

Google Maps Hero Phone Script

Hi, This is [your name].

Can you hear me OK? (Yes)

I've got nothing to sell today, I'm just calling to let you know I noticed an error in the way your business is showing up on Google, and I thought you'd like to know about it.

Is now a good time for me to tell you what I found?

If no -- ask them when would be a better time for you to call them back and schedule the appointment.

If yes:

OK good. Are you at a computer ... or do you have a cell phone handy so I can show you what I found?

(Yes)

Great! Then just go to google.com and let me know when you are there (Or, if they are searching on a phone, just tell them to search by business niche and town/city name).

(I'm there)

OK, here's what you need to do. Type in (business niche + name of town / city) and then hit enter. Let me know when you've done that.

(OK .. I've done that).

Great. Now, tell me what you see. (Listen to what they say.)

(If the person has trouble explaining what they see, you want to direct them to the 7-pack or 3-pack listings next to the Google map if they are using a computer or the business listings they see on their phone with the click to call buttons. Depending on the situation, you'll want to point out the errors you found, which may include:

- 1. No listing showing up at all*
- 2. An error in their listing (wrong phone number, wrong address, wrong website URL, or no or bad reviews compared to their competitors' Google listings)*

Do you see why this is a problem? (Or, do you agree this is a problem?)

(If yes, then ask them if they'd like to get it fixed.)

(If they say they don't understand, explain the problem to them:

Most people today are going to look up businesses like yours on their phone or their computer when they're ready to buy (insert whatever it is this business sells -- or want to make an appointment for whatever service they provide, etc.)

If they aren't finding you right away, or they can't call you right away because your listed phone number is wrong, or they can't find you because your address or website is listed wrong, there's a good chance they'll just move on to one of your competitors. (You can name other companies listed in the Google 7-Pack by name here, if it makes sense to do so.)

People are busy today, so they like to do business with companies that make it easy for them. Agree?

So is this something you'd like to get fixed?

(No.)

OK, if you don't mind me asking, why is that? Why wouldn't you want your customers to be able to find you online so they can give you more business and you can make more money? (Listen to answer and respond appropriately.)

(Yes)

OK, great! Now, do you happen to know the email address and password that was used to create your Google Business listing?

(No -- we have a listing but we don't know how to login.)

Not a problem -- we can get a Google rep on the phone to help fix your listing for you.

(No -- we don't have a Google My Business listing)

OK -- what I'll do is set up a gmail account and password for you then that we will use to set your Google Business Listing for you.

Now, normally we charge (\$xxx) to setup (or fix) these Google listings, but if you are ready to get started now, we can do it for just (\$xxx). Would you like to get started now?

(Yes)

Great! What's your email address so I can email you the payment link. (You'll want to have a paypal button or other online payment link set up ahead of time and the email

link for that PayPal button or other online payment link ready to email them as soon as they say OK.)

I'll stay on the phone to make sure you got the email and wait for you to take care of the payment, OK?

(Once they have paid):

Great! Now just to make sure I have all your information correct, please tell me:

- 1. Your company's legal business name*
- 2. Correct business address*
- 3. Correct business phone number and fax number (if you have a fax number),*
- 4. Correct Website URL*
- 5. Primary business category and any other business categories that apply to your business.*

From here, just follow the instructions in the Google Maps Hero instruction document to get their business listing set up or edited and corrected.

If they don't have access to the email / password combination needed to login to their Google listing, call the "secret phone number" referenced in the Google Maps Hero document to get a Google rep on the phone to assist with accessing the business' Google listing and correcting and correcting any errors.

Remember that the business owner will need to be available at the Google listed business phone number to accept Google's phone call and speak with the Google rep to verify their ownership of the Google My Business page and to authorize you to manage their