



THE SUCCESS STORIES SERIES

From Zapable HQ

Andrew Hamilton

ZAPABLE TEAM



talks to



Mario Rybansky

ZAPABLE CUSTOMER

How IT expert Mario, with zero sales experience managed to expand his business using Zapable and now sells Apps to Clients for \$1,500 a time.

Check it out...

Case Study: Mario Rybansky

Name: Mario is based in Colorado in the US

Age: 41 Years Old

Previous Work History before Zapable: Various jobs in IT

1 App Sold to date with 2 more in the Pipeline– Mario has sold into the Real Estate Niche but is also selling into other markets such as Pet Healthcare and Security.



Favourite Zapable Features:

Push Notifications

Easy integration and build

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Andrew

Hello, Zapable. It's Andrew Hamilton here. I hope you're well. Today, I've got Mario ... is it Rybansky? Is that right, Mario?

Yes. Hi, Andrew.



Mario



Andrew

Excellent. You're based in Colorado, I believe.

Yes, that's correct.



Mario



Andrew

Fantastic. Good stuff. We'll cut right into it. If you could maybe just give us a little bit of time just about yourself and your background, that would be a great way to start.

Yes. My background is basically IT. I own a small business, a small company - IT consulting company - with my colleague. We're doing IT for small businesses. Basically taking care of the IT from the cabling all the way through the servers, small business servers, that type of thing. That's in the ballpark. That's what we do on a professional level.



Mario



Andrew

Excellent. That's great.

I don't know if you want to know any more details, but ...



Mario

No, that's a good start. You've been doing that for about 15 years? Isn't that what you said?



Andrew

Yeah, pretty much more than 15 years, even maybe 19, almost 20. We have been in the company for more than 10 years now, since 2006 ... 2005, actually.



Mario

Excellent. Good stuff. How long have you had Zapable or have you been using Zapable?



Andrew

Zapable actually has been ... it's going to be a year I would say, sometimes in the upcoming months.



Mario

Oh, tell me about it.



Andrew

Yeah, it's been great. Actually, my colleague found you guys, and it's been really awesome, super nice to me. I just loved it that I didn't even think of it, not to join. It was just awesome thing. I love it. Love the dedications, the easy user interface, put things together. Your support is fantastic. That's all.



Mario

“Your support is fantastic. That’s all.”

As a member of Zapable, we don't just give you all of the training you will need to create and sell your apps to customers, we offer a 'Market Leading' level of support all as part of the experience. With a current Zendesk Customer Satisfaction score of 93% and our 24/7 Customer Support Centre we're able to offer you any help or guidance you may require, every step of the way.”

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Andrew

That's all great stuff to hear. Excellent. Why don't you tell us a little bit ... If you've built many apps so far yourself, and have you actually successfully sold any of them?

Yes. So far officially I have sold 1 app a couple of months ago, and that has been going real well - to realtor, to be specific. He loves it. He like it. I don't hear any complaints so far. I guess he's all right.



Mario

I am going to be building a new one right now. I just got the confirmation a couple days ago from a friend of mine who owns a small business. He's training dogs. That type of thing. He wants to have app as well, so I'm going to be doing it this week for him as well. He agreed to do that. I have more than couple other friends actually, realtors, they are trying to ... In the middle of the conversation with them, to have them so they can get the app as well. Pretty exciting time right now.



Andrew

Yeah, for sure. It sounds like real estate then is your major niche, but that's not to stop you from branching out. You've also got this dog-training man as well?

Yeah.



Mario



Andrew

Excellent.

He's training dogs. He's on a canine for police, even for the government as well. Of course, police is government, but all kinds of things. He don't tell me the details because he said "Well, it's a secret. I cannot tell you."



Mario



Andrew

I don't know.

I said "Well, good. Good for you." Anyway, he train the dogs. He's selling them for decent dollar, so they're pretty expensive dogs. He trains them for several months, and they're really good dogs. German shepherds, mainly. Hopefully that will go well. Like I said, he just send some graphic and things, saying ideas, what he wants to have in the app. So far so good. Hopefully he'll like it. Like I said, I have another conversation from a real estate branch. Hopefully that will go as well.



Mario



Andrew

Good stuff. Whenever you're approaching clients, do you actually specifically approach them yourself, or do you find they tend to come to you, or how do you go about getting you business?

I'm trying to approach them myself. What we're trying to do actually, specifically with this first app, realtor ... It was kind of a coincidence because I was buying a house, and he was my realtor. Actually, I choose him and said "Well, you have good references, and I want you to be my realtor. I'm going to be buying a house." He actually had an app in place, but it was really generic. It wasn't really an app. It was basically the web-based app. They have a web portal where they can log in. The company they're paying to ... they said "Well, you can have an app." It's not really app. You look at it and it's just basically going through Safari. It's like a web-based type of thing, but he was under the impression "I have an app." I was like "You know, you don't have an app. It's not really an app." I'm trying to explain to him it's like "You need to really have an app so you can be an apps store."

I basically approach him from a different angle, say "You need to have this, or you have to brand yourself with a cool app on your own." He likes it. He loved it. He's really an edgy guy. He wants to have everything. He making pretty good money. One of the reasons he's making pretty good money is because he's doing everything he can, and this was 1 other thing is that he wasn't even thinking about it not to have apps. "Why buy it? Let's build it. I want to have it."

It was kind of good thing because even my wife - she works in the PR, she's in public relations, she's doing marketing - she kind of helped me as well with that too. She was kind of like "I think the app is to him, basically give him ideas what he can do with it, how he can approach his customers, his potential customers with the app." She got great ideas, and he said "Wow, I want it right now." That's how I sold my first app, and I want to use the same kind of approach for the rest of the apps as well, for the ones under discussion right now.



Mario



Andrew

Excellent. I'm sure this is a stupid question asking someone who's 19 whether you have a website or not. I'm sure you do.

Yes.



Mario



Andrew

Do you have a presence on social media? Do you tend to use that much?

Yes. We haven't been using social media that much, but definitely we will. We definitely want to use it for the business, and make it a funnel, and do the funnels on Facebook. Which is a really good thing, watching how to do my thing on Facebook more efficiently. We have been doing it, but not as efficiently as the possibilities are, right? Yeah. Absolutely. We have a Facebook page. We have a website. It's really informational at this point. It's nothing that will give us marketing at a different type of level. We want to change that. Yes.



Mario



Andrew

Good stuff. On to pricing, then. How do you specifically price your apps? Do you have an actual structured approach, or does it tend that you just tailor it to each customer? How do you tend to work?

Yes. We try to approach each customer differently. I look at their budgets, and I'm trying to have a conversation with them what they can afford. How much would they spend for such a thing? That would be my first question. I'm really trying to push them "Okay, this is how much it's going to cost you, and what do you think?" They'll know. We're asking them what their budget is, what they think would be the good price to have this kind of app then, or they'll tell me in the ballpark what they think, and then I'll approach them.



Mario

If they think that 2,000 dollars, for example, is a good price, I say "Okay. How about if I can create for you for 1,500?" I just basically want them to be happy in the first place. I say "2,000 is going to be a good price, and now you're giving me 1,500, which is great." Like I said, not the price on the app, I mean if we can get the business, and this is basically the business' role, the company's role. We want to have a retail which basically has it monthly so you write every month. If we can get that fee off, for example, for the maintenance of the app, and if they can pay us, for example, 50 or 100 bucks a month, that's an awesome thing. I'm looking at the main price of the app to have them spend so much money. I can have them spend 1,000 dollars and even 500 if that's going to make sense. If they're going to be paying me 100 dollars a month, I'm going to be so happy anyway.



Andrew

Yeah.

Another approach, what we're trying to choose ... I said this is something we're trying approach really reluctant customers. I say, "Well, I'll make the app for free, and if you like it, you'll keep it. If you don't like it, you don't need to get it."



Mario



Andrew

Right. Interesting.

This kind of approach ... Like I say it's really the individual. Some people don't care. They just want to have things done. They don't want to talk about it very much. They know what they want, like this particular guy from real estate. He say "Yeah, I want it. I don't even think about it. Do it." Some people are really looking at the money. They don't have so much money. They just want to see what their budget is and what it can do. It's really individual.



Mario



Andrew

Yeah. That's cool. Excellent. Specifically on Zapable itself then, how do you find it as a product, and is there anything in particular you really like, any features or whatever else?

"I love the idea. I love the ease of use."

Like I said, I love the idea. I love the ease of use. That's the main part, because when you can get on a portal and basically put things together when you have a graphic and a rough idea of what you want, you can build it right away from the scratch. You can basically ship to your customer right away. It's just awesome feature. It's just awesome thing.



Mario

Second thing, it's an app. That's something that you have to actually explain to customers, because they know it exists, but they don't know they can use it and how they can use it. That's kind of good imagination for me as a marketer. For example, give them an idea how they can use the push notification, how they can use it for the potential business and things like that. That's a second feature. That's pretty much it. I mean, ease of use and everything you can do with the click of the mouse, it's just a miracle.



Andrew

That's perfect. Excellent. Have you had much dealing so far with our support, and are you part of our online community? Have you delved into that at all?

Yes I did. As a matter of fact I had little problems with my first app. It just really wasn't loading properly. After we published it, actually it was good, then we published a couple updates and it wasn't loading properly, for example, in this case. When I contact you guys you were on top of the ball. I was kind of freaking out at the time because it actually wasn't working at the proper time when I was, for example, when I push an update for the specific app and we were doing some kind of presentation for this particular customer and the app wasn't working. I emailed you guys and you guys were on top of the ball. You guys answered within 24 hours, which is a great thing. That's what we're looking at. Glitches happen. Problems happen. If they can be fixed quickly, that's the beauty of it.



Mario



Andrew

Good. That's music to my ears. I'm pleased to hear that. Good stuff. Have you used the online community, yes? Have you been on there?

Yes. As a matter of fact, I posted a couple of questions there. I contact you guys as support and also used the forum. I posted there as well, and I got the replies there too. It was completely different. You guys actually had to fix it on your servers, because it was a completely different issue. Yes, I use that, but that particular issue that I had ... But yeah, I'm using forums too. I'm just reading opinions of the other people, and not just specifically for the technical stuff, but how they approach the customers and things like that. It's really good to read. I'm on the forum all the time.



Mario

“I'm just reading opinions of the other people, and not just specifically for the technical stuff, but how they approach the customers and things like that. It's really good to read. I'm on the forum all the time.”



Andrew

Brilliant. Pleased to hear it. Excellent. Well, Mario, we're down to our last, but in my view most important, question: if you could give 1 piece of advice to any new Zapable members who want to sell their apps, what would that be?

Don't give up. You have to do approach from different kind of angle. If any of the customer don't have money, or if you think that the customer is really reluctant to buy the app, don't give up. These people, they don't know what they want, mainly. If you show them what they can do with their app, for example, with push notifications, then they're going to be impressed. That would be my advice.



Mario



Andrew

That's great. That's really solid advice. Excellent. Good stuff. That concludes. Mario, thank you very much for your time. It's been great talking to you.

Thank you.

Mario

Thanks a lot.

Andrew



‘With no previous experience in sales, with the help of Zapable’s in-house training and support, Mario has taken the bull by the horns and is now selling his apps to customers at \$1,500 a time. All of the support you require comes with your Zapable membership and we are proud to offer some of the best levels of customer service in the industry to help you along the way.

The question is, what’s your excuse for not creating your own App Building Business?...

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