



1

HOUSEKEEPING

TURN CELL PHONES OFF

QUESTIONS?

- o Please write them down
- o Hold them till we finish a section
- o If terminology is being used that you don't understand, raise your hand and we'll rephrase what's being said

[UnFranchise.com > Help & Training > Support Materials](#)

www.mawc411.com

YOU SHOULD HAVE:
Consult Sheets
B2B Catalog
Marketing Manual
12 Week Action Plan

NO VIDEO OR AUDIO TAPING

2



SO WHAT ARE WE HERE TO LEARN?

How to leverage a simple and proven system to succeed with maWebCenters and your SHOP.COM business.

Relax! This is actually a super fun and interactive training!

Let's take a look at what's on deck for today!

3

THE PRODUCT

- Marketplace
- The Shopping Annuity & WebCenters
- Product Benefits
- Comparisons & Case Studies

THE SYSTEM

- Teams & Resources
- Goal Setting
- The Five C's
- Administration

BUSINESS BUILDING

- WCO vs. WC Pros
- Expanding with WebCenters

4

THE PRODUCT

THE MARKET

- THE SHOPPING ANNUITY
- PRODUCT BENEFITS/MARKETING MANUAL
- COMPARISONS & CASE STUDIES

5

WE LIVE IN A DIGITAL AGE

WHERE DO YOU

- Get your news
- Socialize
- Research
- Find products
- Find services
- Play
- Get Music
- Get Books
- Get Periodicals
- Get Advice

Everyone is "Plugged in".
If you think about it, we are all consumers of the internet in some way, shape or form!

6

The average person spends 5.2 hours per day on their mobile device

74% of people are more likely to visit mobile-optimized sites

INTERNET CLIMATE

85% of customers expect businesses to be active on social media

There are 3.4 billion Google searches per day. 61% are for local searches

88% of consumers read online reviews to determine the quality of a local business

7

THE WORLD IS ONLINE

LOCAL BUSINESSES & ORGANIZATIONS NEED SOLUTIONS TO COMPETE

8

WE ARE A PARTNERSHIP
MARKET AMERICA WORLDWIDE,
MAWEBCENTERS &
YOU

- We have been in business over 18 years
- We have tens of thousands of clients that we're working with
- We have hundreds of employees
- We do business globally in 23 different countries

9

websolutions
by M3 WebCenter

**A PROVEN, DUPLICATABLE, SYSTEM TO PROVIDE
SMALL BUSINESS OWNERS AN EFFECTIVE INTERNET PRESENCE**

TOGETHER, WE HELP BUSINESSES AND ORGANIZATIONS WITH:


INCREASING REVENUES	STREAMLINING BUSINESS PRACTICES
DECREASING EXPENSES	INCREASING ENGAGEMENT
INCREASING CUSTOMER SATISFACTION	MARKETING THEIR BUSINESS

10



THE SHOPPING ANNUITY®
AND **websolutions**
by M3 WebCenter

11



DO BUSINESS OWNERS SPEND MONEY?

Businesses spend much more than an average household to run their business!

What if you could help businesses SAVE MONEY on their overhead expenses?
What if you could help businesses EARN CASHBACK for their overhead?

12

BUSINESS EXPENSES

- Marketing & Advertising
 - Websites, Domain names, Email addresses
 - SEO
 - Email Marketing
 - Google AdWords
 - Social Media Management
 - Facebook Advertising
 - Other Paid Advertising
- Signage
- Promotional Products
- Clothing & Apparel
- Software (POS, Scheduling)
- Merchant Services
- Insurances, Warranties, Legal/Accounting fees
- Technology Updates
- Client Gifts
- Equipment
- Travel and Lodging
- Office Supplies
- Janitorial Supplies and Sanitation
- Breakroom Expenses
- Food & Beverage
- And on and on and on.....

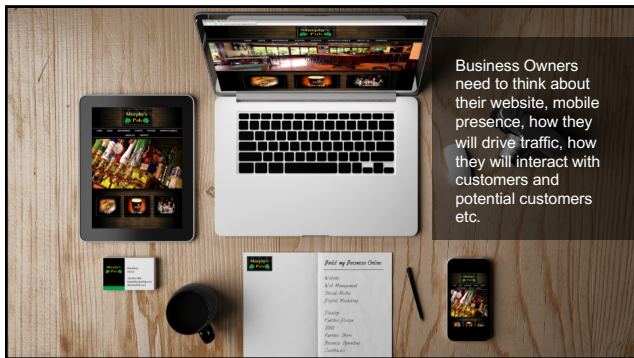
13

14

BUSINESS OWNERS MUST FIRST UNDERSTAND THE NEED FOR A PRODUCT BEFORE THEY WILL CONSIDER A SOLUTION FOR IT

MARKETING MANUAL
SECTION 1: GENERAL DEFINITIONS & STATS
WWW.MAWC411.COM

15



16

HOW IMPORTANT IS RESPONSIVE WEB DESIGN?

Why is Responsive Design Important?
 "A lot of Smartphone use seems to be habitual, automatic behaviors that we have no awareness of." - Huffington Post

In fact according to experts, people spend an average of 5.2 hours per day on their Smartphones. Mobile optimized sites are critical for engaging your viewers.

- 40 percent abandon a site if takes too long to load
- 67 percent are more likely to purchase from mobile optimized sites
- 74 percent are more likely to revisit mobile optimized sites

AND ONCE THE SITE IS BUILT, HOW IMPORTANT IS SEO?

Why is SEO Important?
 A website is only effective if people can find it.

- 33 percent of organic search clicks go to the first results
- 60 percent of organic search clicks go to the top three search results
- 50 percent of mobile searches are conducted looking for local results, of which 61 percent result in a purchase



17

DO BUSINESSES REALLY NEED SOCIAL MEDIA?

Do I really need to be on Social Media?
 Did you know that millennials check their phones more than 157 times per day? Americans spend an average of 5.2 hours per day online with the most popular activity being social networking. 20 years ago, people went to printed periodicals for up-to-date news and referrals, but today they go to social media which is why businesses need have a social media strategy.

- There are 1.65 billion active mobile social accounts globally with 1 million new active mobile social users added every day.
- 85 percent of customers expect businesses to be active on social media
- 71 percent of consumers who have a good social media customer service experience with a brand are likely to recommend it to others

ONLINE REPUTATION MANAGEMENT?

Do I need Online Reputation Management?
 Customer-review websites like Yelp, TripAdvisor and many more are increasingly being used by potential customers who are deciding whether or not to do business with a company. A business can either hope for good luck and the absence of negative reviews or take a proactive approach to knowing and maintaining a positive online reputation.

- 88 percent of consumers read online reviews to determine the quality of a local business
- Restaurants with a 3.5 star rating on Yelp are 63 percent more likely to be full than those with only 3 stars
- 52 percent of businesses found inaccurate listings for their business online



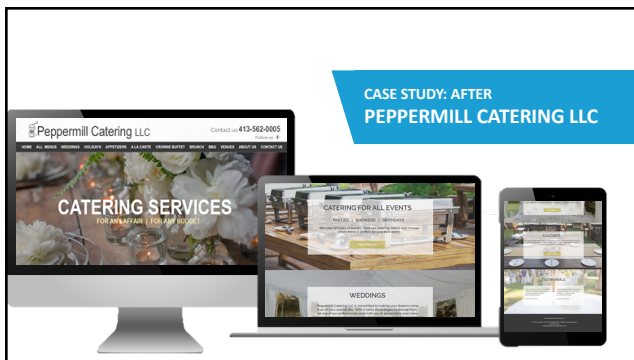
18

STATS ARE THE AVERAGE OF THE WHOLE.
LET'S DIVE DEEPER INTO SOME INDIVIDUAL CASES...

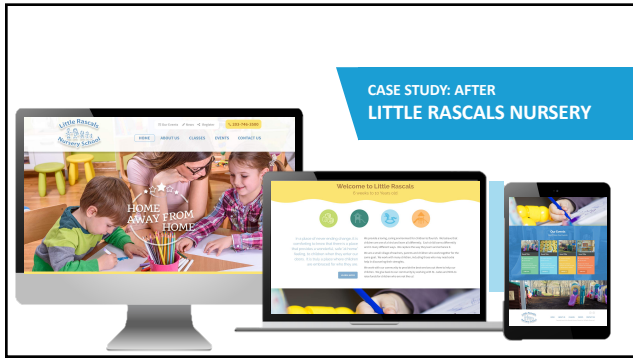
19



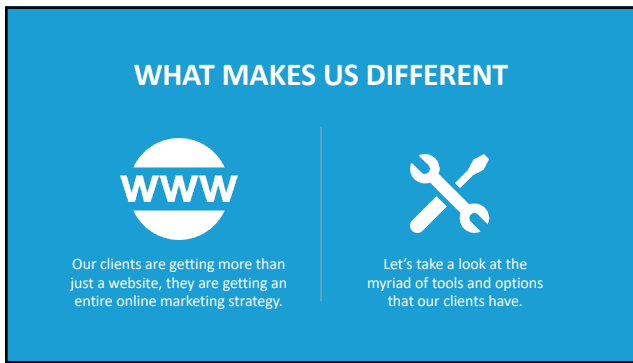
20



21



22



23



24

AWARD WINNING UNLIMITED CUSTOMER CARE

- Unlimited help editing the site
- Support using all features & tools in our solution
- Home country, 24/7 support
- Ultra-secure hosting facility 24x7
- Security and incident monitoring, hosted on tiered, high performance Dell PowerEdge servers, protected from fires, floods, earthquakes, power outages, and other types of disasters
- Dual-layer firewall protection
- Using Cisco PIX firewalls

25

WHY ARE WE BETTER?
FOREIGN LANGUAGE SUPPORT

MULTI-LINGUAL SUPPORT:

Front-end and back-end of the WebCenter and the websites we sell available in English, Spanish, Traditional Chinese and Simplified Chinese

Sales Support, Customer Care, and Design Center are all available in English, Spanish, Mandarin and Cantonese

26

- Australia
- Bermuda
- Canada
- Chile
- China
- Costa Rica
- Hong Kong
- Indonesia
- Ireland
- Macau SAR
- China
- Philippines
- Singapore
- Taiwan*
- United Kingdom
- United States

*must be Taiwan WebCenter Owner

YOUR GLOBAL WEBCENTER

Your WebCenter is automatically enabled to sell websites globally in all Market Countries & EMP Countries. **You earn Home Country Retail Profit & BV!**

27

WEB SERVICES Competitive Analysis

When comparing our solution against other solutions, it's important to note:

- What other solutions charge for features we offer included in our monthly package
- If the competition even has a solution/option for the features we provide
- Availability & quality of support

28

WEB SERVICES Competitive Analysis

	websolutions <small>by ITMA WebCenters</small>	WordPress	GoDaddy	WIX.com
COST/MONTH	\$79/month	\$25/month	\$40/month yearly contract	\$35/month
BANDWIDTH	Unlimited	Unlimited	Unlimited	20 GB
STORAGE	Unlimited	13 GB	Unlimited BUT 20 pg. Max	20 GB
TEMPLATES	Yes Free	Free + Paid Premium	Upcharge	Free + Paid Premium
SUPPORT	Home Country, Phone, Email and Live Chat English/Spanish/Chinese	No Phone Support	Unresponsive Chat & Email	Forums & Email Support
DOMAIN	Use your own, or options to purchase a new one	Use your own, or options to purchase a new one	Use your own, or options to purchase a new one	1st year included, or options to purchase a new one
E-COMMERCE	Yes	N/A	Yes	Yes
EMAIL ACCOUNTS	Unlimited	N/A	Upcharge	N/A
REMOVE WATERMARK	No Watermarks	Upcharge	Upcharge	Included
EMAIL MARKETING/CAMPAIGNS	Yes	N/A	Upcharge	N/A

29

EMAIL MARKETING/CAMPAIGNS	Yes	N/A	Upcharge	N/A
SEO	Yes	Plugins Only	Upcharge	Upcharge
SOCIAL MEDIA TOOLS	Yes	Plugins Only	Upcharge	Upcharge
ANALYTICS	Yes	Plugins Only	Traffic and sales only	Google Analytics
CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	Yes	N/A	N/A	N/A
WEBSITE EFFECTS	Yes	Plugins Only	N/A	Yes
PHOTO GALLERIES	Yes	Yes	Yes	Yes
WORDPRESS ORG BLOG	Yes	Upcharge	Upcharge	Upcharge
ONLINE APPOINTMENTS AND RESERVATIONS	Yes	Plugins Only	No	No

websolutions
by ITMA WebCenters

30

WEB SERVICES
Competitive Analysis

THE CHOICE IS SIMPLE!

- Our solution is more affordable, professional, all-inclusive & supported
- Further, we offer more solutions for business owners to choose what they want
 - Do it yourself
 - Technical Support
 - Professional Services

31



WEBSITE DESIGN
Your website design not only reflects your business but also determines how engaged your visitors are

OPTION 1: TECH SUPPORT
Website Clients have unlimited access to Tech Support

OPTION 2: DESIGN CENTER
Purchase Design. Our designers can design a professional website with strong branding within the WebSolutions platform

www.mawebcenters.com

32

DESIGN CENTER

All packages can be purchased at the activation of the site as part of the purchase price.

Upon purchase, the client is contacted by phone within two business days by the project manager associated with their project to get the ball rolling

From that point on, it's just a matter of getting the information, documents, pictures, & authorizations, to move the project along

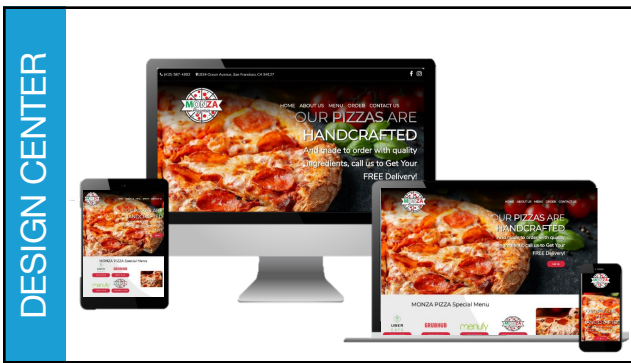
Our team does an excellent job of making sure these projects move forward and the clients continue to be happy



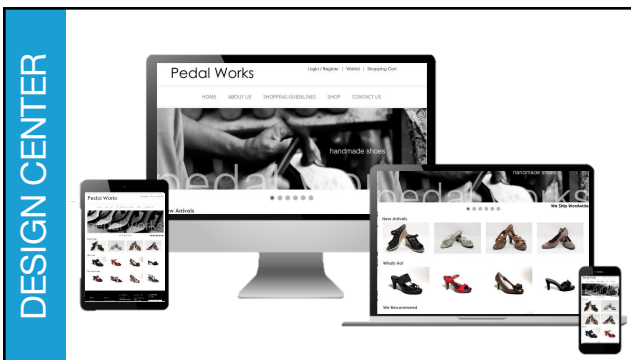
33



34



35



36



37



38



39

SOCIAL MEDIA
Social Media Management, Online Reputation Management, Facebook Advertising

DIGITAL MARKETING
Local SEO, Regional SEO, Google Advertising, Content Writing, WordPress.org Hosting

WEBSITE HOSTING & MANAGEMENT
Basic Monthly Management
Standard Monthly Management
Managed Monthly Service

TEXT MARKETING & COMMUNICATIONS (US-only)
Landline & Toll-Free Text Marketing Portal
Automated or Real-time Texting Service



WWW.MAWC411.COM

40



THE SYSTEM

TEAMS & RESOURCES
GOAL SETTING
THE FIVE C'S

41

TEAMS OF PROFESSIONALS

Sales Support

They are the team of individuals that will assist you in generating the customer to your products. Once you check out an appointment with one of our product specialists, we'll be left for you to do a demo on our site. Business. Please note that Design Center packages are a premium service. Clients must purchase one of our Design Center packages in order for your clients to work with this team. If your clients have not purchased a Design Center package, then please do not expect this team to work with your client.

Sales Support Resources:
About Sales Support
Tips for Using Sales Support
Using the Sales Customer
Listen to a Live Sales Call

Design Center

They are the team of individuals that work hand-in-hand with your clients to design a website that is visible for the customer. Please note that Design Center packages are a premium service. Clients must purchase one of our Design Center packages in order for your clients to work with this team. If your clients have not purchased a Design Center package, then please do not expect this team to work with your client.

Design Center Resources:
About The Design Team
Design Center Packages
Design Center Spotlight

Customer Care

This is the team of individuals that provide technical customer and billing support for your customers.

Customer Care Resources:
About The Customer Care Team
Promoting Tech Support

Digital Marketing and Custom Solutions Team

They are the team of individuals that work with clients and go on to implement any digital marketing and website management services. Please note with this team that all services are premium. For the exceptional results that they are working with your client because they have purchased one of our Digital Marketing Solutions packages. Please do not expect this team to work with your client if your client has not purchased one of our Digital Marketing Solutions packages.

Digital Marketing and Custom Solutions Resources:
About The Digital Marketing and Custom Solutions Team
Digital Marketing Products
Digital Marketing Packages
Digital Marketing Pricing

42



43



44

TABLE OF CONTENT		09. GETTING STARTED CHECKLIST
01	WELCOME	REVIEW YOUR ACCOUNT IN YOUR WEBCENTERS ADMIN AND WEBCENTERS CONTACT CENTER
02	PARTNERSHIP OPTIONS	Review and complete the Partnering Manual, 15-minute Consultation sheet, and QR Codes
03	MEET OUR TEAMS	Download and complete the 15-Minute Action Plan sheet and suggest form
04	KEY RESOURCES	Review MAWebCenter Certification Training 101 Overview in Person or via WebCenter Admin
05	TRAINING	Attend MAWebCenter Certification Training 101
06	WEBCENTER OWNER/CA	Complete the WebCenter Setup Survey Guide to help us understand your business
07	ADMINISTRATION	Enhance the Shopping Strategy: Make shopping items more visible and complete your personal assessment
08	SHOPPING ANNUITY	Subscribe to the Shopping MAWebCenter Course for more information and MAWebCT.com
09	GETTING STARTED CHECK	Complete WebCenter Series: Available on MAWebCT.com
10	FAQ	Print WebCenter Challenge and set a goal to achieve it
	CONTACT INFO	Follow and connect to our social media channels, Complete Setup Challenge, Top 200 Shop
		Join the Facebook MAWebCenter Owner Support Group, Email: MAWebCenter@malearning.com to be added

45

02 SUCCESSFUL STRATEGIES & RECOMMENDATIONS

01 GENERAL & STATS

SUCCESSFUL STRATEGIES & RECOMMENDATIONS

WEBSITE RECOMMENDATIONS

ITEM	STATUS	RECOMMENDATION	STATUS
WEBSITE	Needs new website with Content Management System	Needs new website with Content Management System	Needs new website with Content Management System
WEB MANAGEMENT	Basic Monthly	Monthly Maintenance	Monthly Maintenance
DIGITAL MEDIA	Digital Media Management	Digital Media Management	Digital Media Management
DIGITAL MARKETING	Local SEO, Backlinks, Adwords	Local SEO, Premium Google Adwords	Local SEO, Premium Plus Google Adwords

BUSINESS SPENDING

BUSINESS SPENDING	STARTUP COSTS	OPERATING
WEBSITE DESIGN	Website Site	Expansion
MARKETING/AD	Ad	Expansion
ADVERTISING/SALES MARK	SMP Production	Expansion
OPERATIONAL EXPENSES	Expansion	Expansion
PROPERTY/LEASES	Startup Costs & First Lease	Expansion
HELP/TOOLS	Admin Supply	Expansion

OPERATIONAL EXPENSES

OPERATIONAL EXPENSES	STATUS
SALES	Expansion
PROPERTY/LEASES	Expansion
HELP/TOOLS	Expansion

OTHER RECOMMENDATIONS

OTHER RECOMMENDATIONS	STATUS
WEBSITE DESIGN	Expansion
MARKETING/AD	Expansion

46

Launch

Top 8 Downloads

- Welcome Guide
- Assessments
- Catalog
- Marketing Manual
- 12 Week Action Plan
- Comparison Chart

Set up your WebCenter

Welcome to mawc411.com. Your WebCenter is equipped with all of the tools you need to manage your web business. Before you can get started, you need to activate and set up your WebCenter.

- Activate WebCenter
- WebCenter Help Center
- Managing your WebCenter Video Library

Your WebCenter includes

- Sales team
- Design team
- Digital marketing team
- Individualized support for you and your customers
- Website builder software
- Website marketing manuals
- Marketing tools
- Software user guides
- Sales and marketing newsletters
- Sales training tool and reports
- Customer relationship training
- Webinars

47

15 MINUTE CONSULTATIONS: QUALITY APPTS.

663B2B: Website Design

662B2B: Digital & Social Media

664B2B: Business Spending

UNFRANCHISE ORDER: 660B2B: All 3 Pads Download: www.mawc411.com

48

B2
DEVELOPMENT

B
SERVICES CATALOG

websolutions
SHOP.COM

PURCHASE (PACK OF 5)
B2B SERVICES CATALOG

HIGHLIGHTS ALL BUSINESS TO BUSINESS SERVICES WE OFFER AS A COMPANY

DOWNLOAD
WWW.MAWC411.COM > SUPPORT > DOWNLOADS

websolutions
by W&M

49

12- WEEK ACTION PLAN

Table of Contents

- Section One: In
 - Using this Guide
 - Table of Contents
 - Planning for the B2B Marketing Campaign
- Section Two: B
 - WebCenter Owner
 - Table of Contents
- Section Three:
 - Each Week includes:
 - Week 1: Launch
 - Week 2: Content
 - Week 3: Core Build
 - Week 4: Marketing
 - Week 5: Follow-up
 - Week 6: Social Ads

Referrals
Understand the strengths you give and receive more of them

WEEKLY ACTIVITY

TRAINING | **CONNECT** | **ASSIST**

Referrals
How to get the most out of your referrals

- WebCenter Owner
- WebCenter Manager
- WebCenter Associate
- WebCenter Support
- WebCenter Training
- WebCenter Marketing
- WebCenter Sales
- WebCenter Support
- WebCenter Training
- WebCenter Marketing
- WebCenter Sales

Networking Opportunities for Referrals
The higher quality referrals you take from within the business

Worked at	Current Client	By Ref, Ref	Other Referrals

Get Creative, Create a Referral Campaign.
The higher quality referrals you take from within the business

Campaign Name	Status	Start Date

Follow Up Plan

Referring Name	Contact	Website	Phone	Notes

50

FEATURES & BENEFITS GUIDE

Responsive Web
No traffic lost at any device

Exclusive Referral Program
Earn up to \$1,000 per referral and receive up to 50% off your service costs

WebCenter Manager
Manage your website and marketing campaigns from one central location

Visibility & Metrics
Get insight into your website's performance and how to improve it

Support & Training
Get the help you need to get the most out of your website

Tech Specs & Size
Learn about the technical requirements for our services

Morse Connect
Helping connect the dots for your business growth

Local Marketing
Reach your target audience in your local area


24/7 Support
Get help whenever you need it

24/7 Support
Get help whenever you need it

Local Marketing
Reach your target audience in your local area

24/7 Support
Get help whenever you need it

51



STRATEGIC PLANNING
Now that you've got the materials ready to go, it's time to make a plan for profitability.

SHORT TERM GOALS
Your short-term financial goals can typically be handled by increasing cash flow (RETAIL PROFITS)

LONG TERM GOALS
Your long-term financial goals can typically be handled by increasing ongoing income (MPCP)

52

LET'S TAKE A LOOK AT EARNING POTENTIAL

RETAIL PROFIT →

← **BV**


GROWTH POTENTIAL →

AVERAGE WEBSITE RETAIL PROFITS
USA, CAN, AU: \$1,000
UK: £700
HK: HK \$7,700
TW: NT \$32,000

BV
Website Sale: 230 BV
Active Website Client: 30 BV / mo.
Digital Marketing Sale: 5-100 BV & Profit/mo.

53

WHAT ARE SOME OF YOUR SHORT TERM GOALS?



BUSINESS GOALS	PERSONAL GOALS
TRAVEL EXPENSES	FAMILY VACATION
PUT YOUR BUSINESS IN THE BLACK	PAY OF CREDIT CARD DEBT
EVENTS / EDUCATION	HOLIDAY SHOPPING
TRY MORE PRODUCT	EXTRACURRICULAR ACTIVITIES
HELP A PROSPECT GET STARTED	ONE-TIME EXPENSES

54

EXAMPLE

The family would like to take a vacation to Disney World next year
Let's estimate **\$5000 - \$6000 USD**

(I'm sure you can do it cheaper, but let's start with this)

So, how do we cover that cost and achieve that goal with our business?

55

**So, let's go with a conservative estimate
\$6000 USD in expenses, \$1000 USD in profit per sale**

**That means that 6 average website sales would completely pay
for our Family Vacation in this example!**

This can be applied to any goal with a fixed cost.

**YOUR GOAL DIVIDED BY AVERAGE RETAIL PROFIT =
NUMBER OF SALES NEEDED**

56

WHAT ARE SOME OF YOUR LONG TERM GOALS?



BUSINESS GOALS	PERSONAL GOALS
ONGOING INCOME	HOME, CARS, LIFESTYLE
UFO LEVEL	TIME FREEDOM
DUPLICATE THE BUSINESS	EDUCATION
HELP MORE PEOPLE ACHIEVE THEIR GOALS	START A CHARITY
	LEGACY

57

EACH WEBSITE SOLD GENERATES UP TO 235 BV

EACH ACTIVE CLIENT GENERATES 5, 30 OR 35 BV / MO.

DIGITAL MARKETING PRODUCTS GENERATE ADDITIONAL BV AND RETAIL PROFITS

58

BUILD SHARE OF CUSTOMER

YOUR CLIENT BUYS A WEBSITE AND WANTS TO MARKET THE SITE	ITEM	RETAIL PROFIT	BV
	WEBSITE SALE	\$1,000	200 BV / 30/ MO.
YOU CAN START WITH A WEBSITE SALE OR A DIGITAL MARKETING PRODUCT SALE GROW THE RELATIONSHIP TO BUILD SHARE OF CUSTOMER / MO. (MANAGEMENT)			
	LOCAL SEO	\$26	75
	PREMIUM FACEBOOK ADVERTISING	\$10/ MO.	15 BV/ MO.
	BASIC GOOGLE ADVERTISING	\$24/ MO.	24 BV/ MO.
	TOTAL INITIAL SALE	\$1,075	364 BV
	TOTAL RECURRING	\$49/ MO.	89 BV/ MO.

59

YOUR ORGANIZATION

In our business, you don't want your "major" to distract from overall business building.

GROUP BUSINESS VOLUME

BV & IBV from customer sales is "AutoShip" in nature. How does that add up?
(Group Business Volume)

SHOPPING ANNUITY

Do WebCenter Owners spend money?
How does your client's spending compare to an average family spending?

60

**THE ULTIMATE GOAL IS TO DUPLICATE BASE 10, 7 STRONG.
LET'S TAKE A LOOK AT HOW THAT WORKS WITH WEBCENTERS**

Each sale also comes with up to 235 BV initially and up to 35 BV / month	That means just 10 active website clients would generate up to 350 BV per month
AND that would be an additional 2350 BV from the initial sales.	Keep the BV in mind when setting long-term goals

61

BV RETAIL SALES GOAL:
300 BV Monthly Minimum

MOST UFOS:
300 BV from 10-15 Preferred Customers

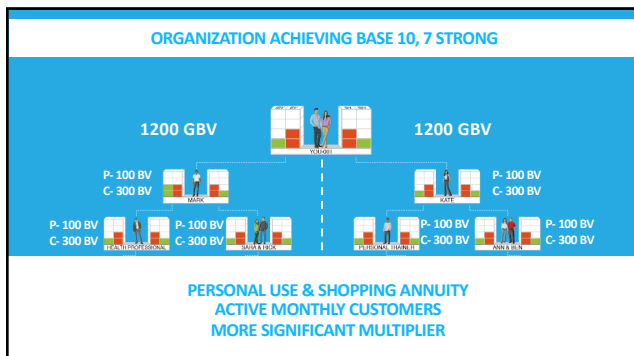
WEBCENTER OWNERS:
30 BV * 10 Active Website Customers = 300 BV/Month

62

ORGANIZATION SATISFYING MINIMUM REQUIREMENTS

**MINIMAL PERSONAL USE ONLY
NO CUSTOMERS
SMALL MULTIPLIER**

63



64

DEMO: WRITE OUT YOUR GOALS

WHAT DO YOU WANT: SHORT TERM

Retail

- The average retail profit is \$1000 USD
- 1 in 3 qualified appointments ends in a sale
- Many sales happen after 3 or more follow ups

Determine 3 things you would like to pay for in the next 90 days.

Goal Date:	
Number of Weeks	
Retail Goal (Ex: 25K)	
Sales Needed	
Qualified Appnts. Needed	
Appnts. Per Week	

WHAT DO YOU WANT: LONG TERM

Income

- An avg. LFO creates 250 BV/mo.
- On average, 1 in 4 plans results in a new LFO
- GBV = Group Business Volume
- Weekly Plans = Group and personal plans

Where do you want your UnFranchise to be in the next year?

Goal Date:	
Number of Weeks	
Income Goal (\$300/mo.)	
GBV Needed on Left	
GBV Needed on Right	
LFOs on Left Doing 250	
LFOs on Right Doing 250	
Total Plans to Show	
Plans Per Week	

65

WHAT ARE WE SELLING?
WE
THE SELL
THE APPOINTMENT!

SELL

66




THE PROVEN SYSTEM
IS BUILT ON SELLING
APPOINTMENTS,
THEN LEVERAGING OUR
TEAMS OF PROFESSIONALS
TO DO THE HEAVY LIFTING

THINK OF IT AS A
"REFERRAL APPROACH"


SIMPLE & EFFECTIVE

67


AS A REMINDER...
TEAMS OF PROFESSIONALS INCLUDE:



PRODUCT SPECIALISTS



DESIGN & DIGITAL TEAMS



CUSTOMER CARE

68



THE FIVE C's
The most successful WCOs do the following
5 steps for quality appointments and clients

CANDIDATES: Identify Leads

CURRENT: Candidate Research

CONTACT: Contact Candidates

CONSULT: Conduct a 15 min. Consult

CLOSE: Product Specialist Closes Your Client

69



70



71

WHO DO YOU KNOW?				
ONE INDUSTRY AT A TIME, GO COLUMN BY COLUMN				
	Own a Business	Employed at an SMB	You Do Business with	Is Well Connected
Restaurants				
Contractors				
Lawyers				
Gyms				
Salons				
Car Detailers				
Dentists				
Doctors				
Landscapers				
Retail Shops				
Organizations				
Churches				
Other				

72

LEAD GENERATION WORKSHOP

Owns a Business	Employed at an SMB	You Do Business with	Is Well Connected

BEGIN YOUR NAMES LIST

PICK AN INDUSTRY
"Service-Based"
COLUMN BY COLUMN

73

CURRENT

GOOGLE THEM TO FIND OUT A LITTLE MORE ABOUT THEIR CURRENT ONLINE SITUATION. MOTIVATES YOU TO CONTACT THEM & PREPARES YOU WITH GREAT QUESTIONS TO ASK.

74

WEBSITES THAT WORK

- BRANDING**
Is there a clear sense of who they are?
- ACCURATE CONTENT**
Customers expect up-to-date content
- USER EXPERIENCE**
Visitors should be able to easily navigate and use their website
- AUDIENCES**
Built for both existing & potential patrons

75

WHY?

- 40%** abandon a site if it takes too long to load
- 67%** are more likely to purchase from a mobile-friendly site
- 74%** are more likely to revisit mobile-optimized sites

DID YOU KNOW?

WHEN PEOPLE GOOGLE A TERM ON A MOBILE DEVICE, GOOGLE ONLY RECOMMENDS WEBSITES THAT ARE MOBILE-FRIENDLY OR RESPONSIVE

76

3 WAYS TO SHOW UP IN SEARCH

77

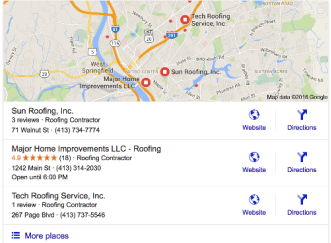
PAID PLACEMENT / ADS

AD
Google Ads are like Paid Billboards on the internet
Ads are the first thing you see when you Google a term

ADS CONSIST OF
Business name, Website, Contact Information, Keywords, Write-up, Label "Ad"

78

LOCAL LISTINGS



ORGANIC RANKING
Shows all relevant results
(Ex: Roofers in or near Springfield)

Shows up below ads

LOCAL LISTINGS CONSIST OF
Business name, Website, Contact Information, Google map location, Reviews, more in-depth profile when you click a choice

79

TIPS FOR LOCAL LISTINGS

CHECK LISTINGS!
CONSTANT CONTACT SURVEYED
350 BUSINESSES.
50% CAME ACROSS INACCURATE LISTINGS
49% NEVER CHECKED THEIR LISTINGS



80

ORGANIC PLACEMENT

Find BBB Accredited Roofers near Springfield, MA
www.2020journal.massachusetts.roofing.springfield... Better Business Bureau - Find BBB Accredited Roofers near Springfield, MA - your guide to trusted Springfield, MA Roofing Contractors, recommended and BBB Accredited Businesses.

25 Best Roofers - Springfield MA | HomeAdvisor Roofing Contractors
www.homeadvisor.com - Pro Ratings & Reviews - Massachusetts - Springfield - Roofing Contractors Directory in Springfield, Massachusetts. Find Customer Rated, Recommended Home Improvement Professionals for Springfield, MA.

The 10 Best Roofing Contractors in Springfield, MA 2016 - Thumbtack
www.thumbtack.com - MA - Springfield - Thumbtack - April 11, 2016 - Top roofing contractors in Springfield, MA: Casey Carpentry, Guaranteed Building Maintenance Co, LLC, Durbin Finish Carpentry, LLC, BDM ...

Roofing Contractors in Springfield, Massachusetts with Reviews ...
www.yelp.com - Springfield, MA - Technology.com - 2017 - 32 of 34 - Find 334 ratings related to Roofing Contractors in Springfield on Yelp.com. See reviews, photos, directions, phone numbers and more for the ...

Springfield, MA and CT Roofing Contractor | Roofing Company in ...
www.503connect.com - Adam D'Amore Roofing & Siding provides professional roofing, siding, repair, and replacement services in Western MA and Hartford County, CT. Call us here.

Tech Roofing | Roofing Contractor | Commercial Roofing | Springfield ...
www.techroofing.com - Welcome to Tech Roofing Service, Inc. Since its founding in 1976, Tech Roofing has been installing,

OTHER LISTINGS CONSIST OF
Business name, Website, Contact Information and keywords/write-up

Shows up after Ads & Local Listings

ORGANIC RESULTS
Your website's pages (based on your website content, page titles, keywords)

Outside websites, Review Sites, Social Media, other sites or articles that mention your business

81

SPREAD THE WORD ON SOCIAL MEDIA

- Each week are there current, up-to-date, relevant posts?
- Positive Reviews/Testimonials
- News & Announcements
- Recent Photos
- Events
- Customer Posts
- Likes, Comments, Engagement



82

The Market

Nearly 400 Billion texts are sent monthly, worldwide!
According to a recent Harris Poll, did you know...

- 64%** of consumers prefer texting over talking to a business on the phone
- 77%** of consumers age 18-34 are likely to have positive perception of a company that offers texting
- 81%** of all consumers agree that it's frustrating to be tied to a phone or computer waiting for customer service assistance

So, give your customers what they want!

Morse Connect
powered by maWebCenters

83

Morse Connect
powered by maWebCenters

People Prefer Text. Period.

84

<p>Landline Texting</p>	<p>Toll-Free Texting</p>	<p>Instant Responses</p>
<p>We'll text-enable your existing, trusty business landline AND we'll text-enable your toll free number too.</p>	<p>We text-enable your existing toll free number for full texting capabilities. Need a toll free? We've got your back.</p>	<p>Custom automated text responses give your customers what they want, at the speed of business.</p>

85

<p>Personal Responses</p>	<p>Unlimited Responses</p>	<p>Simple Dashboard</p>
<p>Just like regular texting, you and your employees can respond on your own. Keeps that intimate customer connection intact.</p>	<p>Fully customized. If you can think it, you can set it up. Create as many Auto Responses to typical and all potential questions. Smart.</p>	<p>Access your dashboard across all devices; mobile, tablet, computer. See data. Tweak and Manage everything.</p>

86

	<ul style="list-style-type: none"> • Announcements • Promotions • Event Reminders • Specials & Coupons • Urgent communications • Available openings • New Product Release • Product Information • Drive traffic to a webpage (mobile-friendly) • Directions • Instructions • Images, emoji's, Links to websites, articles, or videos
<p>Mass Texting</p>	
<p>Send text messages to all of your customers or target a specific sub-group of your client base to deliver your most important and timely messages.</p>	

87

Set Auto-Replies

Say a customer wants to know the location of your business.

- They could ask this in a variety of ways, so you'll want to cover all of the relevant keywords, such as 'address', 'location', 'located' and 'locate'.
- Your customer texts "What is your address?"
- They can get back a custom auto reply, "Thank you for your inquiry. We're located at 123 Main Street, Any City, USA. We hope to see you soon!"



88

Or Engage in Real-Time Conversation

With the Morse Connect portal or app, you can have full-on, instantaneous text conversations. Here are some examples where you'd type a personalized response, rather than using auto-replies to a keyword:



89

Morse Connect

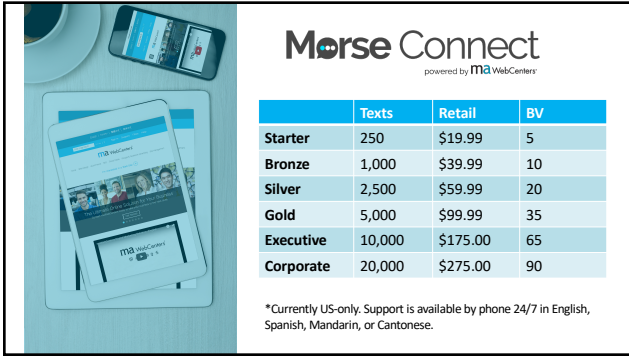
powered by **ma** WebCenters

SETUP FEE: \$49 (\$24 Retail Profit / 25 BV)
All clients who subscribe to the service will have a one-time setup fee

SERVICE PLAN: \$19.99 - \$275 / 5-90 BV per month
All clients will have the option of choosing from 6 tiers of service. The difference between each tier is the number of texts that are allotted per month. If a client reaches their threshold, they will have the option to upgrade to a higher tier or their account will be frozen until the next billing cycle begins (no overage charges).

Campaign Management: \$19.99/5 BV per month
An optional monthly service that can be paired with any of the monthly packages. If a client does not want to setup or manage their automated campaigns, they can add this product and iVenue will do it for them.

90



Morse Connect
powered by **MA WebCenters**

	Texts	Retail	BV
Starter	250	\$19.99	5
Bronze	1,000	\$39.99	10
Silver	2,500	\$59.99	20
Gold	5,000	\$99.99	35
Executive	10,000	\$175.00	65
Corporate	20,000	\$275.00	90

*Currently US-only. Support is available by phone 24/7 in English, Spanish, Mandarin, or Cantonese.

91

WHAT SHOULD YOU LOOK FOR WHEN RESEARCHING YOUR CANDIDATES?

PROSPECT RESEARCH SHOULD ONLY TAKE ABOUT 1-2 MINUTES

EX: GOOGLE YOUR FAVORITE RESTAURANT AND NOTE:


- Do they show up on Google?
- Do they have a current / up-to-date site?
- Is it responsive?
- Are they using Social Media?
- Is their competition showing up on Google?

92

CURRENT RESEARCH WORKSHOP

- Do they show up on Google?
- Do they show up on a Google mobile search? Where? (Listing, Ad, Organic)
- Is their competition showing up on Google?
- Do they have a current / up-to-date site?
- Is it responsive (mobile-friendly)?
- Does the site showcase their work, services, images?
- Do they have testimonials?
- Can you submit feedback, schedule appointments, or interact with the site?
- Are they using Social Media?
- What, if any, reviews are listed? (On-site, Google, Angie's List, the Knot, Facebook)

93



CONTACT

WITH A LITTLE INFO IN YOUR BACK POCKET AS A CONVERSATION STARTER, IT'S TIME TO CONTACT YOUR CANDIDATES. SO WHAT DOES THIS LOOK LIKE?

94

DECIDE HOW YOU WILL CONTACT THEM

The best form of communication is your candidate's preferred method / most reachable form: Phone Call, Text, Social Media

PURPOSE & GOAL OF THE CONTACT:

START A CONVERSATION & IDENTIFY:

1. Is there a need?
2. Could we potentially help them with that need?
3. Would they be willing to do a 15-minute consultation?

95



CONVERSATIONAL MARKETING!

Remember, the person asking the questions is the one who controls the topic of conversation

If I'm asking questions about their business and website, then guess what we'll be talking about... their business and their website!

1. SOCIAL
2. HOW'S WORK? / HOW'S BUSINESS
3. IS YOUR WEBSITE HELPING WITH THAT?

96

YOU'RE GOING TO FIND THAT THEIR RESPONSES FALL INTO ONE OF THESE CATEGORIES:

THEY DON'T HAVE A WEBSITE
That's great, now you can help them

THE WEBSITE IS DOING TERRIBLE
Even better because you can help them

I'M WORKING ON IT
Great, ask them how long they've been working on it

THE WEBSITE IS DOING GREAT
That's great, now ask a few questions. Worst case, just follow up in six months and see how it's going

97

THE WEBSITE IS DOING GREAT
Keep asking questions

- What do you like about it?
- Is there anything you wish your website would do that it isn't?
- How are you promoting it?
- Are you doing any Social Media?
- How about advertising with Google?

THE WEBSITE IS TERRIBLE
Keep asking questions

- What's wrong with it?
- What's it not doing that you wish it were doing?

98

THEY DON'T HAVE A WEBSITE
Keep asking questions

- Have you had one in the past?
- Have you ever thought about having one?
- What kept you from getting one?
- How do you promote your business?
- Do you do any Social Media?

I'M WORKING ON IT
Keep asking questions

- Cool, who's doing your site?
- Have you been working on it a while?
- Did you consider any other options?
- How are you currently marketing your business?

99



CONVERSATIONAL MARKETING!

The key is to listen & learn for ways you may be able to help!

You may think they're a website candidate but after conversation, realize they're more of a Social Media Management candidate first!

100



NETWORKING IN COLD MARKETS

COLD MARKETS = PROSPECTS
you don't have an existing relationship with.


COLD CALLING / SOLICITING IS:

- Not fun
- Inefficient
- Not well received
- The quickest way to get a WCO to quit.
- "I am selling something, and I want you to be the one to buy it."

NETWORKING IN COLD MARKETS IS NOT cold calling

How can you find new possibilities in "Cold Markets"?

101



RAPPOR
Goal is to get them to Know you, Like you, Trust you

Are you presentable, friendly, nice, interested?
Do you have anything in common?
Where do you live, what do you do, who do you know?
WHY are you there? HOW can you help? WHAT do you do?
WHO can you speak with?

102

MAKING "COLD" CALLS




Remember that businesses receive countless sales calls each and every day: Supplies, Advertising, Cleaning Services, Utilities Promotions, etc.

How can you be different and VALUABLE?
Build the relationship!

103

BUILDING RAPPORT / BOOKING APPOINTMENTS

HIT KEY POINTS

<p>1 I only have a second, the reason I'm calling is _____</p>	<p>4 You may or may not be interested in my services, and that is fine with me.</p>
<p>2 Edify (you're successful in business)</p>	<p>5 However, I'm sure we can help each other out. How soon can we get together?</p>
<p>3 I want to get together to learn more about your business, as well as share what I do, in hopes to create a referral relationship.</p>	

104

Power Statement

WHAT DO YOU DO

*WebCenter Minor:
I work with a great company that helps businesses save money on business expenses, while increasing revenue.*

*WebCenter Major/Pro:
I'm a marketing consultant that provides all-inclusive digital marketing solutions.*

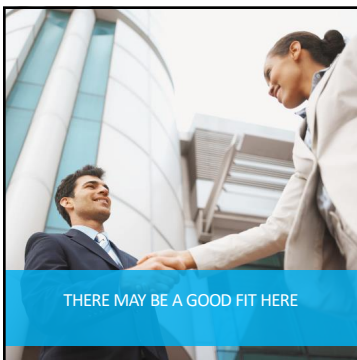
105



WHAT DO YOU DO?

- "I help businesses with their online presence and marketing."
- "My firm works with businesses to improve their marketing efforts through the internet."
- "I help businesses cut their advertising costs and save money."
- "My company helps businesses increase sales and tap new markets, while controlling costs."
- "The answers are endless, what are some more answers?"

106



WHEN TO BOOK AN APPOINTMENT

You've asked 3-5 questions and have a pretty good handle on what's wrong

Questions from your prospect = **BUYING SIGNS**

It's time to offer the solution to their stated problems

THERE MAY BE A GOOD FIT HERE

107

SET THE APPOINTMENT

"You know Joe, I work with a great company that has an entire division that specializes in helping small businesses leverage the Internet.

I'd love to set up a quick 15 minute consultation with you to see if we may be able to help you with [XYZ].

When is a good time for you?"

108

Avoid Cancellations & No-Shows

SOLID APPOINTMENT

Do you see anything in your schedule that might prevent you from keeping our appointment?

We are both very busy, and I want to make sure this is a solid appointment time.

PROFESSIONAL TIE-DOWN

I won't waste your time. I'm sure you hate last-minute cancellations or no-shows, as do I. I look forward to meeting/speaking on _____.

109

SCHEDULING THE CONSULT DEMO



LIVE DEMO

I WILL BE THE WCO.
YOU WILL BE THE BUSINESS OWNER.

DESCRIBE THE "BUSINESS OWNER" AND YOUR CURRENT RELATIONSHIP WITH THEM

DESCRIBE HOW YOU WOULD PLAN TO CONTACT THAT BUSINESS OWNER (PHONE, IN PERSON)

110

SCHEDULING THE CONSULT DEMO

YOU WILL BE THE WCO.
I WILL BE THE BUSINESS OWNER.

DESCRIBE THE "BUSINESS OWNER" AND YOUR CURRENT RELATIONSHIP WITH THEM

DESCRIBE HOW YOU WOULD PLAN TO CONTACT THAT BUSINESS OWNER (PHONE, IN PERSON)



ROLE REVERSAL DEMO

111

SCHEDULING THE CONSULT WORKSHOP



PAIR UP WITH SOMEONE IN THE ROOM THAT YOU HAVEN'T MET

EACH TAKE A TURN BEING THE "WCO" AND ROLE PLAY

PRACTICE MAKES PERFECT!
 Get the jitters out / Flush out your verbiage
 Take your time
 Have fun!
 Make mistakes / "learn"
 Make sure you book the Follow Up with the "prospect" / appointment with Product Specialist

GROUP PRACTICE


112



WEBSOLUTIONS B2B SURVEY CONSULT
 BOOK & CONDUCT A 15 MINUTE CONSULTATION
 WEBSITE DESIGN & MANAGEMENT, DIGITAL & SOCIAL MEDIA MARKETING

113

15 MINUTE CONSULTATIONS: QUALITY APPTS.



CONSULTATIONS

- Lead to higher quality appointments
- Build relationships

AVAILABLE CONSULTS

- Website Design & Management
- Digital & Social Media Marketing
- Business Spending

114



BE INTERESTED

YOU GAIN TRUST WHEN YOU LISTEN

THE MORE YOU GET THEM TALKING, THE MORE OPPORTUNITIES YOU GIVE YOURSELF TO IDENTIFY NEEDS


THE MORE OPPORTUNITIES YOU HAVE TO SOLVE A PROBLEM FOR THEM

115



WHICH ONE DO YOU THINK YOU ARE?

116



INTERESTING

- Tell
- Present
- Sell Stuff
- Lecture
- Talk About Yourself
- Direct

117



INTERESTED

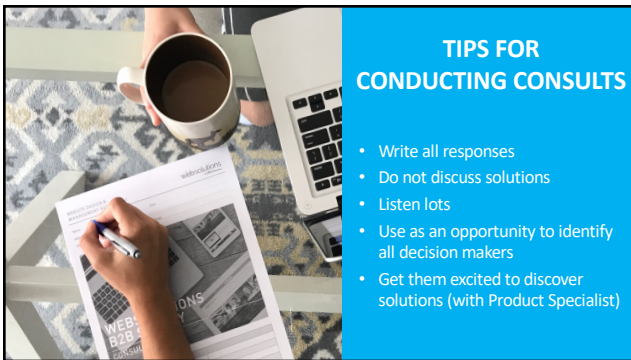
- Listen
- Ask Question
- Sell Info/Appointments
- Talk About Prospect
- ART of Listening:
 - Acknowledge
 - Rephrase
 - Thoughtful Comment

118



**IN REALITY, THE INTERESTED PERSON IS
THE INTERESTING PERSON**

119



**TIPS FOR
CONDUCTING CONSULTS**

- Write all responses
- Do not discuss solutions
- Listen lots
- Use as an opportunity to identify all decision makers
- Get them excited to discover solutions (with Product Specialist)

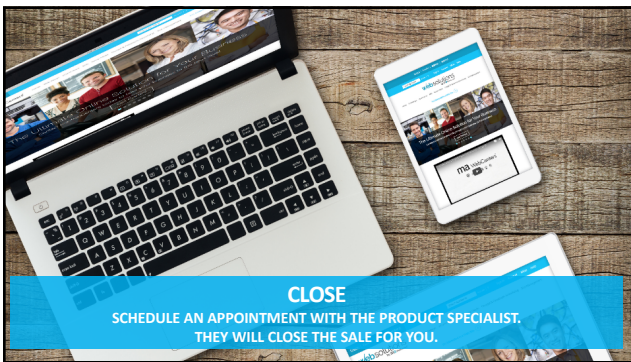
120



Building Rapport

- Don't "pitch" your business!
- Ask questions to get the conversation going ABOUT THEM!
- People will be attracted when you show that you care, you are excited, and you are interested in their business
- People buy you

121



CLOSE

SCHEDULE AN APPOINTMENT WITH THE PRODUCT SPECIALIST.
THEY WILL CLOSE THE SALE FOR YOU.

122

SCHEDULING THE NEXT APPOINTMENT

It is a successful meeting if a follow up is booked	Have your schedule available and book the next step	Schedule an appointment with Product Specialist to address their needs	Send a heartfelt communication, provide referrals for them, and continue the relationship
---	---	--	---

123

EDIFY THE PRODUCT SPECIALIST

It's as SIMPLE as making a strong Referral!	Put weight in the referral by saying you work with a great company!	You Offer a Solution to a problem!
This takes the pressure off you to answer any questions	Edify the Product Specialist	What you say depends on what you learned during your conversations and consult! Use that information to build a strong reason to meet with the Product Specialist

124

SCHEDULE THE APPOINTMENT

We will preview the Sales Calendar in the "Administration Section"

1. Login to your WebCenter
2. Click Sales Calendar
3. Follow the steps to setup an appointment. Once completed, it will assign a Product Specialist to call you at the scheduled time and then conference in your candidate.

125



Communicate with your Product Specialist

Product specialist will call you a few minutes before the appointment to review the notes

You can chat with the Product Specialist during the appointment! GoToMeeting Chat is an excellent way to send important messages to the Product Specialist during the appointment without having to interrupt the appointment. **Remember to Send PRIVATE Messages to your Product Specialist!! (Don't hit "Reply All")**


Listen and Learn as You Earn!

ATTENDING THE SALES APPOINTMENT

126

WHAT HAPPENS NEXT?

- Product Specialist will close the sale for you or conduct follow up on your behalf until it closes
- Send a follow up piece / B2B Catalog (can be a great intro piece too)
- When a sale happens, you will get a congratulations email
- Be a "Customer Manager"
- Your client will receive a welcome call and introduction to the platform



127

CONNECT WITH US

UNITED STATES/CANADA Customer Care: 866.882.8147 Technical Support: 866.932.4287 SRIN 307.127.2337 Toll Free: 800.826.810 TAIWAN 02.2742.2347 AUSTRALIA 800.247.58	Sales Support: 866.287.8121 Design Center: 800.711.9145 HONG KONG 3071.9888 3070.10000 UNITED KINGDOM 0000.387.1152 IRELAND 800.778.427
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info@Centers.com Agents@centers.com
 Help@WebCenters.com Design@centers.com

websolutions


@WebCenters @WebCentersUS @WebCentersUK
 Facebook.com/WebCenters @WebCenters @WebCentersUK

*Representatives available 24 hours a day, seven days a week, except major holidays.

CUSTOMER MANAGER TIPS

- Email / Call to check in
- Conduct the Design Wizard with them
- Work with project managers
- Be sure they schedule a tutorial and overview of their dashboard
- Promote their site when it goes live
- Edify Tech Support! (Try sharing the magnets or emailing the graphic)
- Send them leads when/if appropriate

128



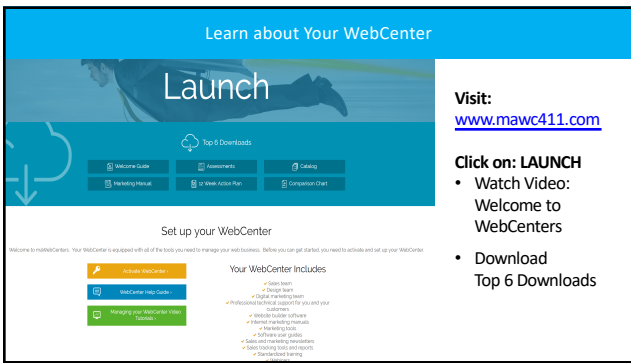
REVIEW OF THE FIVE C's

CANDIDATES: Identify Leads
CURRENT: Candidate Research
CONTACT: Setting Appointments
CONSULT: 15 min. Assessment Sheets
CLOSE: Edify Product Specialist

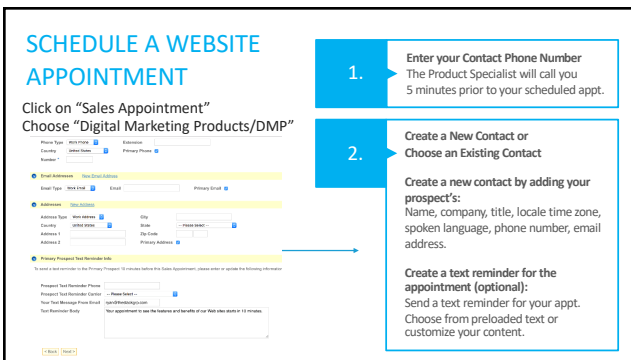
129



130



131



132

SCHEDULE A WEBSITE APPOINTMENT

3. Enter Additional Attendees
If you have additional decision makers attending, you can enter them here.

4. Company Name & Industry
Choose a website name (to be used for our account reference only).

Enter Company Name, Language/Region, Industry and choose a website template for the demo. It's recommended to choose a responsive layout. If your industry is not there, choose General Business.

133

SCHEDULE A WEBSITE APPOINTMENT

5. Select Website Financing Cost & Financing Option

- Choose your sale price
- Design Center Incentive
 - If selected, comes out of Retail Profit
 - If Do Not Offer, can be added on top of sale price
- Design Upgrade Offer
 - Will be added to sale price / not affect your Retail Profit
- Wholesale: \$250.00 + Design Center Incentive
- My Setup Profit: Shows you what to expect
- Financing: Single / Financed
- Monthly Service: \$19.99 / \$79.00 / \$149.00

Currency	United States Dollar (USD) ▼
Web Site Setup Cost for Customer	USD 1,999.00 ▼
Design Center Incentive	Classic Design Package (USD 600.00) ▼
Design Center Upgrade Offer	Display Offer ▼
Wholesale Setup Cost	(USD 949.00)
My Setup Profit	USD 1,050.00
Default Financing Option	Single Upfront Payment ▼
Web Site Monthly Service Option	USD 79.00 (Monthly Maintenance and Management Package) ▼

134

SCHEDULE A WEBSITE APPOINTMENT

6. Enter BV Placement
Enter placement ID and extension for:

- Sale of website
- Recurring website (Monthly)
- Design & Digital Marketing

Notes on BV Placement

- Placement is validated
- Once a sale is made, you will also receive an email and have the opportunity to change placement within 24 hours
- If your designated placement is not valid, BV will default to your 001

Sale of Web Site Placement ID *	00000000
Sale of Web Site Extension *	002
Recurring Web Site Placement ID *	00000000
Recurring Web Site Extension *	002
Design and Digital Marketing Products Placement ID *	00000000
Design and Digital Marketing Products Extension *	003

< Back Next >

135

SCHEDULE A WEBSITE APPOINTMENT

7. Select Date & Time
Choose a date and select from available times in the dropdown.

8. Verify & Confirm your Appt.
Appointment, prospect and your contact information.

9. Enter in Comments
Share helpful information about your prospect and/or upload your completed 15-min Consultation.

136

SCHEDULE A WEBSITE APPOINTMENT

10. Agree & Complete Appointment

- It's important to schedule qualified appointments with Product Specialist
- You must agree to terms and conditions before finalizing the appointment

137

SCHEDULE A DMP APPOINTMENT

Click on "Sales Appointment" & Choose "Digital Marketing Products/DMP".
All 10 steps are the same except for Step 4 and Step 5.

4. Select Product(s)

- Local / Regional SEO
- Google Adwords
- Facebook Advertising
- Social Media Management
- Online Reputation Management
- Content Writing

5. Share Information about your Prospect

- Basic information about their business
- Competitors' information
- Social Media Accounts

138

Mobile Sales Calendar

Or Book With Sales Support via MOBILE!

- That's right!
- By visiting m.mawebcenters.com you'll be able to login to your WebCenter and schedule an appointment with your Product Specialists right from your Mobile device!

139

CREDIT CARD PAYMENTS

YOU GET PAID APPROXIMATELY 2-3 WEEKS AFTER THE SALE

140

0123 4567 8912 3456
Name Last name

FOR CREDIT CARDS, THE BV WILL POST FOR THE DAY OF THE SALE, FOLLOWING STANDARD POLICIES

CURRENTLY, FOR E-CHECKS, BV WILL POST AFTER THE 8 TO 10 DAY BANK HOLD IS OVER AND POSTS ~8TH DAY


*eChecks are available in USA

*PLEASE KNOW YOU HAVE 24 HOURS TO UPDATE THE BV PLACEMENT FOR INITIAL SALES OR MONTHLY RECURRING CHARGES

141

CREDIT CARD PAYMENT							OCTOBER
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
27	28 WEBSITE IS PURCHASED	29	30	1	2	3	
4	5	6	7	8	9	10	
11	12	13	14	15	16 YOUR PROFIT HAS BEEN DEPOSITED	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

142



E-CHECK PAYMENTS

*eChecks are available in USA

YOU GET PAID APPROX. 3-4 WEEKS AFTER THE SALE

E-CHECKS HAVE AN 8 TO 10 DAY BANK HOLD WHICH IS WHY THEY ARE DIFFERENT

POSTED ~8-10 DAYS AFTER SALE

SAME AS BEFORE WITH THE PAYMENT PLAN

143

E-CHECK PAYMENT							OCTOBER
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
27	28 WEBSITE IS PURCHASED	29	30	1	2	3	
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23 YOUR PROFIT HAS BEEN DEPOSITED	24	
25	26	27	28	29	30	31	

144

PAYMENT OPTION PAYMENTS ARE MADE THE SAME WAY
WHAT WILL YOUR CLIENT BE CHARGED AND WHEN WILL YOU RECEIVE COMMISSION?

MONTH	PAYMENT	YOUR COMMISSION
Month 1	Deposit (Wholesale cost + any extra purchases made) Monthly Membership Fee	Retail Profit from payments made 2-3 weeks later 230 BV Additional BV & Retail Profit / other products
Month 2	1/3 of Website Setup Balance Additional Products, if applicable Monthly Membership Fee	Retail Profit from payments made 2-3 weeks later 30 BV Additional BV & Retail Profit / other products
Month 3	1/3 of Website Setup Balance Additional Products, if applicable Monthly Membership Fee	Retail Profit from payments made 2-3 weeks later 30 BV Additional BV & Retail Profit / other products
Month 4	1/3 of Website Setup Balance Additional Products, if applicable Monthly Membership Fee	Retail Profit from payments made 2-3 weeks later 30 BV Additional BV & Retail Profit / other products
Month 5	Monthly Membership Fee	30 BV Additional BV & Retail Profit / other products

145

PURCHASE RECEIPT = AUTHORIZATION FORM
CREDIT CARD OR E-CHECK PAYMENTS MUST BE SIGNED AND EMAILED

146

IT IS VERY IMPORTANT TO HAVE A SIGNED PURCHASE RECEIPT FOR EVERY CLIENT	IT HELPS TO PROTECT YOU AND YOUR BUSINESS
HAVE YOUR CLIENT SIGN THE INVOICE/PURCHASE RECEIPT AFTER YOU'VE CLOSED THE SALE	IT PROVIDES A METHOD OF PROVING THAT THE CLIENT MADE THIS SALE WITH YOU FOR OUR SYSTEM

147



BUSINESS BUILDING

WCOS VS. WEBCENTER PROS
SHARING THE OPPORTUNITY
EXPANDING WITH WEBCENTERS

148

WEBSOLUTIONS PROVIDES A SYSTEM TO

GENERATE CASH FLOW NOW!

BUILD A SUCCESSFUL UNFRANCHISE


149

WEBCENTER PROGRAM
Who is this program for? ANYONE
WebCenter Owners have access to sell the line of WebCenter products, WebCenter Program Benefits and Teams of Professionals.

WEBCENTER PRO PROGRAM (USA Only)
WebCenter Benefits PLUS
Fully customizable website, Co-branded storefronts, invoicing and admin, Ability to create and store layouts in the library, VIP Technical Support, Pro Education Series

Pro Affiliate: Industry Pros with light access to the UnFranchise Business

Pro Partner: Industry Pros or WCOs who have sold over 20 websites w/ FULL access to the UnFranchise Business



150

**THE WEBCENTER PROGRAM CAN WORK FOR ANYONE!
CHOOSE THE PROGRAM THAT FITS YOUR BACKGROUND.**

**OUR SYSTEM IS BUILT ON TALKING TO BUSINESS OWNERS AND THEN
LEVERAGING TEAMS OF PROFESSIONALS.**

WHAT QUALITIES MAKE A GREAT WEBCENTER OWNER CANDIDATE?

**FRIENDLY. MOTIVATED. SELF DRIVEN. ORGANIZED. WELL CONNECTED.
SOCIAL. UFO PROSPECTS**

151

**FIRST STEP IS TO SHOW THE UNFRANCHISE BUSINESS
A LARGE PART OF THE PROFITABILITY COMES FROM THE MPCP**



SHARE THE BUSINESS
UBP PowerPoint
Answer questions
Highlight: maWebCenters is an Exclusive Brand

KEEP THE MAIN THING THE MAIN THING

152



**3 WAYS TO SHARE
THE WEBCENTER OPPORTUNITY**

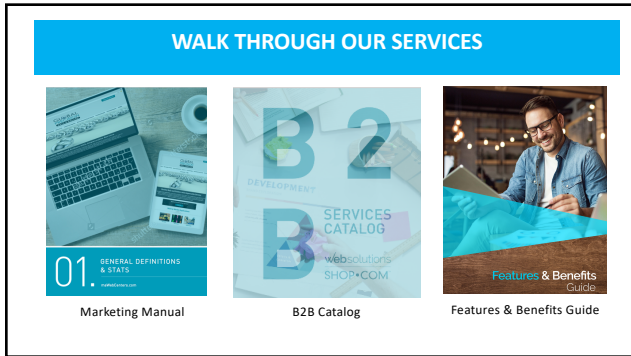
www.mawc411.com > Evaluate

1. Download the PowerPoint and show it
2. Attend a Live Webinar Overview
3. View the Recorded Overview

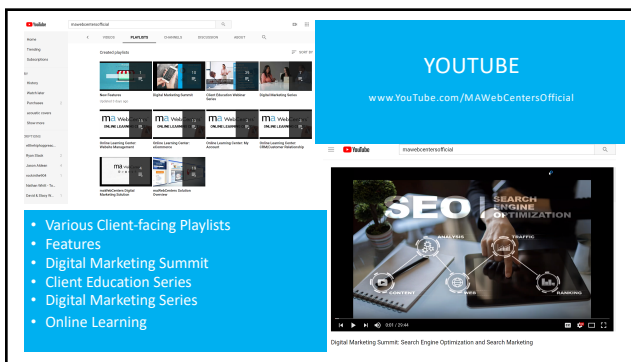
This process is very similar to how we treat "The Plan". You can show the plan yourself, attend a live overview or watch a recorded presentation.

Program Benefits

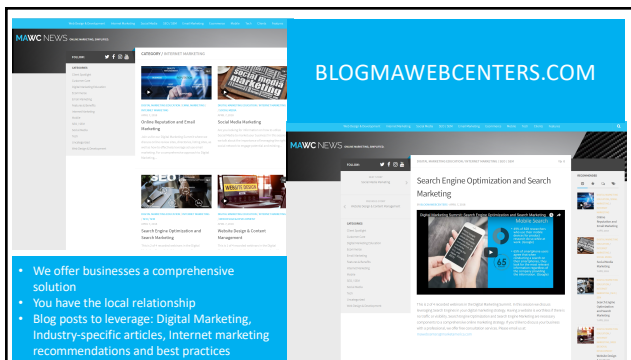
153



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156



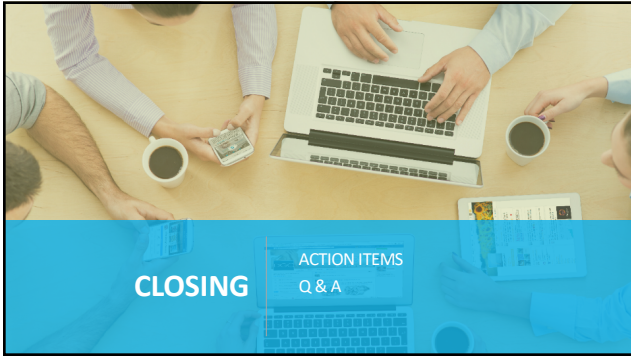
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158



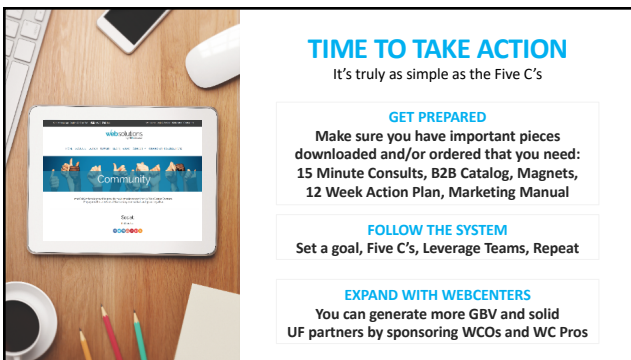
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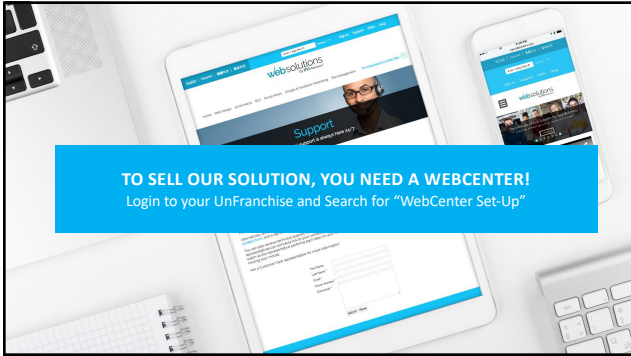
160



161




162



163

EVALUATION

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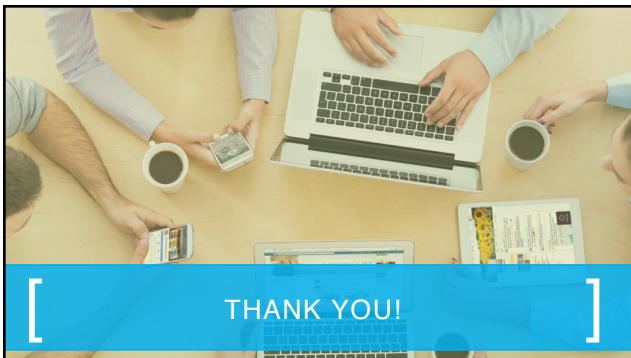
A "3" indicates that the graded item met your expectations

Please make comments
Please comment about any "1" or "5" that are given
Please only use 1 through 5
"0", "6" or anything outside this range will be ignored
Please make sure to fill out both top and bottom areas on the form

Constructive criticism is encouraged, it helps us all improve

Comments are confidential, but any comments you wish to pass on, should be written in the "Trainer Evaluation" area

164



165
