

Cal Apparel, INC

Call Summary:

- Rich starts the call.
- Ross jumped over the call.
- Ross quoted **\$225/month** with no contract.
- Bi-weekly report.
- Working hours and days **Monday to Friday 8:30AM to 5PM.**
- Create YouTube channel and post videos every month.
- Help with reviews part by generating a link and rating part.
- Create accounts for business on social media and link with GBP.
- Card charged through PayPal link and disclaimer given.

QA Department Notes:

Client is nice and understanding. He is already registered on Google and has a website https://calapparel.net/cal_apparel_inc/shop/home. Ross quoted **\$225** for his listing optimization. Ross told him to give at least three months to this campaign to see great results. He is looking for good results so we have to perform well to make him our permanent client. Ross pitched him for a voice searcher and quoted \$75 one-time charge but he denied.

Additional Notes:

Ross closed the sale.

Basic Information:

Nationality:	N/A
Previous experience with SEO Company:	N/A
For how long the client is in this business:	6 and Half years

Cross Checking the Information on CRM:

- | | |
|---------------------|---|
| • Owner name: | Michael Damron |
| • Business name: | Cal Apparel, INC |
| • Business number: | (559) 733-7020 |
| • Business email: | info@calapparel.net |
| • Business address: | 316 S Bridge St, Visalia, CA 93291, United States |
| • Keywords | (5) |
| • Radius | (25) |
| • Listings status | (Yes) |

- Notes on CRM (Yes)
- Calls Committed (No)
- Insisting more miles (No)
- Commitment of phone ringing (No)
- Reg on GMB (coached) (N/A)
- Social Media Handling (No)
- Guarantee of ROI (First Month) (No)
- Scrapping Reviews (No)
- SEO Procedure Explained (Yes)
- Information in CRM (Yes)
- No of sale call mentioned in Notes (Yes)
- Disclaimer Read Properly (Yes)