



BUSINESS DEVELOPMENT REPRESENTATIVE

BDR

ITWORKS INFORMATION TECHNOLOGY SERVICES ®

www.itworksdm.com

Executive Summary

Your job is to consistently find small and big businesses who need website or website improvement, you can do it on your convenient time. No pressure, No micro management. This is a commission-based job, the harder work, the more possible clients you have. More sales!

Reaching out to businesses found on Google Maps, sending a quick value-first email, and then following up with:

- 1) a mini sample website preview,
- 2) a proposal + quotation,
- 3) a closing sequence until they say yes or no

1. The funnel (simple, repeatable)

Stage A — Prospecting (Google Maps → Lead List) Target market (start narrow):

- Restaurants and cafés
- Salons and barbershops
- Dental / clinics
- Real estate brokers / Agents
- Gyms and fitness studios
- Car Dealer / Agents
- Auto shops
- Small and Big Businesses

Why these work: they rely on local search, and many have outdated sites or only Facebook pages.

Stage B — First touch (Quick Email #1)

Objective: Get a reply (not a sale).

Your offer: "I made a quick sample homepage for you" + "Tell me your budget and we adjust."

Stage C — Follow-ups (Email #2-#6)

Objective: Get a call / request budget / request decision-maker.

Stage D — Proposal + Quotation (after they reply "interested")

Objective: Send a simple package option based on their budget, then close.

2. How to get clients from Google Maps (step-by-step)

Step 1: Search in Google Maps Search using:

- “restaurant near [city]”
- “dental clinic [barangay/city]”
- “salon [city]”
- “gym [city]”
- and other businesses inside and outside the country

Step 2: Qualify (pick only businesses that match at least 2)

- No website listed, or website looks outdated
- Low reviews but active (they need better credibility)
- Facebook page only
- Poor photos or inconsistent branding
- Website not mobile-friendly (check quickly on your phone)

Step 3: Collect details into a simple sheet for each lead, save:

- Business Name
- Category
- Address / City
- Owner/Manager name (if visible)
- Email (from website or Facebook “About”)
- Phone • Website URL (if any)
- Facebook page URL
- Notes (what's broken / missing)

Finding email fast:

- Website footer / contact page
- Facebook Page → About → email
- Facebook Personal Profile
- Other SMA
- If none: use a contact form, but prioritize email first

3. "Sample website" process (fast and believable)

(Note: Developers will do This!)

The point is not to build a full site. It is to show effort and value in 5–15 minutes. What you will create for the initial email

Sample Website: A quick draft on our own simple business website

- Replace logo/name, colors, photos, services, contact details.

What the preview must include (always)

- Their business name and tagline
- 3 key services
- CTA button: "Book / Call / Message"
- Address + Google map section
- Facebook link
- "Mobile-friendly" mention

Keep it framed as a draft: "This is a quick concept to show what your new site can look like."

4) Email marketing sequence (copy/paste templates)

Email #1 — First outreach (with preview promise)

Subject options (pick 1):

- Quick website sample for Business Name
- I made a sample homepage for you (2 mins to view)
- Business Name website upgrade idea (budget-based)

Body:

Hi Name/Owner,

I'm (Your Name) from I.T. Works DM. I saw Business Name on Google Maps and noticed your online presence can be improved to help you get more inquiries. If you want, I can make a quick sample homepage for Business Name (no commitment).

Our approach is simple: tell us your budget and we adjust the website plan to fit. Where should I send the preview?

Also, are you the best person to talk to about your website?

Thanks,

[Your Name]

Business Development Representative | I.T. Works DM

Website: www.itworksdm.com

FB Page: fb.com/itworksdm

Email #2 — Send the sample preview link (the key email)

Subject: Sample homepage preview for Business Name

Body:

Hi [Client's Name],

As promised, here's a quick sample homepage preview I made for [Business Name]:

Click here - [[Preview Link]]

I made it mobile-first and included: services, call-to-action, map/location, and a clean layout for trust.

If you reply with your budget range, I'll send a proposal + quotation that fits (we can adjust inclusions based on budget).

What budget are you comfortable with for your website?

Thanks,

[Your Name]

Business Development Representative | I.T. Works DM

Website: www.itworksdm.com

FB Page: fb.com/itworksdm

Email #3 — Follow-up (no reply)

Subject: Any feedback on the sample preview?

Hi [Name],

Just checking if you were able to open the sample preview I sent.

If you tell me your budget, I'll adjust the proposal and send a quotation right away.

Would you prefer a quick call or email-only?

Thanks,

[Your Name]

Business Development Representative | I.T. Works DM

Website: www.itworksdm.com

FB Page: fb.com/itworksdm

Email #4 — Social proof angle (simple)

Subject: Website that helps you get inquiries

Hi Name,

A clean, mobile-friendly website helps convert Google Maps visitors into messages and calls.

If you share your budget range, I'll send a package option that matches it (we adjust inclusions).

What budget do you want to stay within?

Your Name

Email #5 — Direct close (decision question)

Subject: Should I close your file?

Hi [NAME],

Should I close this for now, or do you still want me to send a proposal + quotation based on your budget?

Your Name

Email #6 — Last touch (polite)

Subject: Last message from me

Hi [Name],

Last message from me. If you want a budget-based website plan for Business Name, just reply with:

- 1) Budget range
- 2) Main service
- 3) City/area you want to target

I'll send the quotation.

Thanks,

Your Name

5) Proposal + quotation process (when they reply)

When they reply "Interested" or give budget, respond within 30 minutes (if possible).

Information to collect (minimum)

- Budget range
- Business type and main services
- Desired pages (Home, About, Services, Contact)
- Do they have logo/photos?
- Deadline (if any)

Proposal structure (1-2 pages only)

Proposal sections:

- 1) Summary (what they want + your goal for the site)
- 2) Deliverables (pages, mobile-friendly, contact form, map, FB integration)
- 3) Timeline (example: 7-14 days depending on content)
- 4) Price (based on budget)
- 5) Next steps (downpayment, content needed, kickoff)

Simple quotation format (example template)

- Package Name: "Budget-Adjusted Website"
- Total: PHP
- Inclusions:
- Turnaround:
- Payment terms:
- Validity: 7 days

6) Daily work plan for a newbie BDR (simple targets)

Every day (Monday–Friday)

- Prospect: 30–50 businesses from Google Maps
- Send Email #1: 20–30 (only qualified ones)
- Build previews: 5–10 (for leads who replied or high-value leads)
- Follow-ups: 20–40 (use Emails #3–#6)
- Goal: 1–3 booked calls/day or 3–5 “send quotation” requests/day

7) Tracking (what to write in your CRM or sheet)

Statuses:

- New lead (not contacted)
- Emailed #1
- Interested (needs preview)
- Preview sent
- Budget received
- Proposal sent
- Follow-up proposal
- Won
- Lost / No response

Quick notes for the BDR (important)

- Do not oversell “cheapest.” Sell budget flexibility + speed + clean mobile design.
- Always ask a question in every email (budget, call preference, decision-maker).
- Follow up is where most replies happen. Most deals close on follow-up #3 to #6.