

# 7 Tips for Acing Your Web Design Pitch To Major Clients

## ➤ 1. Make Your Web Design Portfolio the Strongest It Can Be

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Your portfolio is the window to your work and its purpose is to attract high-quality leads and give tangible examples and proof of your excellent work.

- Show-and-tell the before/after story so prospects can see how you've transformed other sites or basic concepts into high-powered sales machines.
- Create companion case studies for your most successful projects and use those statistics to demonstrate the types of results your clients may see.
- Update the portfolio with your most recent projects before submitting a new pitch.

## ➤ 2. Email a Personalized Pitch To the Decision-Maker

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Briefly introduce who you are, who you've worked for, and why you want to help them. Provide a link to your portfolio and mention some of those eye-opening statistics from your projects. Wrap up on a positive note and then give them an easy way to schedule a free discovery call.

Then, add a link in your email signature as well as in the body of your message so they can schedule the call when they're ready.

## ➤ 3. Come Prepared To the Discovery Call

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Before you get on the phone with the prospect, do your research. For instance:

- Who are they – the decision-maker as well as their company?
- What are your thoughts on their existing website? The good? The bad?
- Who are their top competitors and how is your prospect getting beaten by them?

You'll want to anticipate their needs, address their current pain, and provide some ideas for a new website.

## ➤ 4. Have a Solid Process in Place

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To convince a top dog to pay you to build their website, you can't show any signs of disorganization or hesitation.

- Set up a prospecting process template in your project management system.
- Create email templates that can be personalized for prospecting emails.
- Use automation to streamline every interaction.
- Use templates for important documents so you can quickly fill in custom details.
- Respond within 24 hours so they know you're on top of things.
- Proofread anything you send to ensure your messages are error-free.

## ➤ 5. Speak To Prospective Clients in Their Own Language

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The way to turn a prospect into a client is to speak their language. So, go light on the tech and, instead, focus on the ROI. After all, that's what they're really paying for - increased traffic, leads, and conversions.

Show them what a great website can do for them and start talking about what you envision for their site. You can share one of your case studies that's similar to their site or situation.

## ➤ 6. Start Managing Their Expectations Before the Contract Is Signed

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Start talking to them about what to expect during the project and after it's done before the contract is signed. There should be no surprises about what they're getting themselves into.

If you can address these important matters before the job starts, the project will go much more smoothly and with very little pushback (if any).

## ➤ 7. Never Negotiate on Price

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It's a bad idea to let a prospect talk you down on price, no matter how large or prolific the company is. The second they decide your services aren't worth what you've pitched them, it's going to be an uphill battle. So, you need to price your web design services in a way that's both reasonable and in line with the value you're providing them.

If you want your web design pitch to stand out, make sure it's all about the value they're going to get by choosing you over the other options.