Enabling Agencies
to Successfully Sell LiveChat Software

LiveChat logos [Google Drive link]

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Identify - who is a good fit for your software?

Category	Best Fit	Good Fit	Bad Fit
Customer size, current visits/leads/customers through website	n/a	n/a	n/a
Business Characteristics (biz model, sales model, sales cycle, size of dedicated sales and marketing teams, current tech stack/marketing investment etc)	B2B/B2C, Companies with customer service departments, Fortune 500 businesses, Enterprises	B2B/B2C, Small and medium-sized companies, Freelancers, Startups and other early-stage businesses	n/a
Contact Characteristics (title?, knows inbound marketing?, etc)	Sales/Customer Service Executive, Business Development Manager, Operations Manager, Top-level Managers or Senior Management	Business Owners, Top-level Managers or Senior Management, Middle-Management, Lead Developers	n/a

Positioning Statement	**Statement**: • With LiveChat, you can deflect other channels requests and reduce overall costs by responding to multiple customers at once. • LiveChat enables customers to ask questions about the product they want to buy and you can answer them in real-time, which simplifies the buying process. • The support reps hold the ability to talk through any confusion or queries during purchase; proactive chats can help you make sure customers reach checkout. • LiveChat provides customers immediate access to help. They can use it with minimal disruption to their day, which turns out to be very convenient.
Gives and Gets	**Gives:** 1. No one likes sending emails and waiting days for answers. Calling a phone center and getting put on eternal hold doesn't seem like an exciting experience as well. Luckily, you can let all your customers reach you much faster if you start using a live chat tool. LiveChat enables you to chat with website visitors in real-time and solve their problems right off the bat. 2. You probably know how expensive customer service may be. Fortunately, there is a way to drag your support costs down while maintaining a high level of your services. If you use a live chat tool on your website, you will be able to chat with multiple clients simultaneously. Needless to say, you won't have to hire more agents to serve the bigger number of clients. 3. A lot of people are bouncing of your site though they could become your clients. However, you could engage more visitors by sending them proactive chat invitations. These are personalized messages that let you strike the iron when it's hot and address problems immediately. **Gets:** 1. LiveChat lets your customers contact you via their favorite communication channel. Show clients that you care about their needs and close more deals thanks to swift assistance. Doesn't it sound like a perfect scenario? Do you want to make it real? 2. Have you ever tried using LiveChat on your site? Would you like to take advantage of its handy features and reduce staffing costs in your company? 3. Do you know that visitors who get chat greetings are 6.3 times more likely to convert? If you apply LiveChat software, you will not only be able to chat with website visitors but also you will start to close more deals. Does it you?

Explore - what are the best questions to ask?

	List top questions agencies should ask to understand if your software would be a good fit for their client:
<u>Question Types</u>: ~Company ~Organization ~BANT (Budget, Authority, Need, Timing) ~GPC (Goals, Plans, Challenges)	• What you are currently doing to generate leads? • How many leads are you generating currently? • How long is your sales cycle? • Do you collect customer feedback? • How do you prevent cart abandonment? • How many customer requests are coming through on any given day/week/month? • How do you reach out to potential leads visiting your website? • Do you currently have a live chat software in place? • What are the reasons you might be looking for a new solution? • Are you interested in scheduling a live demo/call with one of LiveChat's customer success managers?

Advise - what does your software offer & how long does it take to implement?

Category	Activity	Effort Estimate (# of hours spent by agency setting up for client)	Cadence (one-time, recurring)
Live chat	Live chat implementation [JS or native integration]	1 hour	one-time
Live chat	Chat window customization [basic customization, advanced CSS customization)	1 hour	one-time/recurring
Live chat	Integrating with third party apps and services [integrations]	2 hours	one-time

Additional Resources - anything else you'd like to provide Agencies?

- **Affiliate program** [link]
- All affiliates get a 20% in recurring commission for each payment a customer makes, for the lifetime of that customer.
- Payments are made on demand via PayPal anytime your account reaches $50 or more.
- Affiliates have an easy dashboard with sales, top referrals and click through reports.
- Getting started guide [link]
- **Videos**
- LiveChat in retail sales [link]
- LiveChat in customer service department [link]
- Mobile customer service with LiveChat [link]
- LiveChat-HubSpot Video Demo Instructions [link]
- **Blogs**
- LiveChat blog [link]
- **Resources**
- Reports [link]
- Ebooks [link]
- **Customer success stories** [link]
- **Customer reviews** [link]