

Switch a Client to Groundhogg!

5 ways to sell Groundhogg

If you are an agency, this is probably the most lucrative option as not only do you get a commission for selling a license, you can earn money for switching your client.

Follow these steps to switch a client to Groundhogg.

1. Pick a client from your list.

From your list of clients choose one that you know is frustrated with their marketing tech stack and would benefit from the advantages of Groundhogg. Choose a client whose strategy you are already familiar with.

These make great switch clients:

- Business already uses WP.
- 1-5 Employees
- You have worked with them in the past.
- Limited adoption of marketing automation so far.

2. Make an offer they can't refuse.

Learn about their level of adoption and use our **Switching Calculator**

[<https://www.groundhogg.io/switch/>] to estimate the cost of your time to switch their operations to Groundhogg.

Based on the estimate, create **3 packages**. These packages will provide 3 different purchase options to your client. It is much more difficult to say no 3 times than it is once.

For this example, our estimate was **\$5,000** to perform the migration.

The numbers represented below are merely there for example. You may charge more or less and included different line items in your packages.

Package C. (\$3,000)

This package will cost a bit under the estimate. But you will also perform **less work** than you entered into the estimate.

- Migrating 80% funnels.
- Migrating 80% emails.
- Migrating all the contacts.
- Migrating all the tags.
- 2 hours additional support and training.

Package B. (\$5,000)

This package will be the full cost of the estimate. It includes:

- Migrating all the funnels.
- Migrating all the emails.
- Migrating all the contacts.
- Migrating all the tags.
- 5 hours additional support and training.

Package A. (\$8,000)

This package will go above and beyond the estimate, and provide additional value than just migrating them from their current provider.

- Migrating all the funnels.
- Migrating all the emails.
- Migrating all the contacts.
- Migrating all the tags.
- Digital marketing strategy session.
- Implementation of 2 new funnels.
- 8 hours additional support and training.

3. Communicate the offer.

Invite your client to a meeting on the phone, on a zoom call or however you like to hold your meetings.

We highly recommend you make the offer live because it is much easier to ignore an email than it is to ignore you.

If the client is showing signs of indecision, use the following.

“I understand this a large investment, but how much would it be worth to you to have all your follow up problems resolved. Probably more the I’m charging you to take care of it. Am I correct?”

I only work with businesses that take action, and my schedule for this quarter is almost full. I’ll follow up with you tomorrow **If I have space left** as I have a few more calls with other clients I’m offering this package to.”

4. Execute!

Once the client is paid, signed on and ready to go, it's time to execute and perform the migration.