



**FREE GUIDE**

# 10 Steps to Increase Sales of WordPress Maintenance Plans



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# Drive up sales with these proven 10 steps

Hey, I'm Phil Storey, Founder at Glow, a product that helps ambitious agency teams and freelancers to manage all of their clients' WordPress websites in one place.

I was an agency owner for 10 years and **managed thousands of WordPress websites** for businesses across the world.

**Fact** - WordPress maintenance can be a tricky sell. Clients often don't understand its value (particularly when they've usually just paid you a few thousand to build their new site) and can be almost suspicious in their reaction to you offering it to them.

But you and I **know** they need it.

And that recurring revenue can really drive your business forward.

I'm guessing you're here because you want to drive your business forward, so ... **Let's do it!**



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## SECTION #1

# Introduction

It can sometimes be tricky selling WordPress maintenance.

Clients often don't understand why, having (usually) just invested in a new website, they now have to pay a monthly fee for it.

However, if you have the right systems and processes in place, the right software and an efficient and strategic structure to your offering, you will close far more sales than you have done previously.

In this guide, we provide you with 10 steps that have proven to help increase conversions.

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## SECTION #2

# 10 Steps

### Tip #1

#### Introduce early in the process

One of the biggest mistakes you can make when selling WordPress maintenance plans, is to leave the conversation for too late in the process.

Usually, a client will sign up for maintenance after having just invested in a new website.

Don't leave it until you've built the website before you approach the matter of ongoing support and maintenance.

Make it an important part of the process, as early as possible.

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In the brief that you take from the client, ask them what their budget for support is.

Explain to them that building the website is only one part of the process and that diligent and effective maintenance is hugely important in driving the success of their website long term.

The thing is, the vast majority of clients aren't aware of the importance of website maintenance.

This means that you have a job to do here. You need to educate them as early in the process as possible, explain how your service works and why it's so important.

That way, when it comes to the end of the project, it's just a formality that they move onto one of your maintenance plans, rather than another sales conversation. The sale was done at the start.

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## Tip #2

### 3 or 4 plans (+ 'Most Popular' option)

The number of maintenance plans that you offer has a huge bearing on how easily you're able to sell them.

The trick is to find the balance between not making your offering look to "thin on the ground" and not making it look too complicated.

'Thin on the ground' would be 1 or 2 plans with a limited services set.

'Complicated', would be 5, 6, 7 plans with multiple price points and choices.

In the research we've conducted, we've found that the most efficient structure is either 3 or 4 maintenance plans.

Any less than 3 and you're missing out on the opportunity to sell more services at higher prices.

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Any more than 4 and you'll confuse the client with what you offer - it'll make it harder to sell the service and selling WordPress maintenance is already hard enough if you don't have the right systems and processes in place.

With 3 or 4 plans, you're able to:

- Demonstrate a significant service offering
- Give clients a fair amount of choice that doesn't confuse them
- Provide a low, medium and higher priced setup
- Highlight a 'most popular' option

Also, consider adding a 'Most Popular' notice to whichever plan is your most profitable. This is a simple tactic that genuinely works.

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### Tip #3

## Don't provide custom development time on your lowest plan

One of the reasons that selling website maintenance can be tricky, is that the client doesn't understand the value of it.

They don't know what plugins are. They don't know what uptime is.

Even if they did, they often can't 'see' this work that you're doing.

However, what they can see, is the changes you make to their website when they ask you to make them. We often refer to this as 'custom development time', ie, how much time each month do you allow your clients to request changes on their website.

This is also the part of your service that they want and care about most.

So don't give it to them on your lowest plan.

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Make it available from your second tier upwards and you will drive them onto your higher priced plans.

#### **Tip #4**

### **Reserve the most time consuming services for your highest priced plans**

This tip is less about making the service easier to sell and more about making sure the sales you do make, are profitable ones.

As you know, many of the services you provide under your maintenance plans can be automated.

This is great because the human time required is almost nothing, bar a little checking in to see if things are running as they should be.

Some of the other services however, are extremely time consuming.

Speed optimisation and malware removal are great examples of this.

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You'll never make a dime if you include those really time consuming tasks in your lowest priced plans as they simply take too long.

Therefore, make sure the tasks that take longest are reserved only for the higher priced plans.

## Tip #5

### E-commerce websites

It's a fact that e-commerce websites are more time consuming to manage than brochure websites. Similar to the previous tip, this one is about ensuring that your sales are profitable ones.

Highlight on your pricing page that for those clients with e-commerce websites, they must sign up to your top 1 or 2 plans.

This has a double effect of driving clients to higher priced plans and making sure you aren't unprofitable by trying to manage e-commerce websites on your lower revenue plans.

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## Tip #6

### Have an awesome proposal

You've got to have a solid proposal when selling WordPress maintenance.

Not only does it add another element of professionalism to your business, it also makes it easier to communicate the value of maintenance to your clients.

In many cases, maintenance is a service that follows you building a website for your client, so make sure you have slides for it in your proposal.

In those slides:

- Display the different maintenance plans
- Cover off the key parts of the service offering
- Explain how the billing works (standing order / direct debit / bank card subscription)
- Show some client reviews

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## Tip #7

### Present your proposal, don't email it

This is one of the easiest things to change in your process. It makes a huge difference to your conversion rate when you present your proposals to clients rather than sending them on an email.

Not only are you able to communicate your offering much more easily, you're also able to answer any questions your client might have.

Emailing a proposal can sometimes feel like sending it off into the digital wilderness.

How many times have you done that and just never heard from the client again?

This tip ties in quite nicely with the first one, where we recommend introducing the subject of maintenance early on in the process. Explain to the client that your process involves having a meeting with them to present your proposal.

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A video call is perfectly fine for this. Screen share your proposal and talk everything through with them.

### Tip #8

### Use WordPress management software that your client can access

If you manage multiple WordPress websites, you're likely already aware of the huge time saving benefits of management software.

Being able to look after all of your clients' websites from one place makes you so much more efficient and ultimately, profitable, which helps drive your business forward.

You may not have considered the benefit to your client however. If this is the case, it's likely because the software you use does not allow your client access, therefore making it harder to prove the value of maintenance to them.

The right software however, can be an extremely powerful sales tool.

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## Tip #9

### Harness the power of social proof

This is a big one. Particularly if the company you're selling to have not previously heard of you or been introduced to you by a strong referral.

Clients will be looking for proof that other businesses have had a great experience with you as their supplier.

It gives them greater confidence to invest in you, knowing that others, like them, have benefited from doing so.

Your website and social media profiles should highlight reviews and testimonials (even better in video form) from your existing client base.

If they currently lack this content, don't waste anymore time and get on it now.

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## Tip #10

### Regularly create relevant website content

If you're offering WordPress maintenance, whether it's your only service or it's part of a wider digital offering, you've got to create content around it.

Your clients will check out your website and social media profiles for proof that you are an expert and without this content, that'll be hard for them to validate.

Creating content is a time consuming process, so consider outsourcing to specialist freelance WordPress writers and bloggers, as well as others in the industry who can create content for you.

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## SECTION #3

# Conclusion

Selling WordPress maintenance doesn't need to be hard.

There's no doubt it can be hard at times though.

The key is to make sure you have the right systems and processes in place.

If you do, you'll attract more clients, demonstrate the value of maintenance to them more easily and, ultimately, convert more.

Here's a quick recap on those 10 tips we've shared with you in this guide:

1. Introduce early in the sales process
2. Have 3 or 4 plans and a 'Most Popular' option

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3. Don't provide custom development time on your lowest plan
4. Reserve the most time consuming services for your highest priced plans
5. Support e-commerce websites only on your highest priced plans
6. Have an awesome proposal
7. Present your proposal, don't email it
8. Use WordPress management software that your clients can access
9. Harness the power of social proof
10. Regularly create relevant website content



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