

GMP Internet Marketing *FAQs* Sheet

Software License *FAQs*

The most practical question to ask is, ***“How is GMP different than other SEO firms; how will I be different if I decide to do this?”*** We are 100% successful in obtaining new front-page placement in the major search engines for our clients. Our pricing is published for all to see and we don't require a 12 (or 24) month commitment like most firms do. We offer a money-back guarantee for multiple front-page placements -- and we have never failed, so we've never had to refund a client. If it's not GMP or a GMP affiliate, no one else can make all of these claims!

- ***How many licenses have been sold?***
101 to-date. Roughly 45 of them currently sell SEO, 40 are semi-retired and 15 do SEO in-house for their own websites.
- ***How many new licenses are you planning to sell?***
Approximately 4 per month for the next 12 months. Affiliate saturation is not an issue, nor do we anticipate this happening. However, the Affiliate program will either be capped or suspended in that geographic area if it does become an issue.
- ***How long is the training period?***
Initial training is held over 2-3 days depending on class size. Hands-on tech training, mentoring and support thereafter for one year. Sales assistance for one year.
- ***How many sales should we expect to see as an affiliate?***
That varies with effort and personnel. GMP sold 2.6 sales per person per week in a supervised, call center environment for many years. Other affiliates have sold 3 per week for months at a time while others have sold 100 clients in 120 days with 4 top sales reps. Your mileage may vary!
- ***What is the cost to upgrade my license?***
100% of what you spend on your license will be applied to the next level license. Upgrade pricing is reflected in your agreement.
- ***What happens if the President & Founder (Todd McCally) becomes unavailable for any reason?***
Justin McCally, Cassie Feo and Jeff Nelson are 16-20 year employee/owners and will continue the business in the event that Todd is not available. Justin, Cassie, Jeff and Team have and continue to train and run day-to-day operations.
- ***Can you tell me more about the SEO leads that are provided?***
The leads consist of people already paying at least \$800+/mo. for Google Adwords (PPC). They already have a budget for online marketing, as well as an understanding and appreciation of what front page visibility does for their business.
- ***What is your client retention rate?***
GMP's client retention rate is approximately 90% year-to-year and about 80% of GMP's clients upgrade to a higher level of service.
- ***How many clients pre-pay for the year?***
60% of GMP's clients pre-pay the year. It depends on how you prioritize the pricing options in your presentation.
- ***What is the average starting level of service for a new client?***
Our Corporate Level 5 Plan is the most common; it's also our entry level plan of service. It is \$6,000.00 initially and \$599.00 per month; or the annual prepay amount is \$11,400.00.
- ***If we decide to become an affiliate, will we be given a sales script or do we have to create our own?***
During the SEO sales training, you will be given a leather-bound booklet that contains the sales script along with detailed information we have accumulated since 1998. We also provide hours of training videos and recorded phone calls for further or future training.
- ***Will we receive a template for the agreements you have used to send out to your clients?***
Yes! We will provide sample agreements. All you have to do is put your name and contact information on them.
- ***Is the license transferrable?***
Yes. You can transfer the business at any time, after all, it's your business. However, if you need us to perform SEO sales training for the new owner, there will be a charge as outlined in your existing agreement.
- ***If I purchase a license, initially I won't have any references to offer if someone asks. Can GMP help me with that?***
Yes, for the first few sales, you are welcome to use GMP references and state that your tech team has optimized over 42,000 websites (over 11,000 clients served) since 2001.