

Nsite Sales Navigator

AI Visibility Audit → Strategy Meeting → MultiCasting & AI SEO

DIAGNOSE › AMPLIFY › IMPLEMENT

Internal sales enablement guide — how to run the strategy call and pitch the next step. Version NSITE-2026-09-03-NAV1. Prices, commissions, and capacity figures are current as of this version; reissue whenever any of them change.

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1. How to Use This Navigator

This guide teaches Nsite sales representatives how to run a client conversation from the first mention of AI visibility through the paid Audit, the Strategy Review meeting, and the pitch into Nsite MultiCasting and/or Nsite AI SEO. It is written as a step-by-step call script: read the numbered sections in order the first few times, then use it as a lookup reference once the flow is familiar.

What this guide teaches you to do

- Introduce AI Search Visibility to a prospect and offer the Free Snapshot.
- Convert an interested prospect into the \$299 Full Audit or \$499 Audit + Strategy Review.
- Run the paid Strategy Review meeting professionally, section by section.
- Identify a client's highest-priority visibility gaps from the Audit findings.
- Recommend Nsite MultiCasting, Nsite AI SEO, or both, and explain each in plain language.
- Manage Nsite's monthly capacity and waitlists honestly, without manufacturing urgency.
- Follow up and move qualified clients into implementation.

Operating rules

- Use the client's actual report, the current approved price, and the current approved scope. Never improvise a guarantee, a capacity number, or an inventory claim.
- The Free Snapshot creates awareness. It is not the paid Audit and is never called a free audit, complete audit, or full report.
- The Audit establishes evidence. Nsite MultiCasting and Nsite AI SEO are the two implementation paths — recommend whichever one (or both) the findings actually support.
- Sonia approves quotes, exceptions, discounts, fulfillment assignments, and all client-facing content before it publishes.

REMEMBER

Content approval gate: Draft → factual/source check → Sonia approval → client approval when required → publish → verify actual placements. Every format follows this sequence before it goes live.

Never promise

- A ranking, AI recommendation, placement count, traffic level, lead volume, revenue figure, or ROI.
- That every generated format will publish to every connected platform.
- That a training example, vendor claim, or another client's result is a guaranteed outcome for this client.
- That social-only distribution is the same thing as full daily social media management.

2. The Complete Nsite Funnel at a Glance

Every rep should know this funnel before selling anything. It has four stages after the free entry point, and each stage answers a different question for the client.

Stage	Offer	Price	What it answers for the client
1. Discover	Free AI Search Visibility Snapshot	\$0	Does my business show up when AI is asked about companies like mine?

Stage	Offer	Price	What it answers for the client
2. Diagnose	Full Audit or Audit + Strategy Review	\$299 or \$499	Where exactly am I visible or invisible, who's appearing instead, and what should I prioritize?
3. Amplify	Nsite MultiCasting	\$1,000–\$4,400/mo	How do I get more useful content and authority signals published across more places?
4. Build	Nsite AI SEO	Custom quote	What needs to improve on my own website, local presence, and technical foundation?

Reassess: a later Audit compared against the baseline measures progress and surfaces the next opportunity. There is no special reassessment price — it is a normal Audit sale.

Current capacity — know these three numbers

Resource	Monthly capacity	Notes
Free Snapshots	Up to 750	Operational limit; don't lead with this number unless useful.
Full Audits	12 total	Shared pool — a \$299 Audit and a \$499 Audit + Strategy each use one of the same 12 slots.
Nsite MultiCasting	9 openings	Launch-phase limit. Confirm live availability before promising a start date.

Approved order of the conversation

Free Snapshot → paid Audit or Audit + Strategy Review → Nsite MultiCasting → Nsite AI SEO. MultiCasting is the usual first implementation offer after the Audit, since the report's findings are most often about content, citation, and authority gaps that MultiCasting addresses directly. Recommend AI SEO instead — or in addition — when the findings point to the client's own website, local listings, or technical foundation. The two products are not mutually exclusive; let the Audit findings decide, not a fixed script.

3. The Sales Philosophy

A rep does not need to hard-sell AI visibility. The report does most of the selling. The approach is educational: expose the visibility gap, show the competitor landscape, reveal the buyer questions, explain why the gaps exist, and then introduce the solution.

Show → Explain → Prioritize → Prescribe

Not: Scare → Pressure → Close.

The goal is for the client to reach their own conclusion:

SAY

"I didn't realize this was happening. What should I do about it?"

That reaction — from the client, in their own words — is the ideal opening for the strategy conversation. If a rep has to manufacture urgency to get there, something in the walkthrough needs to slow down and let the evidence speak.

4. Prospecting and Qualification

The simplest prospecting question

Every rep should memorize this line and then stop talking:

SAY

"Do you know whether your business shows up when someone asks ChatGPT or Google AI for companies like yours?"

Common answers are "I don't know," "I think so," or "I've searched our company name." All of these are a good opening. Respond with the key distinction that runs through this entire offer:

SAY

"That's exactly what we measure. The important part isn't just whether AI knows your company when somebody types your name. It's whether AI recommends you when a buyer hasn't chosen a company yet."

Best-fit signals

- The business depends on local, professional, high-consideration, or competitive discovery.
- Leadership is concerned that competitors appear in AI answers before their company does.
- The company has real expertise but inconsistent publishing, citations, or authority signals.
- The website ranks in traditional search, but leadership has never checked what AI assistants say.
- The prospect can name an approver, a rough budget range, and a business outcome they care about.

Discovery questions

- When did you last ask ChatGPT, Claude, Gemini, Perplexity, or Google AI to recommend a provider like you?
- Which services, locations, and buyer questions matter most to your growth?
- Which competitors do your buyers compare you with?
- What publishing and social channels are active today?
- Who approves claims, visuals, pricing, and final content on your side?
- What result would make this project worthwhile even before rankings or leads change?

Qualification flags

If the prospect says or shows	Rep response
Wants a guaranteed ranking or recommendation	Explain that Nsite improves evidence and visibility signals; it does not guarantee platform behavior.
No access to their own website or social profiles	Scope access remediation before promising any implementation timeline.
No reviewer or approver available on their side	Do not schedule publishing until an accountable approver is named.
Budget is unknown	Use the Audit to clarify priorities; don't force a broad recurring package before that.
Mentions an existing exception or special agreement	Get the written commitment and keep it separate from the current price book.

5. Offering the Free AI Search Visibility Snapshot

SAY

“Nsite offers a Free AI Search Visibility Snapshot that gives you an introductory look at whether your business is showing up in AI-generated answers, and whether competitors may be appearing instead. There's no obligation.”

Mention the monthly volume only if it's useful in the conversation — it's mainly an operational limit, not a sales hook: “We make up to 750 of these available each month.”

Language rule — say this, not that

Always call it	Never call it
Free AI Search Visibility Snapshot	Free audit / complete audit / full report / full AI analysis

The distinction between the free Snapshot and the paid Audit must stay clear in every conversation. The Snapshot is a preview; it intentionally does not contain the full analysis.

After the prospect looks at their Snapshot

Don't start explaining it. Ask first, and let them tell you what concerned them:

ASK

“What stood out to you when you looked at it?”

Typical reactions — “Why is that competitor there?”, “Why aren't we showing up?”, “What are all the questions?”, “Who else is showing up?” — are exactly what the Snapshot is designed to produce. It's built to expose enough to create real curiosity while keeping the full competitor breakdown, answer mapping, gap analysis, Share of Voice, sentiment, and prioritized plan inside the paid Audit.

6. Selling the Audit and the Audit + Strategy Review

SAY

“The Snapshot only tests a small portion of the opportunity. The full Nsite AI Search Visibility Audit maps buyer questions across the major AI platforms and shows you where you're visible, who's being recommended instead, where you disappear during the buying journey, how AI describes your company, and where the biggest opportunities are.”

Offer	Client price	What the rep promises
Full AI Search Visibility Audit	\$299	The current report, under the current methodology. No strategy meeting included.
Audit + Strategy Review	\$499	The full Audit, plus a 45–60 minute personal strategy review with an Nsite team member.

What the full Audit covers: visibility and competitor patterns across the major AI assistants (ChatGPT, Claude, Gemini, Perplexity, Google AI); buyer questions spanning the full buying journey; a separate set of branded-name control checks; citation and source evidence, with historical trend when available; buyer-stage findings and sentiment context; the gap between how the business describes itself and what buyers actually ask; and prioritized next steps based on the captured evidence.

Don't quote an exact question count (such as “34 questions”) as a fixed, universal number — the exact count varies by report and is confirmed at report time, not promised at sale time. Describe the coverage qualitatively, as above.

The monthly Audit limit — one shared pool of 12

Nsite currently accepts up to 12 full AI Search Visibility Audits per month, and this is a single shared pool: a \$299 Audit and a \$499 Audit + Strategy Review each use one of the same 12 slots. There are not 12 of each. Position this as real operational capacity, not manufactured scarcity.

SAY

“Nsite currently accepts up to 12 full AI Search Visibility Audits each month. That capacity resets monthly.”

If space remains: “If you'd like to move forward, we can secure one of the available audit openings for this month's cycle.”

If the month is full: “We've reached our full-Audit capacity for this month, but I can place you on the priority waitlist for the next cycle — and we can still run your Free Snapshot in the meantime.”

Waitlist procedure when the month is full

- Tell the prospect plainly that the current month is full.
- Ask whether they want the next available opening.
- Record: company, contact name, website, email, phone, requested product (\$299 or \$499), date added, and priority position.
- Contact them as soon as the next month's capacity opens.

NEVER SAY

Never say “we'll squeeze you in.” The 12-Audit limit is real and applies to every rep.

Approved discount tiers

Coupons apply to Audit products only, never stack, and require authorization before use. Confirm current checkout behavior before quoting a discounted total.

Offer / discount	Client pays	Rep commission
Full Audit — list	\$299.00	\$53.85
Full Audit — 15% off	\$254.15	\$45.15
Full Audit — 25% off	\$224.25	\$39.35
Full Audit — 50% off	\$149.50	\$24.85
Audit + Strategy — list	\$499.00	\$92.65
Audit + Strategy — 15% off	\$424.15	\$78.13
Audit + Strategy — 25% off	\$374.25	\$68.45
Audit + Strategy — 50% off	\$249.50	\$44.25

Commission is 20% of positive gross profit after modeled direct costs, not 20% of the client price — that's why it doesn't scale in a perfectly straight line with the discount. Always quote the current approved price; if a figure here ever looks off, check with Sonia before quoting.

7. Preparing for the Strategy Meeting

Whoever runs the \$499 Strategy Review must review the report before the call. Walking in cold is the single most common way a strategy meeting underperforms.

Pre-call checklist — client information

- Company name and website
- Main services or products
- Geographic market
- Major revenue priorities
- Known competitors

Pre-call checklist — audit findings

- Total tests/answers and the client's mention count
- Strongest competitor and overall Share of Voice
- Weakest and strongest AI platform for this client
- Best example of a competitor winning an answer the client should have won
- Visibility across Pain & Problem, Product & Solution, and Brand & Comparison questions
- Branded control results and brand sentiment
- Major content gaps and citation/history findings
- The three highest-priority opportunities

Before the call, form a working hypothesis

Decide whether the report appears to point toward (A) Nsite AI SEO, (B) Nsite MultiCasting, or (C) both — but hold that hypothesis loosely.

REMEMBER

Do not force the client into a predetermined answer. Let the conversation and the evidence validate the recommendation.

8. Opening the Strategy Call

Recommended total length: 45–60 minutes.

Minutes	Purpose
0–5	Confirm goals, decision makers, and business context.
5–35	Audit walkthrough — evidence, competitors, buyer stages, sentiment, gaps.
35–45	Strategy recommendation — AI SEO, MultiCasting, or both.
45–60	Questions and next steps.

Before screen sharing

ASK

“Before we get into your report, I'd like to understand what you were hoping to learn from this. Was there anything in particular you were concerned about — competitors, ChatGPT visibility, Google AI, lead generation, or just AI search overall?”

“Who do you consider your strongest competitors?”

“Which services or products are most important for you to grow?”

“Where do most of your new customers currently find you?”

“Are you currently investing in SEO or content marketing?”

“Are there particular geographic markets you want to grow?”

Set the meeting expectation

SAY

“We're not going to analyze every line of this report today. My goal is to show you where you stand, where competitors have an advantage, where your biggest gaps are, and what I would prioritize first.”

9. Walking Through the Audit Report

This is the core of the meeting. Work through the report in this order — it builds from the big picture down to the specific priorities the client will act on.

Step 1 — Opening score / executive overview

SAY

"This first section gives us the big picture. We're measuring whether AI brings your company into the conversation when buyers ask questions about your type of service — not simply when somebody already knows your name."

Point to the primary competitor appearing in the results and ask:

ASK

"Is [Competitor] someone you consider a major competitor?"

Naming a recognized competitor early makes the data personally relevant right away.

Step 2 — "What your customers see"

SAY

"This is one of the most important parts of the report, because this isn't a theoretical score. This is an example of what a potential customer actually sees after asking AI a buyer question."

Read the actual question, then point out who was mentioned or recommended and who wasn't. Ask "Do you recognize these companies?" and then: "If the person asking this question hasn't already chosen a provider, these are the companies AI just introduced to them." Don't overstate this as an automatic lost sale — it's evidence, not a verdict.

Step 3 — Share of Voice

SAY

"One question alone isn't enough to judge visibility. This section looks across the report and shows how much of the brand conversation you're receiving compared with competitors."

Share of Voice is the client's portion of the brand mentions found among the companies identified in this report — not a percentage of all AI searches everywhere. State that plainly before interpreting it.

Ask: "Does this competitive picture match what you're seeing in the market?"

If the client is already doing well

Don't undermine a genuinely strong result.

SAY

"You're actually starting from a stronger position than many businesses. The opportunity isn't catching up — it's protecting and expanding that lead. This Audit only tests a defined set of buyer questions; there are usually more topics and buying situations worth covering."

Step 4 — Citation history / trend

If historical data exists, discuss the client's trend, the competitor trend, and whether the gap is widening, narrowing, or flat. If there's no history yet:

SAY

“There's no independent citation history available yet. That gives us a baseline rather than a trend.”

Avoid making definitive claims about exactly why a given AI model cited or didn't cite something — no one outside the platform can know that for certain.

Step 5 — The buyer questions, by stage

Explain that the questions are grouped by where the buyer is in the decision process, because visibility means something different at each stage.

Pain & Problem questions

The customer has a problem but may not yet know what type of provider or solution they need (example: “our office renovation keeps running over budget”). Being visible here lets the business enter the conversation before a shortlist even exists.

Product & Solution questions

The buyer understands the type of solution they need and is actively looking for companies or providers — “best,” “who does,” “near me,” “recommended,” a specific service plus location. Visibility here can place the business directly onto the buyer's consideration list.

Brand & Comparison questions

Closer to the purchase decision — the buyer is comparing named providers and validating trust (“Company A vs. Company B,” “is Company A reliable?”). Visibility here matters because these buyers are much closer to deciding.

Step 6 — Buyer journey summary

Show the condensed scores across the full journey — Pain & Problem, then Product & Solution, then Brand & Comparison, then Branded Control — as one picture of where the client is strongest and weakest.

The most powerful distinction in the meeting

When branded visibility is strong but discovery visibility is weak, say so directly — this is usually the single most useful insight in the call:

SAY

“AI understands who you are when someone already knows your name. The opportunity is getting AI to introduce your company before the buyer knows who to ask for.”

Step 7 — Branded control check

SAY

“These searches intentionally use your company name. They function as a control, so we can see whether AI recognizes and understands the business directly.”

If strong: “That's encouraging — AI has a basic understanding of your company.” If weak: “That suggests we may also need to strengthen some foundational brand and entity signals.” A weak result here can point strongly toward Nsite AI SEO.

Step 8 — Brand sentiment

SAY

“Now we're switching from whether AI talks about you to how AI talks about you.”

Review what's positive, neutral, and negative, and what AI praises or flags. Ask:

ASK

“Does this match how you want customers to perceive your business?”

“Is there anything you wish AI understood better about your company?”

Step 9 — What the business talks about vs. what buyers ask

SAY

“This is where we begin to understand why some visibility gaps exist. Most companies describe services. Buyers ask questions.”

Contrast traditional company messaging (“Commercial Construction Services”) with an actual buyer question (“Who can renovate our medical office without shutting the practice down?”). Ask how much of the client's current content actually answers questions phrased like the second one. If the answer is “not much,” that's a useful, concrete finding, not a criticism.

Step 10 — The biggest gaps and top three priorities

The report may surface things like competitor-won questions, a weakest AI platform, a specific buyer-stage gap, mentions without citations, content gaps, or insufficient outside authority.

SAY

“If you remember only three things from today's meeting, these are the three I'd focus on.”

Then name Priority #1, Priority #2, and Priority #3 specifically, using this client's own findings. Don't hand over fifteen priorities — three is the number that gets acted on.

10. Transitioning from Audit to Solution

Once the top three priorities are named, ask permission before pitching anything:

ASK

“Would you like me to show you what I think the best path would be to address these?”

Wait for a yes. From this point forward the rep is prescribing a specific path based on this client's evidence — not pitching a generic package.

11. Recommending Nsite MultiCasting

Recommend Nsite MultiCasting when the findings show many unanswered buyer questions, a weak citation footprint, competitors appearing broadly, strong branded recognition paired with weak discovery, a reasonably solid website but weak outside authority, a narrow online footprint, or a clear need for multi-format, multi-platform coverage.

SAY

“Your website is only one part of this. The larger opportunity is getting strong answers to these buyer questions published in more formats and across more places where customers and AI systems can encounter them. That's what Nsite MultiCasting is designed to address.”

How to explain it simply

Keep this plain: “We start with an important buyer topic or question, then turn that subject into multiple platform-specific content formats — rather than publishing one article on one website.” Formats can include a news-style article, blog content, long-form video, short-form video, podcast/audio, an infographic, a slideshow, and social content. Never promise specific AI citations or rankings as an outcome.

Package pricing

Package	Monthly price	Starting scope	Rep commission
Basic	\$1,000	One defined monthly campaign, DIY social-only distribution on agreed connected accounts.	\$78.78
Visibility	\$2,250	Broader approved campaign scope — quote exact formats and distribution.	\$142.68
Authority	\$3,000	Expanded authority-building scope — quote exact formats and distribution.	\$179.28
Premium	\$4,400	Highest approved planning scenario — quote exact formats, distribution, and capacity.	\$261.18

Basic must be defined before the sale

- One approved topic/campaign per month — state the actual number of original assets and adaptations up front.
- Campaign copy and generated assets go through a factual, branding, link, and readability check.
- One consolidated revision round, final approval, publication checks, and a concise status/placement report.
- Daily posting, community management, paid ads, inbox response, original shoots, extra campaigns, complex edits, and website work are excluded unless separately listed.
- A personal LinkedIn profile may be an intentional approved channel for a given client — record the exact profile for that client.

REMEMBER

A social platform charge showing \$0 does not mean the service is free to deliver. Nsite still incurs planning, production, proofreading, approvals, publishing checks, reporting, and commission costs on every campaign — quote and explain it that way.

MultiCasting add-ons

Add-on	Price	Commission	Scope note
Standard Network	\$800	\$46.30	One Standard distribution allowance — not a second campaign.
Primetime	\$500	\$27.30	Confirm current availability and fit.
Microsoft MSN	\$800	\$46.30	Confirm current availability and fit.
Premium Big 6	\$1,450	\$91.60	Confirm current platform terms.
Financial	\$2,400	\$156.70	Use only for suitable content and current eligibility.
Blog Outreach (4 blogs)	\$1,600	\$101.10	Confirm deliverables, sites, and link terms.
DeFi	\$2,400	\$156.30	Crypto/blockchain/Web3 clients only — specialized eligibility.
Additional DFY authoring	\$400	\$17.90	Use only when authoring is truly additional to the campaign.
4 additional simple videos	\$800	\$76.00	Additional to the generated campaign video; scope production limits.

MultiCasting capacity — 9 openings

SAY

“Nsite is currently limiting MultiCasting to nine launch accounts while we roll out and manage the service.”
If openings remain: “Based on your Audit, I think you may be a good candidate for one of those openings.”
If full: add the prospect to the Nsite MultiCasting waitlist — do not manufacture urgency.

12. Recommending Nsite AI SEO

Nsite AI SEO remains custom-quoted. The rep's job is to diagnose fit and request a current scope and quote — never to hand a client an old scenario as if it were a fixed, universal price.

Recommend it when findings suggest a weak website foundation, poor entity clarity, weak service or location content, missing structured data, technical search weaknesses, inadequate local visibility, weak reputation signals, poor branded recognition, content architecture problems, insufficient answer-focused content, or broader organic search weaknesses.

SAY

“Based on your report, I wouldn't treat this as a distribution-only problem. We first need to strengthen the foundation AI and search engines are reading — your website, services, entity signals, content structure, authority, and overall search presence. That's where Nsite AI SEO fits.”

Planning scenarios (internal reference only — always requote for the actual client)

Planning scenario	Client price	Rep commission	Note
Focused AI SEO — example 1	\$1,600	\$70.40	Smaller scope example.
Focused AI SEO — example 2	\$1,846	\$118.12	Mid-size scope example.
Focused AI SEO — example 3	\$2,400	\$225.60	Larger scope example.

REMEMBER

These three rows are historical planning examples, not a published price list. Get a current vendor quote or self-fulfillment allowance for every client — including owner labor, tools, and fees — before pricing the approved scope.

13. Recommending Both — The “Go Big” Path

When a client has both a weak owned-property foundation and a weak external content/authority footprint, recommend both offers together rather than picking one arbitrarily:

SAY

“I see two different layers in your report. First, we need to improve the foundation AI and search engines see when they reach your own digital properties. Second, we need to strengthen how often your expertise and answers appear outside your website. That's why my recommendation would be Nsite AI SEO as the foundation and Nsite MultiCasting as the amplification and authority layer.”

Combined planning scenarios (internal reference only)

Scenario	Client price	Rep commission	Note
AI SEO + MultiCasting Basic	\$3,400/mo	\$304.38	SEO foundation plus one Basic MultiCasting campaign.

Scenario	Client price	Rep commission	Note
Expanded production/review	\$3,650/mo	\$313.28	Same combo with more review/coordination time, not a bigger campaign count.
AI SEO + Basic + Standard	\$4,200/mo	\$350.68	Adds Standard distribution to the baseline combo.

These are internal planning examples to help size a conversation, not a published tier card. A broader SEO scope always earns its own current quote.

14. Closing the Meeting Without Pressure

ASK

“Based on everything we’ve looked at, does improving this feel like something you’d like to address now, or is it more of a future priority?”

If future

SAY

“That’s completely fine. You now have your baseline, and we can revisit the data later.”

If now

SAY

“Then let’s determine which implementation path makes the most sense.”

Present the options plainly: Option A — Nsite AI SEO. Option B — Nsite MultiCasting. Option C — Nsite AI SEO + MultiCasting together.

15. Implementation Discovery Questions

Before quoting or proposing a scope, ask:

ASK

- “Which services or products are your highest priorities?”*
- “Which markets or locations matter most?”*
- “What does an average new client/customer/project represent in revenue?”*
- “How quickly would you like to address the gaps we’ve identified?”*
- “What SEO or marketing work are you currently doing?”*
- “How frequently are you publishing content?”*
- “Who else would be involved in approving a project like this?”*
- “Is there a particular deadline or growth goal you’re working toward?”*

16. Same-Day Follow-Up and Staying in Touch

Same-day email

Subject: Your Nsite AI Visibility Strategy Summary

Thank you for meeting with us to review your Nsite AI Search Visibility Audit.

Based on the findings, the three areas I would prioritize are:

1. [Priority] 2. [Priority] 3. [Priority]

Based on those findings, our recommended next step is: [Nsite AI SEO / Nsite MultiCasting / Both]

I'll include the appropriate next-step information below.

If they don't move forward right away

Timing	What to say
2–3 days	“Have any additional questions come up since you reviewed your report?”
7–10 days	“One thing I wanted to bring back to your attention was [specific gap]. If you decide to address your AI visibility, that's the area I would prioritize first.”
Later	The Audit becomes a benchmark — a future re-Audit can be framed as measuring progress against this baseline.

17. Re-Reporting After Implementation

Measurement is one of the strongest parts of this business model: implement the work, then rerun the report later so the agency and client can compare change over time. That turns the Audit from a one-time report into an ongoing part of the client relationship.

The cycle: Baseline Audit → Implement (AI SEO and/or MultiCasting) → Reassess → Compare → Adjust Strategy → Continue.

There is no special reassessment price — a later Audit is a normal Audit sale, compared against the client's own baseline.

18. Monthly Capacity Management — Rep Rules

Every rep must know these three numbers and check current availability before making any promise:

Resource	Monthly capacity
Free Snapshots	Up to 750/month
Full Audits (shared pool: \$299 + \$499 combined)	12/month
Nsite MultiCasting	9 current openings

Language when Audits are almost full

SAY

“Nsite limits full Audits to 12 businesses each month. We currently have availability in this month's cycle.”

If relevant: “If you'd like to secure one of the remaining openings, we can reserve your Audit.”

Only state an exact number of remaining openings if you actually know the current count.

Language when Audits are full

SAY

“We've reached our 12 full-Audit openings for this month. I can reserve your place on the next month's priority waitlist. We can still begin with your Free AI Search Visibility Snapshot while you wait.”

Don't frame the waitlist apologetically — the limited capacity is part of how the fulfillment model works.

Audit waitlist priority order

1. Already-paid or reserved clients
2. \$499 Audit + Strategy Review prospects ready to purchase
3. \$299 Audit prospects ready to purchase
4. Snapshot leads requesting more information

Within each group, first come/first served is simplest unless Sonia decides otherwise for a specific case.

19. Objections and Talk Tracks

Client says	Recommended response
"I already rank on Google."	"That's useful, and the Audit asks a different question: whether AI assistants mention and support your business when buyers ask for recommendations."
"Can you guarantee ChatGPT will recommend us?"	"No one controls an assistant's answer. Nsite improves the evidence, consistency, authority, and content that these systems may draw on, then measures what changes."
"Why pay for social if posting is free?"	"The platform charge may be free. The service price covers strategy, production, editing, source checks, approvals, publishing, monitoring, and reporting."
"Why MultiCasting before AI SEO?"	"Your report identifies content, citation, and authority gaps that coordinated publishing can start addressing right away. We then scope AI SEO where the owned foundation needs deeper work."
"Is the free Snapshot enough?"	"It's designed to reveal a possible gap. The paid Audit tests a structured set of buyer questions across the major AI assistants and gives you the evidence needed to prioritize real work."
"Will every format appear everywhere?"	"Each platform has its own rules. We scope approved destinations, verify placements, and report pending or failed distribution honestly."

20. Sales Rep Guardrails

NEVER SAY

- "We guarantee ChatGPT will recommend you."*
- "We guarantee AI citations."*
- "We'll get you ranked #1 in AI."*
- "Every missing answer equals a lost customer."*
- "You're losing \$X because you're not appearing."*
- "Your competitor is stealing your customers."*
- "MultiCasting forces AI to recommend you."*
- "You'll see results immediately."*
- "Only two spots remain!" — unless there truly are only two.*

SAY

- "This shows where your business currently appears."*

"This competitor appeared more frequently in the questions tested."

"The report identifies opportunities for stronger visibility."

"These are the areas I would prioritize."

"AI results can change over time."

"No independent AI platform can be guaranteed."

"Nsite accepts only 12 full Audits each month."

"Nsite currently has nine MultiCasting openings."

21. Closing and Internal Handoff Checklist

Close every meeting with

- The agreed problem and the evidence behind it.
- The selected next offer and its exact scope boundary.
- Price, discount authorization if any, payment link, and expiration date.
- Client approver, Nsite owner, required access/assets, and approval deadline.
- The next meeting or delivery date.
- Any unresolved risk, dependency, or exception.

Internal handoff record

Field	Record
Client and domain	Legal/display name, URL, location, main service.
Outcome	Business priority and success indicator, without guaranteeing it.
Evidence	Report date, key questions, answer examples, competitors, citations.
Scope	Package, add-ons, original assets, adaptations, channels, revisions, report cadence.
Access	Website, profiles/pages, analytics, brand assets, source records, contacts.
Approval	Sonia's approval, plus client approver and date.
Verification	Live, pending, failed, corrected, and reported placements.

22. Content Quality and Compliance Checklist

Every format that goes out under the Nsite name follows the same approval gate: Draft → factual/source check → Sonia's approval → client approval when required → publish → verify actual placements.

Proof every format

- Article and blog claims, headlines, summaries, links, calls to action, and named sources.
- Social captions, threads, images, alt text, video scripts, voiceovers, captions, and thumbnails.
- Podcast scripts, speaker identities, sponsor copy, pronunciation, and downloads.
- Infographic statistics, labels, dates, methodology, comparisons, and image rights.
- Contact details, company facts, case studies, prices, coupons, and offer terms.

High-risk claim checklist

- Percentages or numeric claims without a primary source and applicable date.

- Guaranteed rankings, recommendations, visibility, placement, traffic, leads, revenue, or ROI.
- Any vendor achievement presented as if it were Nsite's own achievement.
- Client totals, experience, credentials, awards, locations, or case results without records to back them up.
- Statements that AI or search platforms always behave a certain way.
- Claims that submitted distribution is already live before it's verified.

REMEMBER

A platform showing a \$0 charge does not mean the underlying work was free to produce — see the MultiCasting section above. Keep any known pending or unverified placements marked as such until confirmed.

23. Quick-Reference Field Card

Step	Check	Say / do
DISCOVER	Prospect hasn't seen evidence yet.	Offer the Free AI Search Visibility Snapshot.
DIAGNOSE	Prospect wants depth and priorities.	Sell the \$299 Audit or \$499 Audit + Strategy.
EXPLAIN	Report is open and current.	Walk buyer questions, controls, and evidence by stage.
AMPLIFY	Content/citation/authority gaps are clear.	Scope MultiCasting first: \$1,000 / \$2,250 / \$3,000 / \$4,400.
BUILD	Owned foundation also needs work.	Request a current AI SEO quote; use planning examples internally only.
APPROVE	Draft and scope are complete.	Claim/source check → Sonia approval → client approval if needed.
VERIFY	Content was submitted.	Confirm live placements; report pending/failed honestly.
CLOSE	One next decision remains.	Confirm offer, price, approver, owner, access, and date.

REMEMBER

Prices: \$299 Audit · \$499 Audit + Strategy · MultiCasting \$1,000 / \$2,250 / \$3,000 / \$4,400 · AI SEO custom quote · combined internal examples \$3,400 / \$3,650 / \$4,200.

Commission: 20% of positive gross profit after approved modeled direct costs — never 20% of revenue.

Capacity: 750 Snapshots/mo · 12 Audits/mo (one shared pool) · 9 MultiCasting openings.

24. Confidentiality and Source Note

This Navigator is built for the printable/downloadable format and the companion clickable Sales Navigator web page — the content is designed to be the same across both, organized so each numbered section can map to its own page or topic online.

Confidential: keep Nsite profit, costs and fulfillment relationships private. Do not name RocketDriver, Ampifire/AmpCast or Prominent Orange in client pitches.

Source materials: internal sales-training and audit-methodology references, the Nsite AI Search Visibility Playbook, prior sales-navigator drafts, and the approved August 31, 2026 pricing and commission model. Reissue this Navigator whenever prices, commissions, capacity, methodology, or approved language changes.