How To Sell Apps To Local Businesses

You can follow the tactics laid out in this guide to easily sell mobile web apps to local businesses and generate recurring revenue. These are proven methods for selling apps.

Enjoy!!

Business to Market to:

- Restaurants
- Nightclubs and Bars
- Real estate agents
- Schools
- Churches
- Clubs and organizations
- Printers
- Doctors/Dentist/ Chiropractors
- Bands
- Attorneys

You can use these strategies to sell any products or services to local businesses. We have several more guides for resellers.

If you need access to an app reselling platform consider trying our brand new Instant App Wizard Reseller Program, we built it from the ground up with you in mind.

You can sell mobile phone apps to businesses way easier than you think. Restaurants and bars have been the easiest companies to sell apps to for us in the last few months. The very first restaurant we ever mentioned an app to signed up immediately and has been one of our strongest referral partners to date.

You can get some ideas for selling apps via the tips below. As with any type of sales you cannot let yourself get discouraged if you get blown off or ran off by someone.

Apps are the easiest thing I have ever sold to a business and when I was young I sold a lot of different things including advertising, pressure washing, signs, fire safety equipment and more but selling apps gets you instant attention.

Groups to network with

- **Linked In** – Create a profile for your business you will be listed as professional mobile web app marketer and people will search you out in the linked in system when they need a mobile marketing consultant.

- **Meetup** is probably one of the best resources to gain instant businesses and rub elbows with people that will recommend your mobile web app services to their clients and heave them sending you leads in no time flat.
Meetup groups to join Include:

  - Marketing Groups
  - Sales Groups
  - Consultant Groups
  - Business Groups

- **BNI** Find a local group meeting in your area. BNI is the largest business networking organization in the world. They offer members the opportunity to share ideas, contacts and most importantly, business referrals. it does cost to join but you can attend as a guest and have the ability to offer a description of your Web App Services to members and give a short presentation during the meeting.

- **Manta -** You can get directly to the owner or decision maker very quick because manta list owner and or manager name and phone number right on the site. You can also search by company size and whether or not they have a Facebook or twitter account. A helpful hint here if you prequalify all businesses you call with the criteria of having 10-40 employees and have a Facebook page you will have a good prospect that will be keen and eager to take advantage of Instant App Wizards Mobile marketing platform. You should consider this when considering all potential leads not just on manta.

What is a Mobile Web App?

Mobile web apps combine the versatility of the Internet with touch screen smartphone devices. Because mobile web apps are built with HTML5, they are at the cutting edge of technology. They're user friendly and provide a welcome alternative to the over-populated app stores, yet still provide the same appearance and function of original applications.

Mobile web apps are web-based applications that make it easy to deliver your message to a wide mobile audience who use smartphone devices such as the iPhone and the Android.

There's no need for a listing in Apple's App Store or in the Google Android Marketplace either. By utilizing mobile web apps, you eliminate the lengthy app approval process. Your mobile web app is quickly made available to you conveniently allowing you to distribute your mobile app as often as you want all on your own terms. Mobile apps also provide widespread multiple channel distribution that includes, text (SMS), email, barcodes (QR), mobile link (URL), and social media networking.

Mobile web apps are designed to include your existing website content and social media feeds as well as providing additional content such as special events, maps, menus, new items, and more.

Show the importance of going mobile

The yellow pages are all but dead people are searching for local businesses on mobile devices and a traditional website will not cut it you have to be mobilized in the current world of more cell phones than PCs.

Traditional Websites on Phones

BAD   GOOD

Mobile Marketing Platform

One of the most powerful and bestselling features of Instant App Wizard and what sets us apart from all the other mobile web app builders on the market is

our Mobile Marketing Platform. Knowing the functionality of this powerful tool and being able to convey that to your potential Web App clients will make a world of difference when it comes to closing a sale especially if they are comparing you to another competitor side by side. The platform allows the client to just type one message and with one click send to text, email and post to Facebook and Twitter.

Sales Methods

- **The Trade out -** Offer do create a free web app for services you could use or to help you generate leads. For example, offer to create a mobile web app for several of local printers in trade for printing your business cards and brochures. In addition to getting your print services for free, the printer should be happy to display your brochures right on his counter when he learns that most the customers you will acquire will need to have their table tents and QR codes printed with his company. Printers are a perfect source to display your brochures because all businesses a visit printer for their services and this is a sure fire way to have customers calling you wanting mobile web apps.

- Find your local coupon book and offer to trade advertising in their coupon book in exchange for a Free Mobile App
- **The Cold Call** - Using the Cold call script, call local area businesses and ask them if they have a mobile web app and offer to build them a sample to show them what it will look like. Most businesses will be excited to see what the app will look like and this also creates the opportunity to create a positive relationship and they will be looking forward to your next call to see their App in action.

Cold Call Script:

Bob:
Hi, my name is Bob Parks, I was calling to find out if you had a mobile web app for your company that I could use on my smart phone.

Joe at Joes Restaurant:
No

Have you thought about getting a mobile web app for your business that would allow you to engage your customers in a whole new way, at the same time generating more sales volume?

Joe at Joes Restaurant:
Sure

Bob:
What percentage of your customers would you guess have cell phones?

Joe at Joes Restaurant:
Well, I would imagine it would be close to 90%

Great!
By having a Mobile Web App, you have the ability to engage your customers by giving them the ability to easily access your products and services on their mobile devices. In addition, with our text marketing platform, you have the ability to broadcast weekly coupons or specials and promotions to a willing audience that has requested VIP offers and promotions from you.

Bob:
Our platform will also allow you to simultaneously take the same coupon, promotion or special offer and post it on Twitter, Facebook, email, and text to all the phones with a

quick click of a button. The process from logging in to sending messages to the different places and devices literally takes about 4 minutes.

To Ensure that you maximize the amount of customers signing up to your offer, we will work with you and provide you with table tents of signs to place thru out your store allowing your customers to sign up in several ways.

One way is for the customer to scan the QR code on your table tent or sign. Another way is to text a key word such as "signup"or "joes" to a pre assigned phone number directed to your account and the customer receives the link to your Mobile Web APP.

You can also use the QR Codes and key words to sign up on your other print media such as Coupon Books, Flyers, Newspapers, periodical or anything in print. This is also a great way to track the effectiveness of any given advertising campaign and leverage your efforts.

If you'd like I can send a demo link to your smart phone to watch a sample of what I'm talking about. What is your cell number and I'll text you a sample right now?

Joe at Joes Restaurant:
How much does it cost?

Bob,

Our initial setup is $199.00 and then $99.00 a month which covers our texting service up to 3000 text per month.

If you would like I can have our team get a mockup of your Mobile Web App and have it ready in the morning for your review at absolutely no cost or obligation to you. I think you will see how robust and valuable having your own Mobile Web App can be.

Also I failed to mention that your Mobile Web App automatically creates a mobile website. Google has been known to give preference or higher ranking that is, to sites that are mobile ready. When individuals search for a local business on a mobile device, your name comes up quickly. We simply give you a small string of code that your webmaster puts on your site and it will detect a mobile device, redirect them to the mobile web app and offer them a choice to install your mobile web app on their smart phone.

Would you like me to have a team start on a mockup today and have it ready for you in the morning?

Joe at Joes Restaurant:
Yes let's do that.

- **The Email Enquiry** - this is one of the most successful ways to have people calling you and develop some relationships that will have them sending you more business over time. Use Google maps and search locally for keywords like "Atlanta Marketing" "Marketing Consultant" or "SEO Services" Locate their website and fill out their contact or free quote form. These are potential channel partners that have a complete client base and will recommend your services because they are in the business of finding and advising their clients ways to better market their businesses. Offer to pay them a referral fee for each new app sold and always pay them promptly. This will assure they will continue sending you business and nurture and ongoing lucrative relationship. And they will look good in the eyes of their clients that they have provided them valuable marketing direction to help their business. Remember, they are in the business of helping their clients succeed as well.

- **The Post Card Method** - Advertising with postcards is an effective form of direct mail marketing used by many online marketers and business owners. On this post, let's talk about essential pointers on how you can develop attractive postcards to boost marketing campaigns:

- Understand the profile of your target customers. First, it's important to know the profile of your target market. To whom will you be sending your postcards to? If you plan to purchase a marketing list, see to it that the demographics are included and that all the information are up to date. On the other hand, if you're using your own listing, it is recommended that you conduct research first before launching a postcard marketing campaign.

- Use a direct-to-the-point message or offer. Postcards have limited space so you need to carefully conceptualize your message. See to it that the recipient will easily

understand what you're trying to say. Avoid excessive wording. Delete unnecessary words which do not really add impact to your marketing copy.

- Monitor the results. See to it that you will be able to keep track of the result of your postcard advertising campaign. For instance, you may include a discount code on each postcard and ask the recipient to use this code when they purchase to enjoy the discount. You may also ask the recipients to bring the postcard with them when they visit your store to claim a gift. By doing so, it will be easier to determine which part of your sales have been generated from your postcard marketing campaign.

- Repeat, repeat, repeat. Direct mail marketing is all about repetition. Sending marketing postcards only once to a group of prospects may not generate much result. However, by doing follow-ups, postcard marketing will surely help you increase your sales and improve the marketing performance of your business.

- **Chamber of Commerce method-**

In your local Chamber of Commerce there are many opportunities to market your services and in the most creative ways that could bring in more business than you could ever know what to do with. Let's look at how this can be.

When you take a demographic snapshot of the members of your local Chamber of Commerce what do you see? You see a rainbow of complimentary and non-related businesses under one roof networking and seeking to build their, as well as their fellow members' businesses. Opportunities and chance meetings of highly influential key people abound with potential and probability and you have to be ready to seize them on a moment's notice or create them through every opened door.

Openings to market your services by bringing in great samplers of your finger foods/appetizers to the Chamber meetings; Coupons or vouchers for complimentary services like building a mobile web app for the chamber of commerce and/or offer a discount of your mobile web app services to members ; etc.

Sometimes it's just a matter of starting a conversation with the right person, a business owner/manager, who has the authority to make decisions or has a connection to folks who do.
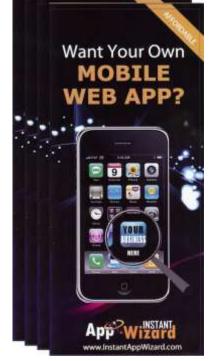
Here's a quick checklist of questions you should have the answers to and principles for you to keep in the forefront of your mind when you're marketing through your local Chamber of Commerce, Lions Club, Rotary, Kiwanis clubs, etc...

1. Who are you, what do you do and how is that relevant? [You should be able to give a clear presentation within 30 seconds, hitting all of your key elements: your name, credibility/qualifications, mission, key features and how it benefits them along with the resolve or, what I call, the wrap up of relevance.]

Here's an example:

Hi, I'm Joe Appseller. My company offers small to medium size companies mobile web apps with an integrated marketing platform like no other on the market today.

We create and publish mobile web apps that allow businesses to engage their customers in a whole new way. Today there are more mobile phone users than there are people on the Internet and more than 80% of local searches on google are derived from smart phones. These days it is even more important than having a website. And with our text marketing platform you can send offers, notifications and news right to your warm markets cell phones where over 93% of all text messages are read and instantly. This far surpasses traditional email or print media advertising.

2. Make sure your presentation covers your information as well as causes the listener to want to know more. Whether it's 'How' questions, 'Why' or more 'What', 'When', 'Where' or a combination of them, you always want to lead them to ask the next question and you always want to fill them almost all the way up and leave them wanting to know more. Have a 90 second presentation, a three minute, five minute, 10 minute, 1/2 hour, etc. This way when you're called upon to present, you're not only prepared and informative, you're intriguing.

3. Always make sure you ask for their business. More business is lost from not asking for it. Develop rapport and ask to deepen the relationship with good business between you and your audience. Always close with some type of call to action like "let us build you a mockup web app and give you a tour of our marketing platform" It creates the right business building practices and gets you comfortable with the process. It never hurts to convey you offer generous referral fees for new customers.

4. Make sure you're not posing as a 'wall flower'. You are getting yourself out there to generate your client base and showcase your mobile web app services not as a, but a viable must have tool to engage their customers and generate more business. So purpose, before you go: What type of person/client you want to meet; that you're going to actually get out of your comfort zone and meet them and that you're going to get involved and develop rapport. New clients come to those they like and or want to do business with.

Instant App Wizard makes turning your website into a mobile-friendly powerhouse a cinch. Instant App Wizard is a cloud-based online Mobile Web App generator which makes your job infinitely easier. It can also be used to create apps and mobile sites for both Windows, Android and Apple-based phones so that none of your potential customers will be left in the dark.

Your website needs to be mobile in order to maintain its corner on the market. People using their smartphones to look up information on local businesses want to know all there is to know about your business and the products it has to offer at the click of a link. If your website is mobile-friendly, all of this information including your business's phone number and other contact information will be made readily available to them in case they have any questions or would like to schedule an appointment.

You don't need to be a technological guru to use Instant App Wizard. Instant App Wizard will create a Mobile Web app for your website in 5-10 minutes with as little stress as possible. Instant App Wizard will also allow your customers to do a number of things like download coupons, make reservations, and even view video streams of live events your business might be hosting. All you have to do is put in some basic information and let Instant App Wizard work its magic. The program also contains a single line of script to be inserted into the coding of your website which will automatically redirect to a mobile-friendly version of your site so that it can be enjoyed by anyone with a smartphone or other mobile device.

[Sell Apps that work on both IPhone and Android phones using the Instant App Wizard Reseller Program](#)

Instant App Wizard Reseller Program

Includes full access to brand new mobile web app generator software with text messaging and email marketing included.

Sell apps to local businesses that are hungry to get their own app.

Includes access to a host of marketing materials and the ability to keep 100% of the profits you make selling apps to your local businesses. This system was built with you in mind! If you need help or have a question just click on contact us and ask.

Join the Instant App Wizard Reseller Program

We have just introduced our new Mobile Marketing Platform. Each app built with the Instant App Wizard comes complete with an Integrated Marketing Platform that will allow your customer to maximize marketing efforts with little effort.

Our Integrated Marketing Platform automatically generates print ready signs, table tents and QR Codes customized to your business providing you with the tools you need to get the maximum number of signups to your VIP and offers through both Email & Text.

When your customer is ready to send a promotion, send out a coupon, or announce a special event or sale, they simply login, type once and send to their VIP list via text direct to their Phone, Email, Facebook and Twitter all simultaneously!

 That's all they have to do to promote to fans, customers, and V.I.P. members. All in about 3 minutes! Integrated Mass Marketing has never been simpler!

Frequently Asked Questions By Potential Customers

Instant App Wizard is a very easy to use Online Web App Building Platform that simplifies the process of Building Mobile Web Apps.

Q:As a primary local business, do I need this?

A: Mobile is very important for local businesses. When your customers are out and about, they could be looking for the closest business of your type, from gas stations and restaurants to legal or medical help. In fact 95% of smartphone users have looked for local information on their phones.

Source: Google, "The Mobile Movement: Understanding Smartphone Users," 2011

Here are some additional Mobile Usage Facts:

By 2015, mobile commerce will reach $119 billion worldwide.

85% of Americans age 18 and over have a mobile phone.

68% of people over age 65 have mobile phones.

65% have read product reviews on their phones.

61% of Smartphone users call a business after searching & 59% visit the location.

50% of all mobile searches lead to a purchase.

Q: I can't afford to build a mobile site. Can it wait?

A: Sure it can wait…if you're willing to risk missing out on a ton of business. Soon, more people will be accessing the Internet from mobile devices than desktop computers1. By 2015, mobile commerce will reach $119 billion worldwide2. Can you afford to wait while your competitors beat you to the punch?

Q: How can I tell if my customers are using mobile phones to look for me?

A: Your desktop site analytics can tell you a lot about how people are accessing your site. Look for searches coming from mobile operating systems and determine what percentage of your total

traffic this is. Also note what these users are looking for – this will help you prioritize the right info and features when you build your mobile-friendly site.

Q: I don't think my customers are mobile. Isn't that mostly for teenagers?

A: Mobile is very important for local businesses. When your customers are out and about, they could be looking for the closest business of your type, from gas stations and restaurants to legal or medical help. In fact 95% of smartphone users have looked for local information on their phones.

<div align="right">(Source: Google, "The Mobile Movement: Understanding Smartphone Users," 2011)</div>

Q: How many texts do I get a month with your $99.00 service?

A: 1000

Q: What if I go over what does it cost?

A: Additional monthly credits can be purchased for an additional 2 cents per text credit.

Q: Do text credits expire?

A: All monthly text credits are reset at the beginning of you billing cycle and do not carry over with the exception of additional text credits purchased passed your 3000 credits, those credits will carry over till depleted.

Q: How many key words can I have?

A: You may add unlimited keywords to your provision dedicated text marketing number.

Q: Is there a contract?

A: No, Although there is a signed agreement for automatic the convenience monthly billing, we do not require any long term contract. Once our clients see how powerful of a marketing platform Instant App Wizard is they instantly can recognize the value and can easily appreciate the return on investment our service provide and therefore we see no need to for contracts our products and service stand on its own. we do require a 30 day notice for cancellations to post to billing cycle.

Q: How do I promote sign ups to populate my customer list to market to?

A: One of our sales Reps will provide you with QR codes for your print media where customers will be directed to your Mobile Web App so they can sign up for your VIP offers. In addition, your Sales Rep will provide you with print ready Marketing material such as Table Tents and signage to post thru out your business. In addition, any of your customer who visit you main website are directed to your Mobile Web App and can sign up for your text and email offers from there as well. and with 83% of local searches originating for smart phones it a good bet that you will obtain a great many sign ups from your existing web traffic from both your website Twitter and Facebook pages.

Q: Can I upload a list of phone numbers that I already have from my customer list?

A: No, To keep inline with the FTC and to comply with the Mobile Marketing Association best practices policies, All text sign up must be initiated via phone optin.

Join the Instant App Wizard Reseller Program