



Website Design & Development: A Quick Guide for Sales

Rev 1.0

1. Conversation Starters

1. **“What are your main goals for a new (or redesigned) website?”**
 - Encourages the client to articulate what they hope to achieve—e.g., increased sales, brand visibility, lead generation, or improved user experience.
2. **“How well does your current website support your business objectives?”**
 - Helps identify gaps in functionality, design, or performance. This sets the stage for positioning your solution.
3. **“Have you experienced any challenges with maintaining or updating your current website?”**
 - Opens the door to discussing ease of content management and how our approach simplifies ongoing updates.
4. **“Is your website mobile-friendly, or do you know how it performs on different devices?”**
 - Highlights the importance of responsive design and performance optimization in today’s mobile-first world.
5. **“Are you aware of how quickly your site loads, and how that impacts user experience?”**
 - Signals that speed and performance are crucial. A slow site can lead to lost sales and frustrated users.

2. Key Selling Points

1. **Modern, User-Centric Design**
 - We prioritize attractive layouts and intuitive navigation, ensuring that visitors can easily find what they need.
2. **Scalable & Easily Updatable**
 - Our solution is built on a proven content management system (CMS) platform, allowing simple updates as your business grows—no specialized coding knowledge required.
3. **Mobile Responsiveness**
 - We ensure the website automatically adjusts and performs optimally on various devices—smartphones, tablets, and desktops.
4. **Search Engine Optimization (SEO) Friendly**
 - The structure and coding approach we use are designed with best SEO practices in mind, making it easier for customers to find you organically.
5. **Performance & Security**
 - Fast loading times and robust security features are integrated from the start, reducing risks and improving overall user satisfaction.
6. **Dedicated Support & Maintenance**
 - Beyond launch, we offer ongoing maintenance, training, and support, ensuring your website remains updated and secure.

3. Common Questions & How to Answer Them

Q1. “What does your website design and development process look like?”

Short Answer:

We begin by understanding your goals, brand identity, and target audience. Our design team creates mockups for review and feedback, then our developers build the site on a stable, user-friendly platform. Finally, we handle testing, revisions, and launch.

Why It Matters:

- Shows a structured approach for clarity and predictability.
- Emphasizes collaboration and feedback.

Q2. “How long does it take to build a new website?”

Short Answer:

It varies based on the complexity of the website (number of pages, custom features, integrations). A typical project might take 6–12 weeks from kickoff to launch.

Why It Matters:

- Manages client expectations early.
- Reinforces a thoughtful, quality-driven process rather than a rushed job.

Q3. “Will our website be easy to update without a developer?”

Short Answer:

Yes! We use a popular, intuitive CMS that empowers you to add or edit content, images, and pages easily.

Why It Matters:

- Eliminates concerns about ongoing reliance on expensive developers.
- Showcases flexibility and control for the client.

Q4. “How do you handle security?”

Short Answer:

We implement best practices from the start—secure coding, regular updates, and robust security features—reducing the risk of breaches or malicious attacks.

Why It Matters:

- Reassures the client that security is an integral part of the design.
- Positions us as proactive rather than reactive.

Q5. “Can we integrate our existing tools (CRM, marketing software, etc.)?”

Short Answer:

Absolutely. We can integrate with a wide range of third-party tools and platforms to streamline your workflows.

Why It Matters:

- Demonstrates versatility and compatibility.
- Highlights time-saving, efficiency benefits.

Q6. “Will the website be optimized for search engines (SEO)?”

Short Answer:

Yes. We structure the website with SEO best practices in mind—clean URLs, proper meta tags, responsive design, and fast loading speeds—to improve your search rankings.

Why It Matters:

- Stresses the importance of findability and long-term visibility.
- Differentiates our service from basic site builders with minimal SEO support.

Q7. “How much does it cost?”

Short Answer:

Costs depend on the scope, complexity, and features. We offer different packages tailored to your needs, ensuring you only pay for what you require.

Why It Matters:

- Positions pricing as flexible and value-based.
- Invites further discussion to explore customized solutions.

Q8. “What happens after launch?”

Short Answer:

We provide ongoing maintenance, performance monitoring, and support. We can also train your team to make minor changes themselves, or we can handle everything on your behalf.

Why It Matters:

- Emphasizes long-term partnership.
- Reduces clients’ concerns about post-launch challenges.

4. Sample Conversation Flow

1. Introduction & Goal Identification

- “Hi [Prospect Name], thank you for your time. I’d love to learn more about what you want to achieve with a new website. Are you looking to increase sales, improve brand recognition, or enhance user engagement?”

2. Highlight Needs & Challenges

- “We often see clients struggle with outdated designs, poor mobile experience, or sites that are hard to update. Does any of that resonate with your current situation?”

3. Present Our Approach

- “We focus on user-centric design, mobile responsiveness, and an easy-to-use CMS, ensuring you can update your content without a technical background.”

4. Address Their Specific Concerns

- “We prioritize security and performance from the start, and we can also integrate with tools you already use, so your operations remain smooth.”

5. Emphasize Ongoing Value

- “After launch, we don’t just walk away. We offer maintenance and training to keep your site secure, fresh, and in line with your evolving business needs.”

6. Next Steps & Close

- “If this aligns with your vision, we can start with a discovery session to outline timelines, costs, and deliverables. I’d be happy to schedule that for next week. Does that work for you?”

5. Key Takeaways for Account Executives

1. Focus on Business Goals:

- Always tie website design and development benefits back to measurable outcomes—like brand visibility, conversion rates, or lead generation.

2. Emphasize Ease & Flexibility:

- Highlight the website’s user-friendly interface and your team’s availability for ongoing support. Clients should feel confident that they’ll have control over their site.

3. Simplify Technical Details:

- Use everyday language. Potential clients care about outcomes—design quality, ease of use, security—not the programming language or specific CMS.

4. Show the Value of a Modern, Mobile-Ready Website:

- Stress how a user-focused design and fast performance can boost credibility and business growth.

5. Position as a Long-Term Partnership:

- Underscore continuous improvement, maintenance, and support, reassuring clients they won’t be left hanging after the site goes live.