of work are you doing? We know you do *website development* very well but what else tell me about it

Does your team have any gaps you are having trouble filling?

This system was built for the small freelancer or medium sized agency but the tools are very applicable to all sizes of agencies

Our system is much like a plumbers toolkit

We all have abilities to do what we know but when we grow new methods of doing different types of work, it helps us grow relationships. Broadening existent relationships

and growing new ones will be our best way of growing together

Where does your agency acquire leads?

Would you say that a few clients make up 80% of your business or you have many clients that make up equal amounts of your business?

Does your agency have salaried employees? If so how many?

What CRM/Internal system does your agency use?

Does your agency handle invoices, estimates, and onboarding?

How much time and resource is spent on management at your agency?

If you were able to automate lead generation, client onboarding, project management, upselling, and fulfillment for just \$500/mo would you be interested?

Things you are looking for:

Agency is small and looking to scale to increase revenue

Agency is unsure where they will find new leads or does not have enough leads

Agency does not have a solidified fulfillment staff but instead uses freelancers, shifts between multiple fulfillment providers, or does all the work with a small administrative team

Agency has not identified how to build an ecommerce system that represents the services and their pricing structure

Agency offers some services within the digital space but not all of the services listed within the Upscale dashboard

The Agency owner is looking to automate to pursue other passions such as general life goals etc

Goal: Sign up new Agency Owners to Upscale through your affiliate link

Incentives:

Commission: All Agency Owners recruited through Upscale will count towards your monthly residual commission. You will receive 10% of all payments through Upscale from the agency owner for life.

Scalable Salary and Bonuses: You will receive a \$1,000 bonus for every \$15,000 delivered through the upscale agency owners you recruit for life. When you have recruited 5 active agencies you will receive \$300/mo. You will receive an additional \$300/mo per active agency.