



1

HOUSEKEEPING

TURN CELL PHONES OFF

NO VIDEO OR AUDIO TAPING

QUESTIONS?

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

www.unfranchisetraining.com
www.mawc411.com

YOU SHOULD HAVE:
Consult Sheets
B2B Catalog
Marketing Manual
Candidate List

2

WebCenter Certification Training (WCT) Evaluation Form

*Training evaluation must be submitted within 28 calendar days of the training date.

Trainer's Name: Training Date:

Trainer's Title: WebCenter:

Phone: Email:

Company: Course #:

Please indicate the following grades for the WebCenter Certification Training (WCT) you completed today. Evaluation sheets with "0" or "6" ratings will be ignored. If you are unable to provide a grade, please check the "Comments" section. Please do not use "0" or "6" unless you wish to pass on the candidate. Please refer to the following rating system.

COURSE EVALUATION:

1. How well did you understand the course content and the range of products offered?
1 2 3 4 5
1 = Not at all, 5 = Excellent

2. How well did you understand the course content?
1 2 3 4 5
1 = Not at all, 5 = Excellent

3. How well did you understand the course content and the range of products offered?
1 2 3 4 5
1 = Not at all, 5 = Excellent

4. How well did you understand the course content and the range of products offered?
1 2 3 4 5
1 = Not at all, 5 = Excellent

wcteval.mawc411.com

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

3

STRATEGY

- Revision, Daily, Organization

MARKET STUDIES

- Qualitative Comparison
- Industry Studies

ADVANCED SELLING

- New Leads
- Networking, Cold & Referrals
- Building Share of Customer

ADVANCED WEBCENTER TOOLS

- Reports & Advanced Tools

BUSINESS BUILDING

- Recruiting Pros
- Mentoring Interns & WCOS

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STRATEGY

- GOAL REVISION
- DAILY OPERATING PROCEDURES
- ORGANIZATION

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SMART GOALS ARE REALIZED.

SPECIFIC. **M**EASURABLE. **A**CHIEVABLE. **R**EALISTIC. **T**IME-BOUND.

SMART GOALS DEMONSTRATE BELIEF

BELIEF DICTATES ACTIONS

ACTIONS DICTATE RESULTS

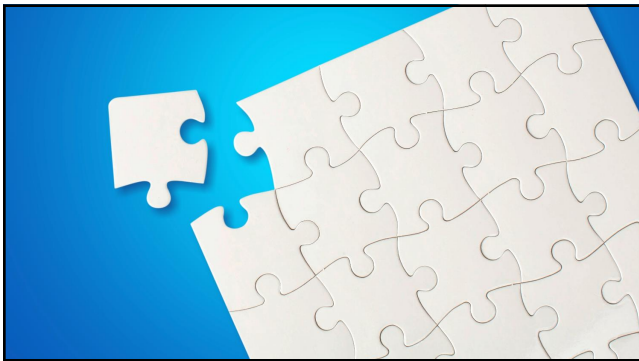
6

YOU'VE SET GOALS BEFORE

DID YOU HIT THEM? **WHY NOT?**

WHAT CAN YOU DO TO HAVE A BETTER SHOT AT SUCCESS?

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QUARTERLY GOAL SETTING

DETERMINE NEW TARGETS AND GOALS

HOW DO YOUR GOALS CHANGE?

SOME WILL CARRY OVER

SOME WILL CHANGE

9

3 STRATEGIES FOR ACHIEVING YOUR GOALS

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STRATEGY 1: SET BALANCED OPERATING PROCEDURES

Business Operating Procedures: (Micro and Macro)

Weekly Operation Procedures Micro 4 + 1
Monday-Thursday
 Prospecting and Appointments
 Friday
 Follow Up

Daily Prospecting

One new website prospect	<input type="checkbox"/> Yes	<input type="checkbox"/> No
One new OP prospect	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Set appointments	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Conduct appointments	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Expand your network	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Monthly Operation Procedures Macro 4 + 1
Weeks 1-4
 Prospecting, Appointments, Follow up Fridays
 Week 5
 Clean Up / Massive Follow Up

Follow Up

You've contacted them	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Has show appointments	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Have had an appointment	<input type="checkbox"/> Yes	<input type="checkbox"/> No
From referrals	<input type="checkbox"/> Yes	<input type="checkbox"/> No
From passive prospecting	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Balanced Building
 To achieve consistent results, you must always have a balanced amount of activity with prospects at each stage of the evaluation process.

- New prospects
- Warm prospects
- Hot leads
- About to close

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STRATEGY 2: ADJUST YOUR ACTIVITY TO YOUR GOALS

EXAMPLE: 90 DAY SALES GOAL

TRACK	CONSULTS	APPOINTMENTS	SALES
MINOR	12	6-9	2-3
MAJOR	24	12-18	4-6
PRO	48	24-36	8-12

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STRATEGY 3: MEASURE, MONITOR & ADJUST

BY BEING TRANSPARENT, WE CAN HAVE A CLEAR VIEW OF OUR ACTIONS AS IT RELATES TO OUR GOALS.

IT ALSO KEEPS US ORGANIZED FOR OPTIMIZED FOLLOW UP!

LET'S TAKE A LOOK AT SOME OF THE TOOLS YOU HAVE TO STAY ORGANIZED AND ACCOUNTABLE

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Whether you are using an actual book, mobile phone or tablet, [have it on you!](#)

Know all upcoming GMTSS Events (This way when you are prospecting, you have a place to send your prospect)

Pick one night per week to show the plan (HBP, UBP, Webinar, etc.)

Circle times each day that you will dedicate to reaching out to website prospects (About 15 minutes)

APPOINTMENT BOOK

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WHAT GETS SCHEDULED, GETS DONE!

"You'll never change your life until you change something you do daily. The secret of your success is found in your daily routine." —John C. Maxwell

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00AM							
6:30AM							
7:00AM							
7:30AM							
8:00AM							
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9:00PM							
9:30PM							
10:00PM							

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TOOLS TO STAY ORGANIZED: THE 12 WEEK ACTION PLAN

Table of Contents

References

DOWNLOAD ON MAWC411.COM

MAKE THE COMMITMENT

WEEKLY EXERCISES

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TOOLS TO STAY ORGANIZED: CRM
CUSTOMER RELATIONSHIP MANAGEMENT: NOTES ON CONTACTS

New Contact

Contact Details

First Name: Web

Last Name: Prospect

Company: ABC Co.

Job Title: Owner

Source: Select a Source

Phone Number: [Redacted]

Phone Type: Import

Country: Phone

Contact Type: Web Site Prospect

Language/Region: English (United States)

Spoken Language: English

Time Zone: America/New_York

Extension: [Redacted]

Primary Phone: [Redacted]

CLICK "CUSTOMER MANAGER", THEN CHOOSE "CONTACTS"
CREATE A PROFILE SHEET FOR THAT PROSPECT, CLIENT OR CONTACT

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TOOLS TO STAY ORGANIZED: CRM
CUSTOMER RELATIONSHIP MANAGEMENT: NOTES ON CONTACTS

Notes (1)

Groups

New Note

View: 10 per page

Notes: 1-1 of 1 First Previous Next Last

Time Stamp	Subject	Entered By	Comments
Jul 1, 2016 1:20 PM EDT	Follow Up July 1, 2016	Sarah Rose & Ryan P. Stack	Follow up with prospect. They are waiting on busy season to come to a close. Please call back in August and ask to speak with Jim.

Notes: 1-1 of 1 First Previous Next Last

CONTACTS CAN BE ASSIGNED TO GROUPS
KEEP TIME-STAMPED NOTES ON EACH OF YOUR CONTACTS

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STRATEGIC PLANNING

<p>DECIDE What You Want: To Live, To Love, To Learn, To Leave a Legacy</p>	<p>DETERMINE How Your Business and WebCenter Goals Can Help You Achieve Those Personal and Family Goals!</p>	<p>DETERMINE & ASSESS an Action Plan to Achieve Your Business and WebCenter Goals</p>
<p>MEASUREABLE Calculate What Your Personal & Family Goals Will Cost</p>	<p>BE PREPARED to Stay on Track, Be Transparent, and Keep Yourself Accountable as you Work Toward the Goals</p>	

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MARKET STUDIES

- QUALITATIVE COMPARISONS
- B2B SERVICES
- INDUSTRY STUDIES

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<h3 style="text-align: center; background-color: #0070C0; color: white; padding: 5px;">1990</h3> <ul style="list-style-type: none"> RUN BUSINESS YELLOW PAGES NEWSPAPER WORD OF MOUTH 	<h3 style="text-align: center; background-color: #0070C0; color: white; padding: 5px;">TODAY</h3> <ul style="list-style-type: none"> WEBSITE MOBILE SEO SOCIAL MEDIA SEM BLOG & CONTENT REVIEW SITES NEWSPAPER / YELLOW PAGES WORD OF MOUTH RUN BUSINESS
---	--

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BIG BOX STORES

DESTINATION: INCREASE SALES, DECREASE EXPENSES

ROAD MAP:

- MASS MARKETING
- EXCELLENT WEBSITE & MOBILE PRESENCE
- SEO
- GOOGLE (SEM)
- SOCIAL MEDIA & ONLINE CAMPAIGNS

CHALLENGE: BUILD CUSTOMER RELATIONSHIP

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LOCAL BUSINESSES

DESTINATION: INCREASE SALES, DECREASE EXPENSES

ROAD MAP:

- CUSTOMER RELATIONSHIP
- BASIC ADVERTISING / WEBSITE

CHALLENGE: MASSIVE GAP IN ADVERTISING BUDGET AND RESOURCES

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TRADITIONAL

DO IT YOURSELF

DISCOUNT PROVIDER

PRINT COMPANY

FRIEND OR FAMILY

WAIT

OTHER OPTIONS BUSINESS OWNERS HAVE

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WEBSITE BUILDING IN 2010

Small business owners buy a program and try to DIY.

WHY DID THAT WORK?

- Programs were expensive
- Most designers are \$50 - \$200/hour
- Needs were simpler (basic sites)
- A website was really "good enough"

WEBSITE BUILDING TODAY

Small business owners expect more for the money spent.

WHY?

- Programs are now inexpensive. Time is valuable.
- Websites are more complex
- Design and user experience is critical
- They want control of the finished product

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WebSolutions by maWebCenters

**SIMPLICITY. SYNERGY.
ACCESSIBILITY**

Website | Maintenance | Social Media | Digital Marketing | Options



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**UNDERSTANDING
INDUSTRY NEEDS
&
MAKING BETTER
RECOMMENDATIONS**

02. SUCCESSFUL STRATEGIES
& RECOMMENDATIONS

maWebCenters.com

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SERVICE BUSINESSES

RESPONSIVE WEBSITES
Lifestyle images, completed projects, before/after photos, portfolio, experience and licensure, appointments, scheduling, FAQs, newsletter signup, Google maps, make an online payment or deposit.

SEARCH ENGINE PLACEMENT
Maps, Listings, Organic Placement for service category and geography, Ads

LISTINGS & REVIEWS
Other business listings/directories
Review sites and online reputation: AngiesList, theknot, Yelp, Contractors.com



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SERVICE BUSINESSES

SOCIAL MEDIA
Facebook, LinkedIn, Instagram profiles
Facebook Ads and Social Engagement
Tag products/brands/services used

EMAIL MARKETING
Monthly newsletters to inform and educate, promote upcoming events or specials

INCREASE REVENUE & DECREASE EXPENSES
APN Program, Commercial Accounts, SHOP.com
Business Spending, iTransact, The APP Company



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RESTAURANTS

RESPONSIVE WEBSITES
Vivid images, mobile-friendly, menu, online reservations, gift cards, calendar of events, contact information, hours of operation

SEARCH ENGINE PLACEMENT
Maps, Listings, Organic Placement for food category, and geography

LISTINGS & REVIEWS
Other listing sites and reviews found online

SOCIAL MEDIA & EMAIL MARKETING
Engagement, Loyalty, and Interaction



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RESTAURANTS



REFERRALS & COLLABORATION
Increase foot traffic from partnerships and affiliations

DECREASE EXPENSES
Reducing operating costs: cost of maintenance, merchant services

ADD-ON PRODUCTS & SERVICES
Adding streams of revenue can be important. Music, Art, Functions, Catering, Retail Products

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EDUCATION

RESPONSIVE WEBSITES
Lifestyle images, student life, teams, classes, events, community, scheduling, class descriptions, enrollment, activities, FAQs, Newsletter signup, registration



SOCIAL MEDIA
Engagement and Interaction
Repost Student posts
Videos and "Stories" of activities and specialties
Facebook Ads

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EDUCATION

SEARCH ENGINE PLACEMENT
Maps, Listings, Organic Placement for specialty category, and geography-local or regional
Google Ads based on seasonal campaigns

Reputation Management
Reviews found on listing, review, and social sites

EMAIL & TEXT MARKETING
Engagement, Loyalty, and Interaction
Notifications/Announcements
Events and Promotions



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STOREFRONTS & RETAIL




RESPONSIVE WEBSITES
 Updated to reflect season, daily or weekly specials, top products, clickable slideshow "ads" or banners, store images, staff/team photos, lifestyle images, shipping policies, locations, ecommerce, coupon codes

SEARCH ENGINE PLACEMENT
 Maps, Organic, Listings, and Ads

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STOREFRONTS & RETAIL



SOCIAL MEDIA
 Engagement and Interaction
 Repost Student posts
 Video's and "Stories" of activities and specialties
 Facebook Ads

EMAIL & TEXT MARKETING
 Loyalty Programs
 Notifications/Announcements
 Events and Promotions
 Deals and Specials

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B2B SERVICES
 ITRANSACT | SHOP LOCAL | SHOP PARTNER | EXCLUSIVE BRANDS | APN

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IN MOST CASES, WE CAN SAVE BUSINESSES 10-25%.

YOU ALREADY KNOW PLENTY OF BUSINESS OWNERS WHO USE MERCHANT SERVICES! (CLIENTS AND PROSPECTS)

Add additional residual BV to your business!

Follows the same "Referral Approach" as the "Simple Sales System"!

IT'S A BV MACHINE!

- 40% Commission
- **Example:**
iTransact earns \$100/month, then...
You get 40 BV/month

ITRANSACT

* Available in the USA *

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ASK THE QUESTION

"Who does your merchant account?"

MAKE THE RECOMMENDATION

"I have a business partner who can save most merchants 10-25% on credit card processing. Would you like to see how much we can save you?"

* Available in the USA *

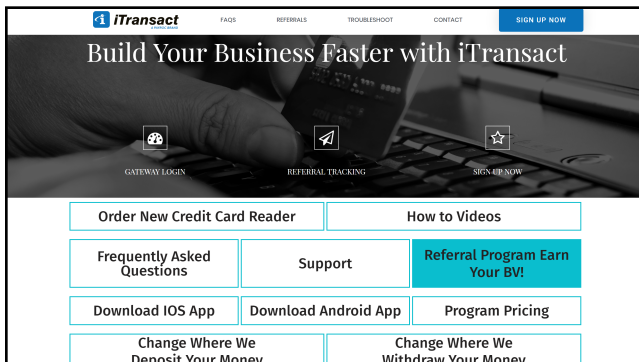


Contact #: 801-951-8250
ma.itransact.com

ITRANSACT WILL CONDUCT

- "Sure Save Analysis"
- 10-25% Savings for the merchant

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Build Your Business Faster with iTransact

Navigation: HOME, FAQS, REFERRALS, TROUBLESHOOT, CONTACT, SIGN UP NOW

Buttons: GATEWAY LOGIN, REFERRAL TRACKING, SIGN UP NOW

Order New Credit Card Reader	How to Videos
Frequently Asked Questions	Support
Download IOS App	Download Android App
Program Pricing	
Change Where We Deposit Your Money	Change Where We Withdraw Your Money

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Market America Referral Program

Earn ongoing BV – easily! – by referring businesses to iTransact.

[Sign Up to Track Your Referrals Here](#)

[Login to Track Current Referrals / BV](#)

What to say:

"Who does your merchant account?"

It's that easy to start a conversation. Then you can mention that you've got a business partner whose specialty is reducing merchant account fees – often by 10-25%. If the merchant is willing to accept a free quote, say you'll have iTransact call with details. Then submit the Merchant Referral Form below and... *that's all!* iTransact will do everything else!

In nearly every case, iTransact can save the merchant money. In many cases we can save them a lot of money.

What we do:

Once we receive your referral, we will contact the merchant and introduce ourselves. We want to show the merchant exactly the savings we can provide, so we will ask for copies of their recent merchant processing statement(s). We will use that information to provide a side-by-side analysis of their entire fee structure (not just their percentage "discount rate"), comparing what they're paying now to what they'll be paying with iTransact, along with the resulting savings.

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REFERRAL MARKETING

DID YOU KNOW?

- Referral marketing generates 3-5x the conversation rate than other marketing
- Lifetime value of a referred customer is 25% higher than other customers
- Customers acquired by referrals spend 200% more than the avg. customer
- Clients who participate in referral marketing programs see an avg. of 9.7% increase in sales

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PARTNERING WITH SHOP.COM MEANS UNPARALLELED BRAND EXPOSURE AND IMPRESSIVE PRODUCT SALES.

SHOP.COM HAS MORE THAN 3 MILLION LOYAL CUSTOMERS WHO ARE HUNGRY FOR LOCAL BUSINESS RECOMMENDATIONS

SHOP.COM CAN SEND CUSTOMERS TO YOUR WEBSITE (REFERRALS) BY MARKETING TO OUR LOYAL CUSTOMERS THROUGH OVER 200,000 SHOP.COM WEBSITES

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SHOP.COM PARTNER STORE BENEFITS

- A branded storefront and easy-to-use tools to help you manage your business on SHOP.COM
- Sell through our mobile app, social media and direct and event marketing programs
- Experienced sales and marketing team assigned to support your account
- Access to our multiplatform, global merchandising opportunities including display advertising, email marketing, social, etc.
- A people-powered distribution channel that promotes your store and products to millions of customers
- Your products listed alongside big retailers / Opportunity to compete

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MARKET OPPORTUNITIES

SELL
ON SHOP.COM

ADVERTISE
ON SHOP.COM

I'M A LOCAL MERCHANT

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SELL
ON SHOP.COM

[INTRO](#) [SELL](#) [ADVERTISE](#) [LOCAL MERCHANT](#)

When you join the **SHOP.COM MarketPlace**, you're becoming part of a powerful network that lists your products and provides you access to multiple sales and marketing channels.

The web, mobile apps, social media and more... it's all here to help you build and continue valuable customer relationships.

[Sign up now](#)

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SHOP Local

IT'S THAT EASY!

Link Your Credit Cards

Link all of your cards ONE TIME. It's that easy!

Share with Friends and Family

You should get ALL of your PC's, family members and friends to link their cards. They receive cash back. You receive IBV.

Download the SHOP.COM App!

The most important thing you can do is Download AND use the SHOP.COM Mobile APP, so you can utilize all of the features.

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SHOP Local

GET INVOLVED! ADD YOUR LOCAL SPENDING INTO YOUR SHOPPING ANNUITY!



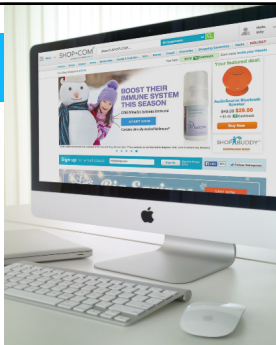
EMAIL: SHOPLOCAL@SHOP.COM

marketamerica | SHOP.COM

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AFFILIATE PUBLISHER NETWORK

- 1** IDEAL FOR SERVICE OR RETAIL BUSINESSES
- 2** NO OVERHEAD. SHOP HANDLES EVERYTHING
- 3** SELECT PRODUCTS THAT YOU WANT TO SELL "ON DEMAND"
- 4** WE PAY YOUR CLIENT A "REFERRAL FEE" FOR MARKETING THAT PRODUCT
- 5** YOU EARN IBV FOR ALL SALES GENERATED



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COMMERCIAL ACCOUNTS

The Commercial Accounts Program is to Retail
What the Shopping Annuity is to Personal Use

A FORCED MULTIPLIER FOR STRONGER RESULTS

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BASE 10, 7 STRONG

RETAIL GOALS: BASE 10, 7 STRONG
An organization of 7 UnFranchise Owners who each have at least 10 customers ordering an average of 30 BV/month.

EACH UFO

- Customer Orders: 30 BV * 10 Customers = 300 BV
- Personal Use: At least 100 BV/month
- Total Production per UnFranchise = 400 BV

YOU EARN ABOUT \$300 PER MONTH

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ADD COMMERCIAL ACCOUNTS TRIPLE YOUR COMMISSION

RETAIL GOALS: ADD COMMERCIAL ACCOUNTS
The average commercial account will order \$2,500 to get started and about \$1,000 per month. (About 400 BV/month)

EACH UFO

- Customer Orders: 30 BV * 10 Customers = 300 BV
- Personal Use: At least 100 BV/month
- Two Commercial Accounts (one on left and right): 800 BV/month
- Total Production per UnFranchise = 1,200 BV

YOU EARN ABOUT \$900 - \$1,500 PER MONTH

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BUSINESSES THAT QUALIFY

FOR PERSONAL USE

A business that wants to use exclusive Market America products for their business.

For example, a commercial cleaning company who wants to use Snap™ cleaning products in their day-to-day operations, or a daycare that would like to use DNA Miracles® products.

FOR RETAIL TO THEIR CUSTOMERS

A business where 51% or more of their business comes from services they render (meaning less than 49% of their revenue is generated from retail sales) and they would like to resell our products.

For example, a salon that wants to carry Motives® cosmetics for purchase.

DO YOU KNOW ANYONE THAT OWNS OR WORKS FOR A BUSINESS?

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SOME POTENTIAL PRODUCTS
















Health & Nutrition Products do not qualify for the Commercial Accounts Program


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IT'S A SIMPLE PROCESS

1. Identify potential candidates
2. Complete the "Commercial Accounts Quote Request Form"
3. Receive new approved pricing (reduced pricing and BV) and place your order



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LEARN MORE
Download the Commercial Quote Guide:
UnFranchise.com > Help & Training >
Support Materials > Search "Commercial
Accounts"

DOWNLOAD THE FORMS
UnFranchise.com > Help & Training >
Support Materials > Search "Commercial
Accounts"

GET STARTED
Set a goal to bring on at least one
Commercial Account on your left and
one on your right

NEXT STEPS

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WHAT PARTNER STORES COULD YOU RECOMMEND?



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The **APP** Company



**Industry Leading App Platform at
an Affordable Price**

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The APP Company

www.theappcompany.com/marketamerica

- 3 Tiers and Pricing Options available for mobile app development
- Custom apps available
- SHOP.com Partner Store

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freshlime

ABOUT FRESHLIME

Customer engagement is in our DNA.

Today's digital world wasn't made for local businesses. We changed that. Learn about the great people that made it happen at FreshLime.

YOUR BUSINESS

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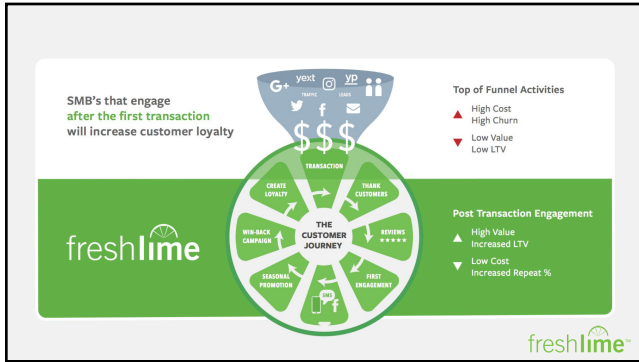
It costs 7-10X more to get a new customer than to keep an existing one!

Top of Funnel Activities

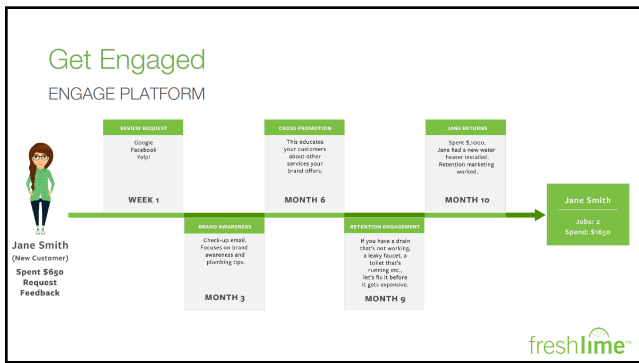
- ▲ High Cost
High Churn
- ▼ Low Value
Low LTV

freshlime

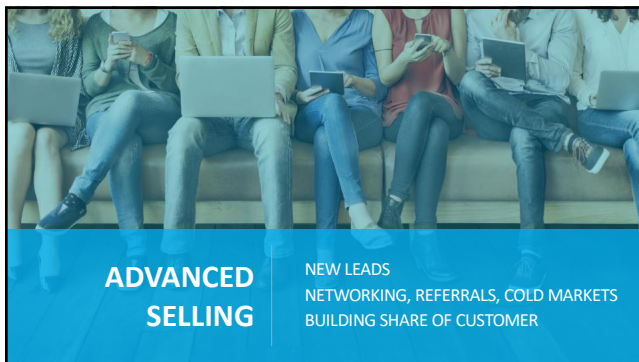
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64



65



66



NETWORKING GROUPS ARE A GREAT OPPORTUNITY TO MEET NEW BUSINESS OWNERS!

- CHAMBER OF COMMERCE
- BNI
- RELIGIOUS GROUPS
- COMMUNITY / TOWN GROUPS
- ONLINE GROUPS

NETWORKING GROUPS


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TO MAKE THE MOST OF NETWORKING EVENTS, TRY TO FOLLOW THESE SIMPLE RULES

- 1. IT GOES BOTH WAYS**
Be open to learning about other people. Don't be one-sided — you never know where things could lead!
- 2. EXCHANGE INFORMATION**
Make sure to get business cards as well as give them!
- 3. ASK QUESTIONS**
Use the time to identify qualified prospects!
- 4. DESCRIBE YOUR CLIENT**
Focus on asking for referrals for specific industries. Sometimes by describing your ideal client rather than what you do, people find it easier to give referrals.
- 5. FOCUS ON APPOINTMENTS**
There's not enough time to "sell a website". Focus on selling the appointment!

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ATTEND A TRADE SHOW



72

IDENTIFY POSSIBLE SHOWS TO ATTEND!

Home Show	
Show Theme	
Location	
Date	
Time	
Event Site	
Event Dates	

**** TIPS**

- Check the website for who will be there
- Event hashtag? Social Media?
- Do prospect research on attendees
- Look for cost to attend / discount days

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AS A GUEST, DURING SHOW

MEET NEW PEOPLE, SAY "HELLO", CONVERSATION!
DON'T SELL!

ASK QUESTIONS, CONVERSATIONAL MARKETING

COLLECT / EXCHANGE BUSINESS CARDS (WRITE NOTES ON THE BACK)

2-3 DAYS POST SHOW

CONTACT THE PEOPLE ON YOUR BUSINESS CARDS.
 "HI, WE MET AT THE HOMESHOW. HOW DID IT GO FOR YOU?"

"OK GREAT! THE REASON I'M CALLING IS..."

SCHEDULE A 15- MINUTE CONSULT AND/OR APPOINTMENT IF APPROPRIATE.

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USING SOCIAL MEDIA TO PROSPECT

BUSINESS PAGES ARE RUN BY DECISION MAKERS

Become a fan of places on your names list
 Find local businesses on social media
 Comment on their posts
 Private message Businesses through Facebook

JOIN ONLINE COMMUNITY GROUPS (NETWORKING / INDUSTRY- SPECIFIC)

Find groups dedicated to Networking
 Interact in the group
 Learn about members
 Share what you do, ask for referrals, network

YOUR NON-BUSINESS OWNER NETWORK BUSINESS OPPORTUNITIES

PM to let them know what you do
 Ask for referrals
 Share WebSolutions Designs etc. to peak interest
 Mindfully scroll for business opportunities

SOCIAL SEARCH FOR PEOPLE WITH NEEDS NOW

People need our solution
 Timing is everything, look for folks w/ needs now
 Expand your network, meet new people
 Solve a problem for them

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YOUR PROFILE

To be effective with prospecting on Social Media, you have to have good Social Media Etiquette

- Be Yourself
- Choose a great photo
- Best version of yourself
- 80/20
- Media-Rich posts
- Actively post
- Respond to comments
- Follow Up



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HASHTAG SEARCHING

A HASHTAG IS LIKE GOOGLE FOR SOCIAL MEDIA. IT'S AN INDEXING FUNCTION.

<p>WHAT TO SEARCH</p> <p>Your Competition (GoDaddy, WordPress, etc.)</p> <p>Specific product complaints</p> <p>Specific challenges that you can offer a solution for</p> <p>Types of people (web designers, sales pros, industry sites, website down, website problems)</p>	<p>WHERE TO SEARCH</p> <p>Facebook: Include the # when searching terms in the search bar</p> <p>Twitter: Click on the magnifying glass to search</p> <p>Instagram: Click on the Compass icon to search.</p>	
--	---	--

Example:
Facebook Search: #GoDaddy


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NETWORKING WITH YOUR ORGANIZATION

By getting your team working with you on candidates they may know, you will have a source of warm leads. These contacts are much easier to work through.

When your team effort finds those people to network with, you all get credit for sales and BV/IBV generated!

All team members focus on Candidates together!



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REFERRAL SOURCE

DO ANY OF YOUR FRIENDS, FAMILY, COLLEAGUES, CLIENTS OR NEIGHBORS

- Go out to eat?
- Get their hair or nails done?
- Have a doctor?
- Have a dentist?
- Have a lawyer?
- Have work done on their homes?
- Ever need a plumber?
- Belong to a gym?
- Have kids in dance, sports, karate etc.?
- Shop at stores?
- Shop Online?

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DO YOU KNOW ANY WELL-CONNECTED PEOPLE?

REFERRAL SOURCE

- Real Estate Agents?
- Insurance Agents?
- Waitresses?
- Bartenders?
- Fitness Instructors?
- Hair Stylists?
- Coaches?
- Community Leaders?
- Church Leaders?
- Organization Leaders?
- UnFranchise Owners who specialize in other areas?

80

YOU CAN DO THIS IN PERSON OR ON THE PHONE.

IT GOES BOTH WAYS! Similar to successful networking events, Make sure to learn about how you can share business with them as well!

DON'T BE TOO "TECHIE"! Have a quick way to describe our solution. "We provide a better and more affordable way for small businesses to market their business online."

DESCRIBE YOUR IDEAL CLIENT! This helps to focus the thought process! Rather than saying "I work with small-medium sized businesses", try: "We work with all kinds of small-medium sized businesses. Right now, we are looking to set up appointments with roofers and landscapers. Do you know any who could benefit from a better website strategy?"

MEET AND LEARN ABOUT EACH OTHER!

81

WHEN YOU GET THE REFERRALS FROM THESE FOLKS, MAKE A POINT TO INTRODUCE YOURSELF TO THE REFERRAL.

Explain – “Hi Lisa, I’m not sure if Frank might’ve mentioned I’d be getting in touch with you, but Frank and I were talking the other day and he mentioned that I might be able to help your business.”

Lisa will ask you “Ok, What do you do?”

NOW COMES YOUR ANSWER TO “WHAT DO YOU DO ?”

- What’s the answer here?
- What’s your answer or some possibilities?

APPROACH YOUR REFERRALS

82

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 helps businesses save money on business expenses, while increasing revenue.*

83

REFERRAL CAMPAIGNS

Sometimes it can help to incentivize your friends, family, neighbors, colleagues and even clients for referrals!
Go ahead and offer an incentive for referrals that end in a sale!

84

SOME IDEAS

- “FOR EVERY REFERRAL THAT ENDS IN A SALE, I WILL GIVE YOU A SHOP.COM GIFT CARD.”
- “FOR EVERY REFERRAL THAT ENDS IN A SALE, I WILL GIVE YOU CASH.”
- “FOR EVERY REFERRAL THAT ENDS IN A SALE, I WILL GIVE YOU A GIFT CARD TO YOUR FAVORITE PARTNER STORE!”
- “FOR EVERY REFERRAL THAT ENDS IN A SALE, I WILL SEND YOU AN E-GIFT.”
- YOU CAN CHOOSE YOUR OWN “REFERRAL PROGRAM”!

85

RELATIONSHIP BUILDING

BUILDING A RELATIONSHIP WITH PEOPLE IN PERSON CREATES A STRONGER BOND THAT MAKES IT EASIER TO BUILD ON, WHETHER FOR THE UNFRANCHISE BUSINESS OR WEBSITE SALES

- TALK WITH PEOPLE
- BUILD A RELATIONSHIP
- TREAT EVERY CHALLENGE AS A LEARNING EXPERIENCE
- BE NORMAL / BE YOURSELF
- CARE ABOUT PROSPECTS

86

NETWORKING APPROACH WARM MARKETS

CATEGORIES OF CONTACTS

- 1. STRONG RELATIONSHIP**
People you know the best such as your sister, neighbor, etc.
- 2. RE-CONNECT**
People you know but need to work up to talking to again.
- 3. YOU ARE A PATRON**
You have a business relationship.

87

PROSPECTING / RE-CONNECTING

FOR CONTACTS YOU NEED TO RE-CONNECT WITH OR THAT YOU HAVE A SMALLER RELATIONSHIP WITH

- Try reaching out to 2 of these prospects per day to start reacquainting with them
- Build the relationship
- As you build this list up, they will be moved into your "Strong Relationship Category"




88

YOUR TOP 10

FOR CONTACTS YOU HAVE A STRONGER RELATIONSHIP WITH

CONTACT IN THE MOST LOGICAL WAY


- Social Setting
- Place of business (not peak time)
- Social Media
- Phone / Email / Text



89

ASK GREAT QUESTIONS

1. QUESTIONS YOU FOUND IN PROSPECT RESEARCH
2. QUESTIONS FROM 15 MINUTE CONSULTATIONS
3. SPECIFIC QUESTIONS ABOUT THE REASON THEY LIKE / DON'T LIKE THEIR SITE
 - "WHAT'S PREVENTED YOU FROM GETTING A WEBSITE?"
 - "WHY IS THE SITE UNDERPERFORMING FOR YOUR BUSINESS?"
 - "WHAT DO YOU LIKE ABOUT YOUR WEBSITE?"
 - "WHAT DON'T YOU LIKE ABOUT YOUR WEBSITE?"



90

WHEN THE TIMING IS RIGHT, MAKE THE STATEMENT:

"I don't know if you realized this or not John, but, I specialize in helping businesses like yours leverage the Internet effectively to increase revenues, or to offer a higher level of customer service (whatever their main problem seemed to be).

I'd be happy to sit down with you and get one of our Product Specialists to walk you through our technology to see if it's something that would have value to you and your business.

What's the best time over the next week or two to set up an appointment?"



91



SO...
What if they ask some questions or objections?
It's a good sign that they are interested! Keep Going!

92

ANSWERING QUESTIONS

Objection: My friend or family is creating a site for me ...

Answer: Perfect, they will love this! Our technology helps Web Designers in several ways, which also saves business owners a lot of time, money and frustration.

Here's what I will do, I'll have my corporate office put together an entire Web package for your company to review at no cost or obligation; and then I will have a Web Specialist show you what we are doing to help companies just like yours. When are you least busy — in the mornings or afternoons?

Objection: We use Social Media

Answer: That's great! Social Media is an excellent way to get your name out there and interact with your customers. Where are you funneling all that buzz to? Is your website helping to capture those leads?

93

ANSWERING QUESTIONS

Objection: How much is it?

Answer: It wouldn't be fair of me to give you a price until we know your specific needs. We've worked with tens of thousands of business owners all over the world to make it affordable for them. I guarantee we can make it affordable for you or it's not the solution for you.

Objection: Can you give me an approximate cost?

Answer: It will depend on your particular needs. Let me do this, I will have my corporate office put together an entire Web Package for your company to review at no cost or obligation; and then have a Web Specialist show you what we are doing to help companies just like yours. When are you least busy — in the mornings or afternoons?

94

ANSWERING QUESTIONS

Objection: Could you send me something?

Answer: I can do one better than that! I will have my corporate office put together an entire Web Package for your company to review at no cost or obligation; and then have a Web Specialist show you what we are doing to help companies just like yours.

Objection: But I am using XYZ Discount Hosting company.

Answer: That's awesome that you've already gotten started! If I could show you a way to save money and have a better entire online marketing strategy, would you be interested? Our system doesn't nickel and dime you — would you like to learn more about that? What works best for you — mornings or afternoons?

Objection: I like my website.

Answer: Cool! What do you like about it? Is there anything it's not doing that you wish it was doing?

95

SELL THE PROBLEM YOU WANT TO SOLVE

IF YOU KEEP THE CONVERSATION FOCUSED ON THEIR CHALLENGES, SETTING AN APPOINTMENT IS EASY

THE SOLUTION TO THAT PROBLEM, IS AN APPOINTMENT

AN APPOINTMENT IS WHERE THEY WILL DISCOVER WAYS TO SOLVE THEIR CHALLENGES



96

MAKING "COLD" CALLS



Countless sales calls each and every day:
Supplies, Advertising, Cleaning Services,
Utilities Promotions, etc.




How can you be different
and VALUABLE?

97

SCENARIOS WHERE YOU MIGHT PROSPECT IN COLD MARKETS:

YOU MEET A NEW PROSPECT AT A COFFEE SHOP	MEETING NEW PROSPECTS AT A COMMUNITY EVENT, SPORTING EVENT, SOCIAL SETTING, ETC.	AT A NETWORKING EVENT
WHEN YOU ARE "SPREADING OUT YOUR SPENDING"	YOU FIND NEW PROSPECTS THROUGHOUT YOUR DAY OR VIA SOCIAL MEDIA	YOUR ARE TALKING WITH A "GATEKEEPER"

98



CONTACTING COLD PROSPECTS

LOOK FAMILIAR?


THE ONLY DIFFERENCE IS THE "SOCIAL STUFF"

YOU BUILD A RELATIONSHIP FROM SCRATCH

ALL LEADS TO THE SAME PLACE: APPOINTMENT

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

99




**WHO ARE YOU...
...WHAT ARE YOU SELLING?**

Do you appear and sound like a "salesperson"?

Why are you here?
What do you want?

How long should I listen and when can I usher you out politely?

100



RAPPORT
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?

101

HOW TO DESIGN AN APPROACH

1 Introduction - how you got their name and the reason for the call	4 The Networking-Referral Approach
2 Eliminate the thing you're concerned they're thinking	5 Set the appointment
3 Give an appealing description	6 The Professional Tie-Down

102

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 _____.

103



WHAT DO I SAY?

INTRODUCTION
My name is _____.

THE REASON YOU ARE STOPPING IN
and I was in the area/next door/on my way to....

SPECIFICALLY WHY ARE YOU THERE
Your Power Statement
"I help restaurants get more traffic from online marketing efforts."

APOLOGY & REQUEST PERMISSION
I don't want any of your time, I've got to run to my next meeting, but I was wondering who I would speak with that would be best to speak with (about _____)?

REQUEST CONTACT AND FOLLOW-UP COMMUNICATION METHOD
When is the best time to reach _____, and how do they best communicate if I want to schedule some time with them to learn more about what you do?

104



WHAT DO I SAY?

THANK THEM
Thank you so much!

BUILD INTERNAL RELATIONSHIP AND ALLIANCES
I apologize, I didn't catch your name?
How long have you worked here?
You probably know everything!
How's business going?
What's going well?
Where do you think you could improve?
What are you doing to fix/address that?
How are your marketing efforts?
What would you change if you could?

THANK THEM AGAIN AND TELL THEM YOUR NEXT STEPS
Well, thanks again, it was great talking with you! Let _____ know I'll reach out on _____ to see if there's a way we can set a time I can learn more and see if I can offer some help.

FOLLOW-THROUGH!

105

THE CALL BACK

INTRODUCTION
Hi, _____. THIS is _____.


PATTERN INTERRUPT
Did I catch you at a good time or are you in the middle of something?

REASON I'M CALLING, THE REFFERAL
I understand. I don't want to take any of your time right now, but the reason I am calling is that I was telling _____ last week how I _____ (Power Statement), and s/he recommended I speak with you.

REQUEST CONTACT AND FOLLOW-UP COMMUNICATION METHOD
I'd love to learn more about what your company is doing and see if there are ways I can help you. _____ mentioned _____, and I have some ideas.

CLOSE TO CONSULT
When would you have 10-15 minutes to talk more?

SCHEDULE THE NEXT STEP



106

EXAMPLE

Hi, THIS IS (**not** "My name is") Jason, and I met you at Mint Bistro last week/saw your truck at Home Depot in Manchester/was driving behind you in Salem/your cousin told me to call (**however you saw or know of their business**).

DO YOU HAVE A SECOND OR ARE YOU IN THE MIDDLE OF SOMETHING?

Great, no problem, I'M NOT LOOKING FOR ANY OF YOUR TIME RIGHT NOW, I KNOW YOU ARE BUSY.

107

EXAMPLE

The reason I'm calling is that I: own a few businesses in the area and one of them allows me to network with local businesses to increase their income or lower some expenses (or your own **interest creating remark**...something about digital marketing, mobile phones, etc. can work well or refer to a conversation you had if you've met them before or another **POWER STATEMENT**).

I'D LIKE 10 minutes or so for a call this week where I could learn more about your business to see if there's a way we could help each other out? **WORST CASE**, we could refer business to each other. **HOW SOON** would you have 10 minutes to talk about your business?

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GATEKEEPERS & VOICEMAILS

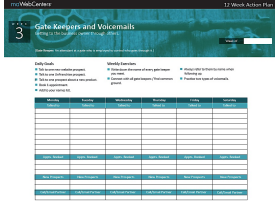
HOW TO GET CONTACTED BACK

A **GATEKEEPER** is the person responsible for keeping a decision maker from being bothered by irrelevant callers.

The gatekeeper screens calls and visitors, typically deflecting the ones (s)he believes are unimportant. They get 10-20 solicitations per day.

Voicemail = Type of Gatekeeper / Screening

BE DIFFERENT. BE CONSISTENT. BE PERSONABLE.



Method	Cost	Advantages	Disadvantages	Notes
Direct Mail	High	Targeted, visible, tangible	Time-consuming, expensive	Use for high-value prospects
Telemarketing	Medium	Personal, immediate feedback	High rejection rate, time-consuming	Use for high-volume leads
Door-to-door	Low	Personal, visible, tangible	Time-consuming, expensive	Use for high-value prospects
Referrals	Low	Highly targeted, high credibility	Time-consuming, expensive	Use for high-value prospects
Networking	Low	Highly targeted, high credibility	Time-consuming, expensive	Use for high-value prospects
Direct Mail	High	Targeted, visible, tangible	Time-consuming, expensive	Use for high-value prospects
Telemarketing	Medium	Personal, immediate feedback	High rejection rate, time-consuming	Use for high-volume leads
Door-to-door	Low	Personal, visible, tangible	Time-consuming, expensive	Use for high-value prospects
Referrals	Low	Highly targeted, high credibility	Time-consuming, expensive	Use for high-value prospects
Networking	Low	Highly targeted, high credibility	Time-consuming, expensive	Use for high-value prospects

109



DUMP THE SCRIPT
Be a person. Have a Conversation.

LEARN THEIR NAMES
and refer to them by their names

RELATE AND ESTABLISH THE WARM CONNECTION.
"I'm a customer, colleague, etc."

ASSUME THEY CAN HELP
"Are you the one to speak to about this?"
"Are you the manager?" *Make them feel important.*

LEVERAGE THEIR KNOWLEDGE
Ask for their advice. "When do you think a better time to call would be?" "Is it better to call before or after lunch?" "What do you think?"


STAY POLITE
at all costs

FOLLOW UP
This is a first contact, not your only contact!
Keep good notes for more effective follow up.

GATEKEEPERS ARE PEOPLE TOO. CONNECT WITH THEM!

110

NETWORKING APPROACH WORKSHOP



PAIR UP AND ROLE PLAY A NETWORKING SCENARIO

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

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

LIVE DEMO

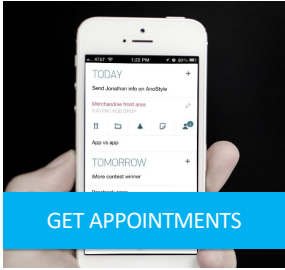
111

CALL WORKSHOP

GET YOUR NAMES LIST OUT
20 MINUTES TO CONTACT YOUR PROSPECTS

GOALS:

- GET THEM TALKING
- GET A BETTER TIME TO CALL BACK
- SCHEDULE A 15 MINUTE CONSULT
- SCHEDULE AN APPOINTMENT



GET APPOINTMENTS

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CALL WORKSHOP RESULTS



RESULTS

HOW DID IT GO?
WHAT WENT WELL?
WHAT CAN IMPROVE?

RESULTS:

- # OF CONTACTS MADE
- # OF APPOINTMENTS
- # OF FOLLOW-UPS
- # OF MESSAGES/VOICEMAILS

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SALES APPOINTMENTS

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Consultation
WebCenter Flipchart
The Proposal
The Sale
Follow Up
Follow Through

SETTING UP SUCCESS

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Up Front Agreement

The purpose of the meeting	Confirm the time and duration of the meeting
The candidate's agenda & expectation	The expected outcome of the meeting
The WCO's agenda & expectations	The proposed next step

116

EXAMPLE

- Thank you for meeting me today. As we discussed on the phone/last week/when we met, etc. _____.
- What is it that you hope to learn today?
- I'd like to learn more about your business and share more about what we do to help businesses improve their online presence, as well as review some information I discovered about your business.
- Are you still OK for 15 minutes? (whatever time you expect)
- If you like everything we review today, I would like to schedule an appointment with our Product Specialists to speak more directly to your concerns and how we can help. Is that fair?

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CONDUCTING YOUR CONSULTATION

- Build rapport, mirror, match, be genuinely interested in them
- Up Front Agreement
- Transition: If it's OK with you, I would like to ask you a few questions before I address some things that I found
- 15-minute Assessment Sheets

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THE CONSULT

- Thank you for sharing that information...
- When we agreed to meet, I did some research and found:
 - Share your research
 - Engage them in why it is important to address
 - Identify their true motivation for change

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THE CLOSE

- At this point, what I'd like to do is to schedule an appointment with our _____ (Web, SEO, Social Media, etc.) Specialist to address (repeat their biggest concerns)
- They can speak directly to your questions and offer solutions, as well as any potential proposals
- How soon can we set your appointment?

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ALTERNATE CLOSE


At this point, what I'd like to do is create a demonstration of our services and proposal on how we can address _____. How soon can we meet again?

*This would be to conduct your own walk-through or proposal appointment

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DEMO & PROPOSAL

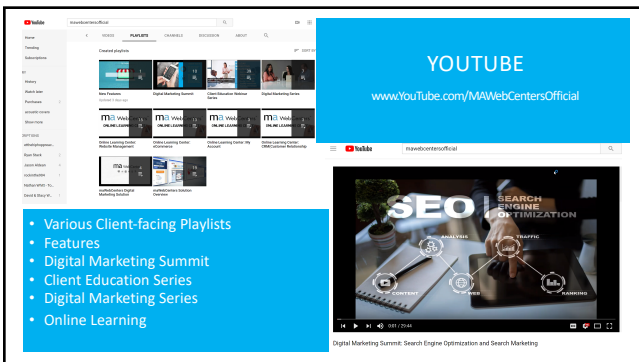
- Up Front Agreement
- Share specific information
- Why they are important
 - What they will accomplish
 - How they will impact their business
 - What the process is
- Propose pricing and packages



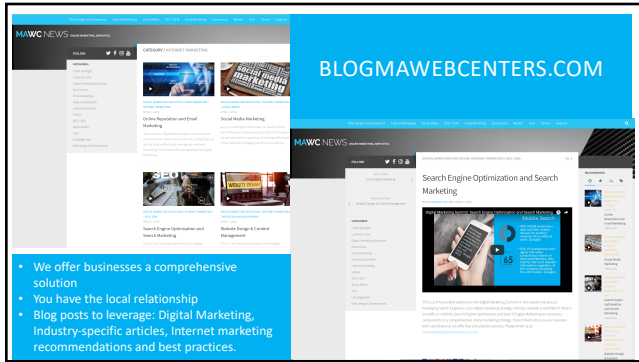
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YOUTUBE
www.YouTube.com/MAWebCentersOfficial

- Various Client-facing Playlists
- Features
- Digital Marketing Summit
- Client Education Series
- Digital Marketing Series
- Online Learning



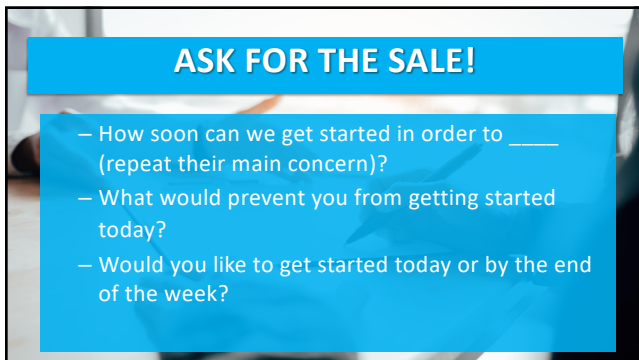
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WHAT HAPPENS NEXT?

- Thank them for their business
- Conduct the sale or get payment information
- Gather information for the Design Wizard, Project Manager, DMP form

OR

- Schedule a follow-up to gather information and conduct the Design Wizard and DMP form WITH them
- Let them know they can expect to hear from maWebCenters



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CONNECT WITH US

UNITED STATES/CANADA Customer Care: 888.968.8636 Technical Support: 866.732.4387	Sales Support: 866.397.8121 Design Center: 800.711.9145
SPAIN 34917271237 Toll Free: 900.026.410	HONG KONG 3571.5088 Sales Support: 3571.0341
TAIWAN 32.252.6347	UNITED KINGDOM 000.387.7122
AUSTRALIA 800.447.58	IRELAND 800.778.4217

maWebCenters.com
help@maWebCenters.com

my@maWebCenters.com
Agent@maWebCenters.com
DesignCenter@maWebCenters.com

websolutions

[@maWebCenters](#) [@maWebCentersUS](#) [@maWebCentersUK](#)
[facebook.com/maWebCenters](#) [youtube.com/user/maWebCentersUS/](#)
*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!
- Send them leads when/if appropriate

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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 WHEN the clients are responsive and engaged in the process!



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**THE DESIGN CENTER ADDS VALUE
HOW CAN YOU HELP?**



SUPPORT THE PROJECT MANAGER
SOMETIMES CLIENTS NEED A LITTLE HELP GATHERING THEIR CONTENT AND IDEAS
YOU CAN ASSIST YOUR CLIENT WITH THIS AND/OR ENCOURAGE YOUR CLIENT TO CALL THEIR PM IF
THEY NEED MORE HANDS ON ASSISTANCE!

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OPTION 1: TECH SUPPORT
Website Clients have unlimited access to Tech Support to answer questions about tools and digital marketing.

OPTION 2: SERVICES
Similar to the design process, it is important to **STAY INVOLVED** to be sure all the information is communicated. The first step is the *required* intake form and signed Design Services Agreement.

www.dmpservices.org


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SUPPORT YOUR CLIENTS **STAYING IN CONTACT**

- Design Process
- Customer Care
- Sharing Resources
- Saying "Thank You"
- Engaging clients with maWebCenters
- Checking in
- Organization

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PROFESSIONAL GRATITUDE **PERSONAL THANK YOU**

- EMAIL?
- PHONE CALL?
- SHOP.COM GIFT CARD?

However you are comfortable thanking your new client, just make sure to do it!

- HAND WRITTEN NOTE?
- THANK CLIENTS FOR THEIR BUSINESS
- EDIFY TECH SUPPORT
- STAY IN TOUCH

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YOU ARE A WEBCENTER OWNER & HAVE AN ENTIRE DEDICATED TEAM TO HANDLE:

- SALES
- DESIGN
- TECHNICAL SUPPORT
- BILLING

AT EVERY PART OF THIS PROCESS, YOUR ROLE IS TO CONNECT PEOPLE!

BE CLEAR ON YOUR ROLE FOR YOURSELF AND WITH YOUR CLIENTS:

- VOICEMAIL
- EMAIL AUTORESPONDERS
- IN YOUR PERSONAL RESPONSES TO QUESTIONS



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CHALLENGES

SOMETIME CLIENTS MAY HAVE ISSUES:

WHAT IS THE CHALLENGE?
IDENTIFY:

- ✓ WHO CAN YOU CONTACT TO CONNECT THEM TO THE RIGHT PERSON? DEPARTMENT / PERSON:

WHAT SHOULD YOU DO OR NOT DO?

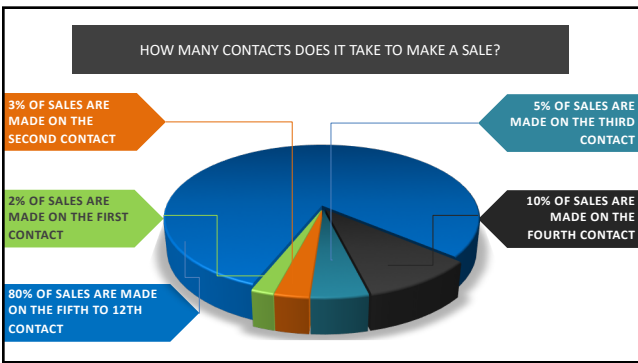
- ✓ EMPATHIZE BUT DON'T DRAW CONCLUSIONS.
- ✓ LET THEM KNOW YOU'VE "HEARD" THEM AND WILL LOOK INTO IT TO HAVE SOMEONE ASSIST THEM ASAP

When passing along a challenge to be researched, it must be submitted in writing (or via email). In order to have the issue researched, we must have that to communicate with the various people that are required to help!

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IF THE PRODUCT SPECIALIST IS DOING FOLLOW UP ON YOUR BEHALF:

- COMMUNICATE WITH THE PRODUCT SPECIALIST
- MAKE SURE YOU ARE ON THE SAME PAGE SO YOU DON'T CONFUSE YOUR PROSPECT
- WCO NOTIFICATION SYSTEM


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IF DOING YOUR OWN FOLLOW UP:

- STAY ORGANIZED**
SCHEDULE YOUR FOLLOW UP CALLS
- PICK LOGICAL TIMES**
TO FOLLOW UP WITH YOUR PROSPECTS.
(DON'T CALL A RESTAURANT OWNER ON A FRIDAY NIGHT AT 7 PM)
- BE PERSISTENT**
BUT NOT PUSHY
- RESPECT THEIR TIMING**
ASK FOR PREFERRED TIME TO CALL
- BE SPECIFIC**
WHAT ARE YOU FOLLOWING UP ABOUT


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ADVANCED WEBCENTER TOOLS

- EMAILS, DOMAINS, CAMPAIGNS
- REPORTS
- ADVANCED TOOLS

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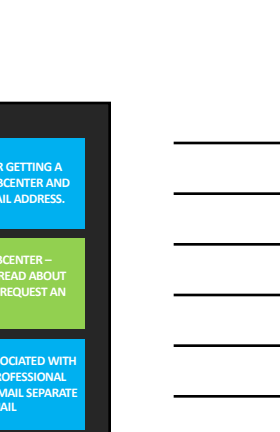
DOMAINS & EMAIL

YOU MAY WANT TO CONSIDER GETTING A DOMAIN NAME FOR YOUR WEBCENTER AND HAVING A PROFESSIONAL EMAIL ADDRESS.

SEND PEOPLE TO YOUR WEBCENTER – THEY CAN WATCH THE VIDEO, READ ABOUT FEATURES AND BENEFITS AND REQUEST AN APPOINTMENT!

HAVING AN EMAIL ADDRESS ASSOCIATED WITH YOUR WEBCENTER IS MORE PROFESSIONAL AND KEEPS YOUR WEBCENTER EMAIL SEPARATE FROM PERSONAL EMAIL.

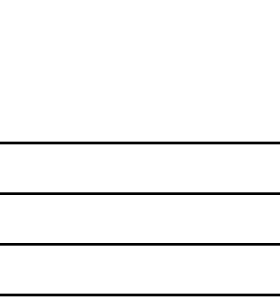
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EMAIL CAMPAIGNS

You can create email templates and send out email campaigns to your existing clients and prospects

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BEAUTIFUL LAYOUTS FOR EMAIL CAMPAIGNS THAT ARE AVAILABLE TO YOU AND YOUR CUSTOMERS!

WEBSOLUTIONS THEMES INTEGRATED INTO YOUR WEBCENTER.

SIMPLY ADD YOUR OWN MESSAGING!

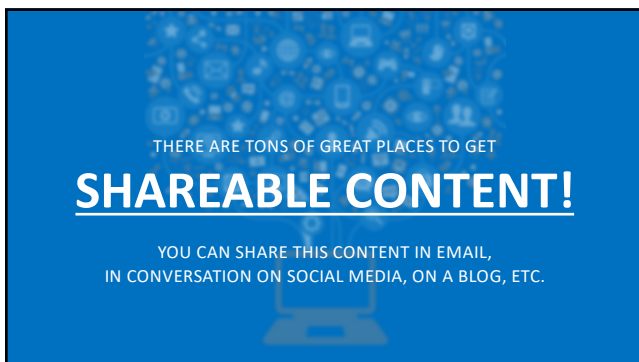
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CUSTOMER CENTRIC CONTENT / SHARABLE CONTENT

maWebCenters newsletter	maWebCenters blog
maWebCenters Facebook Account	maWebCenters Twitter Account
maWebCenters Instagram Account	Other blogs and sources that you trust

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EXCHANGE BUSINESS CARDS

- BRANDS YOURSELF
- GREAT FOR MAKING PROFESSIONAL CONTACTS
- GREAT FOR EXCHANGING ONCE AN APPOINTMENT IS SET TO SHARE YOUR CONTACT INFORMATION
- GREAT TO SHARE WITH FOLKS WHO ARE WELL CONNECTED THAT WOULD BE WILLING TO SHARE WITH THEIR CONTACTS!

149

SHARING VIDEOS CAN WORK THE SAME WAY THAT WE SHARE DESIGNS ON FACEBOOK

YOU CAN SHARE THE VIDEO ON YOUR FACEBOOK WALL

YOU CAN SHARE A VIDEO WITH A SINGLE PROSPECT

YOU CAN USE YOUR WEBCENTER TO SHARE THE VIDEO OR THE MOBILE SITE

YOU CAN SHARE A VIDEO FROM OUR "CUSTOMER-TARGETED" YOUTUBE ACCOUNT: /MAWEBCENTERSOFFICIAL

REMEMBER—USE THE VIDEO AS A FIRST LOOK TO PEAK INTEREST AND FOLLOW UP WITH OFFERING AN APPOINTMENT!

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ALL OF THESE TOOLS ARE USELESS WITHOUT YOU!

THESE TOOLS ARE MEANT TO GIVE YOU AN OPPORTUNITY TO GET THE CONVERSATION STARTED!

THEY ARE THERE TO SUPPORT YOU WITH EFFECTIVE FOLLOW UP!

THEY ARE THERE TO BE AN EXTENSION OF YOU!

YOU STILL NEED TO ASK QUESTIONS, QUALIFY YOUR PROSPECTS AND SET QUALIFIED APPOINTMENTS ☺



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BUSINESS BUILDING



INTERNSHIP PROGRAM
MENTORING WEBCENTER OWNERS
WEBCENTER PRO PROGRAM

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Internship Program

The Goal:
To start qualified individuals as WebCenter owners and help them offset their start-up expenses before becoming an UnFranchisee owner

Duplication:
To duplicate the power of the WebCenter while building your UnFranchisee

Your Role:
You are the mentor

Benefits of the Internship Program

- ✓ Candidates can leverage their sweat equity to cover start-up expenses
- ✓ Ability to start UnFranchisee already profitable
- ✓ No out of pocket expenses to Trial Run
- ✓ Access to Sales Support and other necessary tools to get started now

Intern Candidates

- ✓ Friendly
- ✓ Professional
- ✓ Well Connected
- ✓ Motivated, Driven, Accountable, Organized

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YOUR MINDSET MENTOR

- The goal is duplication, working with individuals who want to be UnFranchise® Owners
- That is NOT about hiring people to work with you
- Make sure that the time you spend is spent with people duplicating your efforts

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Remember...

TIME IS THE ONE PRECIOUS, NON-RENEWABLE RESOURCE THAT YOU ARE PROVIDED A FINITE AMOUNT OF, EACH AND EVERY DAY. ONCE IT'S SPENT, YOU WILL NEVER GET IT BACK.

SPEND IT WISELY

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THE WebCenter PROSPECT CAN USE THE PRODUCT SPECIALISTS, AND IT IS HIGHLY ENCOURAGED

IT WILL IMPROVE THEIR SUCCESS RATE	HELP THEM GRADUATE TO FULL UNFRANCHISE® OWNER STATUS MORE QUICKLY	AND REINFORCES OUR PROVEN DUPLICABLE WEBCENTER SYSTEM
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REMEMBER, PROSPECTS CANNOT BE EXISTING DISTRIBUTORS

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HOW DOES MY INTERN GET PAID?

SELL:
Your intern sells one website. You as the mentor gets paid – You must use the profit to help launch the intern.

LAUNCH:
Use part of retail profit to start your Intern's UnFranchise (WebCenter Fast Start Kit)

EXTRA PROFIT
Give extra profit to the new UFO.
* It's perfectly acceptable to keep a portion for your own expenses (taxes, WCO fees etc.)

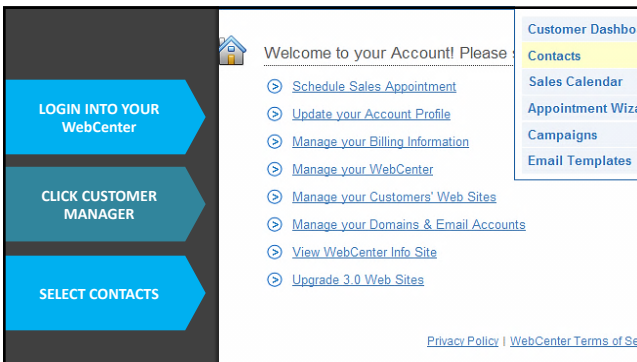
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YOU CAN DISABLE ANY INTERN'S STATUS AT ANY POINT IN TIME

- If you find someone underperforming and you have a better prospect that you would like to replace them with, go ahead
- Remember, this is a competitive Internship program, you have four slots and they should go to the best candidates for becoming an Unfranchise* Owner with you

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LOGIN INTO YOUR WebCenter

CLICK CUSTOMER MANAGER

SELECT CONTACTS

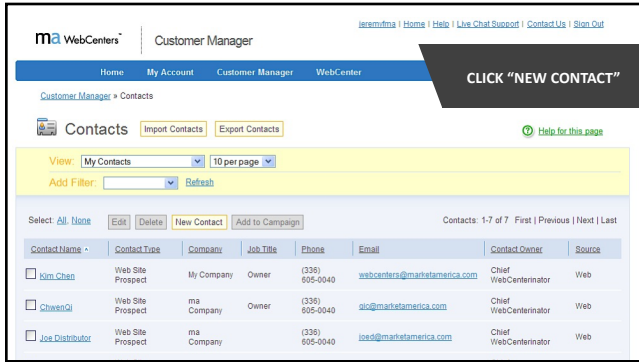
Welcome to your Account! Please:

- [Schedule Sales Appointment](#)
- [Update your Account Profile](#)
- [Manage your Billing Information](#)
- [Manage your WebCenter](#)
- [Manage your Customers' Web Sites](#)
- [Manage your Domains & Email Accounts](#)
- [View WebCenter Info Site](#)
- [Upgrade 3.0 Web Sites](#)

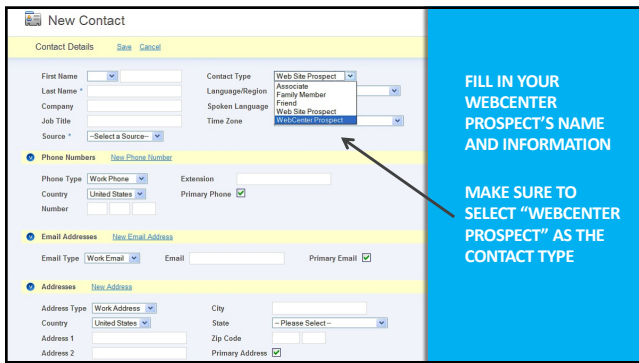
Customer Dashboard
Contacts
 Sales Calendar
 Appointment Wizard
 Campaigns
 Email Templates

[Privacy Policy](#) | [WebCenter Terms of Service](#)

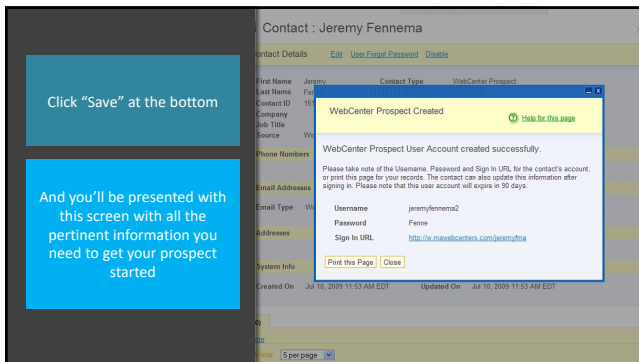
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ACTIVATE INTERN	<ul style="list-style-type: none"> ○ CAREFULLY SELECT AN INTERN TO WORK WITH ○ ACTIVATE THEM AS A WEBCENTER PROSPECT
EDUCATION	<ul style="list-style-type: none"> ○ WCT 101, ONLINE WCT, SIMPLE SALES ○ BASIC 5, SHOPPING ANNUITY
SELL WEB APPTS. SHOW PLANS	<ul style="list-style-type: none"> ○ USING THE WEBCENTER GETTING STARTED GUIDE, HELP THEM SET APPOINTMENTS AND SELL THEIR FIRST WEBSITE. ○ SHOW PLANS TO SEE IF THEY CAN LEAD TO PEOPLE.
BECOME A UFO	USE THE RETAIL PROFIT EARNED FROM THE WEBSITE SALE TO CAPITALIZE THE INTERN'S BUSINESS!

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	<ul style="list-style-type: none"> ○ Get them started right! ○ What you put in motion carries in motion. ○ What you do, will duplicate in depth in your organization! <p>ACCOUNTABILITY IS CRITICAL!</p> <p>If a contest is running: www.webvolumecontest.com or...</p>
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WEEKLY CALLS Provided by YOU the leader!	UFO SUPPORT SITE www.mawc411.com Participants should go to first to see if the answer to his/her question exists here. <i>** Save email support for personal questions</i>
MAWC WEBINARS Webinar series for continuing ed, showing the WCO opportunity and more	FACEBOOK GROUP If you have a question about sales approaches, follow up or the process in general, POST IT HERE! We will all contribute responses as a group! Email mawbccenters@marketamerica.com for an invitation to join
WEEKLY ACCOUNTABILITY Grow and learn together	EMAIL SUPPORT <i>If you still don't have an answer or if it's personal,</i> shoot me an email with your specific question! This is the best way to contact me directly.

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ADD A WEBCENTER PRO & TRIPLE YOUR COMMISSION

The average WebCenter Pro can sell:
 ≥1 Websites per week x 200BV each!
 ≥1 Digital Marketing Products per week

200BV x 4 = 800 BV per month per WC Pro!
 (+monthly hosting)

And....

What about the other B2B Services!

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PROSPECTING WEBCENTER PRO CANDIDATES:

Where can you find industry professionals:

- Networking Groups
- Referrals
- Warm markets, including existing clients
- Social Media
- Service sites: eLance, Fivver, Craigslist, LinkedIn

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WHAT ARE THEY LOOKING FOR?

- Are they outsourcing work?
- Are they referring business out?
- Are they turning away business?
- Are they missing "smaller" clients?
- Would they like to add additional services without the workload?
- Are they open to additional streams of revenue?

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**WEBCENTER PRO PROGRAM:
WEBCENTER-PRO.COM**

- LINE OF PRODUCTS
- TEAMS OF PROFESSIONALS
- CO-BRANDED ADMIN & INVOICING
- FULLY CUSTOMIZABLE FRONT END SITE
- VIP SUPPORT
- PROFESSIONAL EDUCATION

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PRO AFFILIATE	PRO PARTNER
<p>FULL ACCESS TO THE PRO PROGRAM & LIGHT ACCESS TO THE UNFRANCHISE BUSINESS</p> <ul style="list-style-type: none"> • Earn up to \$1,500/Week in BV commissions • BV commission is capped at \$78,000/year • Cannot sponsor, receive BV placed from senior business partners (but do accrue GBV) • Cannot place BV other than personal BDC's • Does not count as "activation" • Does count for Senior Partner bonuses • No monthly accrual criteria, nor Minimum Activity Requirements 	<p>FULL ACCESS TO THE PRO PROGRAM & FULL ACCESS TO THE UNFRANCHISE BUSINESS</p> <ul style="list-style-type: none"> • Earn up to \$2,100/ Week in BV commissions • Earn up to \$1,500/ Week in IBV commissions • Unlimited Earning Potential for BV/IBV commissions • Can sponsor and expand your organization • Can receive BV placed from senior business partners • Can place BV in personally sponsored • Does count as "activation" for Senior Partners • Does count for Senior Partner bonuses

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WHAT'S IN A PRO SUBSCRIPTION KIT?

THE ULTIMATE ONLINE MARKETING STRATEGY

TAKE A FREE 90-MIN CONSULTATION TO IDENTIFY HOW WE CAN HELP

CONNECT WITH US

PRO WEBCENTER CUSTOMIZABLE WEBSITE MA WEBSITES 2 MONTHS UFMS

* Pro Partners receive MA Subscription Kit as well

1-BUNDLE OF ASSESSMENT PADS
5-B2B SERVICES CATALOGS
5-RESOURCE MAGNETS
5-POSTERS
5-DECALS

*Additional Sales & Marketing tools available for purchase and Download.

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WEBCENTER PRO OPTIONS

	SALES REP (6073) OR NEW WC PRO AFFILIATE (1588)	SALES REP (1585) OR NEW WC PRO PARTNER (1574)	AFFILIATE UPGRADE TO PRO PARTNER (6080)	UFO UPGRADE TO PRO PARTNER (6072)
Pro WebCenter	✓	✓	✓	✓
Sales & Marketing Kit and MA Websites	✓	✓	✓	✓
2 months UFMS	✓	✓	✓	✓
Market America Subscription Kit		✓	✓	
Cost Associated BV	\$239 100BV	\$429 300BV	\$199 100BV	\$379 300BV

*All WebCenter Pro Accounts Monthly Fee: \$79/ month and UFMS: \$20/month

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EXPANDING YOUR WEBCENTER BUSINESS

WEBCENTER INTERN

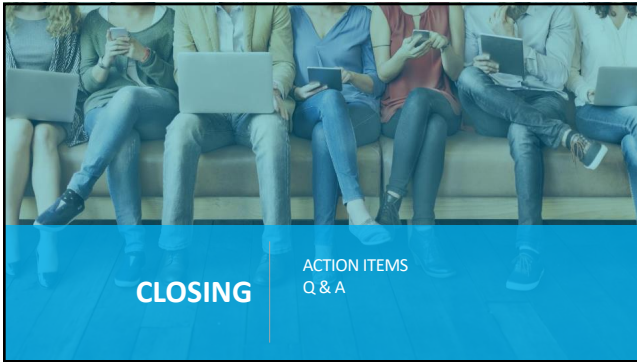
LEARN THE PROCESS
LEVERAGE THE PROFESSIONALS
EARN RETAIL PROFIT TO LAUNCH YOUR WEBCENTER

WEBCENTER FAST START

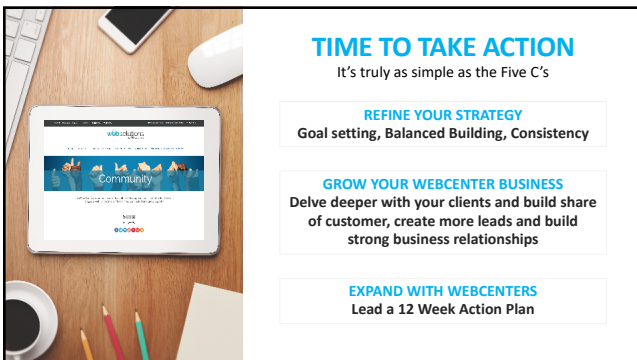
LAUNCH A NEW UNFRANCHISE BUSINESS PARTNER WITH A WEBCENTER FAST START KIT
OR **THE WEBCENTER PRO PROGRAM**
(US ONLY)

UNFRANCHISE OWNERS IN YOUR ORGANIZATION CAN PURCHASE A WEBCENTER
OR
UPGRADE TO WEBCENTER PRO

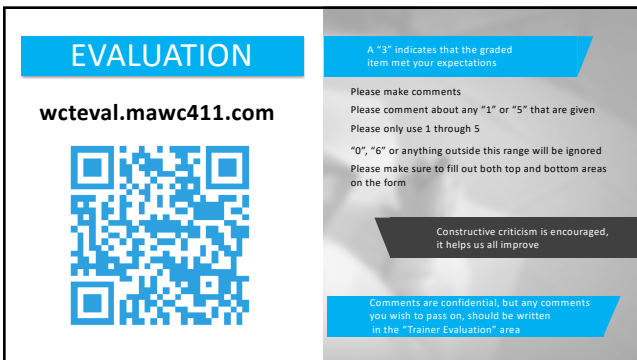
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