



2 INTERNAL SALES PITCH DOCUMENT

(For you and your team)



Nexever Sales Framework

Core Message

We are NOT selling:

- A website
- Hosting
- A template
- A freelancer service

We are selling:

A continuous AI-powered business growth engine.

How To Position Against Freelancers

If client says:

“I can get a cheaper website.”

Response:

- A freelancer builds and disappears.

- We build and continuously optimize.
 - We provide analytics, SEO, AEO, AI blogging, competitor insights, QR review system, hosting, domain, email — all integrated.
 - We don't sell a file. We build a digital asset.
-

How To Position Against Website Builders

If client says:

“I can use Wix.”

Response:

- Wix gives tools.
 - We give strategy + execution + monitoring.
 - Wix doesn't monitor competitors.
 - Wix doesn't optimize monthly.
 - Wix doesn't provide structured growth planning.
 - Wix doesn't offer business accountability.
-

How To Position Pricing

Launch (499):

- Digital foundation.
- Affordable entry.
- Professional image.

Growth (999):

- Real visibility.
- Content engine.
- Competitor insights.
- Best ROI tier.

Dominate (1299):

- Funnel building.
- Aggressive digital presence.
- Business expansion ready.

Sales Psychology

Push Growth as default.

Say:

“Most businesses choose Growth because it includes blog automation and competitor monitoring.”

Use Dominate to anchor value perception.

Launch Speed Messaging

Launch:

- 48 Hours

Growth:

- 72 Hours

Dominate:

- 96 Hours

Always add:

“Timeline starts after onboarding is completed.”

Commitment Explanation Script

“We invest heavily upfront in design, structure, SEO setup, and optimization — that’s why we work with serious businesses on a minimum 6-month partnership.”

Revenue Reality

Break-even \approx 35 clients

Strong profit at 50+

Highly scalable model

What Sales Should Never Do

- ✗ Never discount heavily
- ✗ Never remove commitment
- ✗ Never compare with hosting companies
- ✗ Never position as cheap website

Always position as growth engine.



Final Advice

This pricing structure:

- Is competitive
 - Is scalable
 - Protects your onboarding effort
 - Leaves room for add-ons
 - Supports long-term positioning
-