



## Getting Started Guide

This guide is intended to help UnFranchise® Owners jumpstart their maWebCenters® business. It is important to use this **in addition** to the Market America Getting Started Guide. The WebCenter Getting Started Guide is designed to help you duplicate increased sales and prospecting/recruiting for you and your entire team through the maWebCenters specialty.



## Congratulations!

Growing your Market America UnFranchise® Business with WebCenters is an excellent way to achieve your short and long term financial goals.

maWebCenters® provides a simple, proven and duplicatable system for generating sales, business prospects and handling growth. The key to success with maWebCenters and Market America will be your ability to effectively implement this proven plan. These actions should be completed consistently while working through all areas of the Basic Five in order to create healthy sales and distribution organizations.

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- 2 Goal Setting
- 3 Retailing
- 4 Creating Value
- 5 Prospecting & Recruiting
- 6 Follow Up
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### maWebCenters® Information

	<b>Australia</b>	1-800-549-581	
	<b>Hong Kong</b> <b>Hong Kong Sales Support</b>	3071-5081 3071-4861	hkwebcenters.com
	<b>Ireland</b>	1-800-778-459	mawebcenters.co.uk
	<b>Singapore</b>	65-3158-7426	mawebcenters.com
	<b>Spain</b> <b>Spain Toll-Free</b>	34917371257 900-838-610	marketespana.com mawebcenters.co.uk
	<b>Taiwan</b>	02-2162-6349	mtwebcenters.com.tw
	<b>United Kingdom</b>	0800-587-1132	mawebcenters.co.uk
	<b>United States Customer Care</b> <b>United States Technical Support</b> <b>United States Sales Support</b> <b>United States Design Center</b>	1-800-343-2889 1-866-932-4357 1-866-287-8121 1-800-711-9145	Local 702-547-8395 designcenter@webcenters.com





### Client Online Resources

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**FACEBOOK**  
[facebook.com/  
officialmawebcenters](https://facebook.com/officialmawebcenters)
-   
**INSTAGRAM**  
[instagram.com/  
officialmawc](https://instagram.com/officialmawc)
-   
**TWITTER**  
[@Officialmawc411](https://twitter.com/Officialmawc411)
-   
**YOU TUBE**  
 (Customer)  
[www.youtube.  
com/user/  
maWebCentersOfficial](https://www.youtube.com/user/maWebCentersOfficial)
-   
**PRODUCT WEBSITE**  
[www.  
mawebcenters.com](http://www.mawebcenters.com)
-   
**maWebCenters NEWSLETTER**  
[www.  
mawebcenters.com](http://www.mawebcenters.com)
-   
**CLIENT BLOG**  
[blog.  
mawebcenters.com](http://blog.mawebcenters.com)
-   
**DESIGN CENTER SAMPLE**  
[www.masamples.com](http://www.masamples.com)
-   
**WEBINARS**  
[www.mawebcenters.  
com/support.html](http://www.mawebcenters.com/support.html)

### WebCenter Online Resources

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**ONLINE WCT**  
[facebook.com/groups/  
WebCenterFastTrack](https://facebook.com/groups/WebCenterFastTrack)
  -   
**UNLIMITED ACCESS TO TECH SUPPORT**  
 Phone, Email, Live Chat Support
  -   
**WEBINAR SERIES**  
[www.mawc411.com/  
support.html](http://www.mawc411.com/support.html)
  -   
**WCO SUPPORT WEBSITE**  
[www.mawc411.com](http://www.mawc411.com)
  -   
**maWebCenters NEWSLETTER**  
[newsletter@  
mawebcenters.com](mailto:newsletter@mawebcenters.com)
  -   
**WCO YOU TUBE**  
[www.youtube.  
com/user/  
maWebCentersOfficial](https://www.youtube.com/user/maWebCentersOfficial)
  -   
**WCO BLOG**  
[blog.mawc411/  
com/blog](http://blog.mawc411.com/blog)
  -   
**FACEBOOK 90 DAY SUPPORT GROUP**  
 Email [mawebcenters@  
marketamerica.com](mailto:mawebcenters@marketamerica.com) to be invited.
  -   
**GETTING STARTED GUIDE**  
[www.mawc411.com/  
support.html](http://www.mawc411.com/support.html)
- 
-   
**#WebVolume CONTEST**  
[www.webvolumecontest.com](http://www.webvolumecontest.com)
  -   
**TEAMS OF PROFESSIONALS**  
[www.mawc411.com/support.html](http://www.mawc411.com/support.html)
  -   
**BROCHURES, PRODUCT CARDS, FLASH DRIVE ETC.** [www.  
mawc411.com/support.html](http://www.mawc411.com/support.html)



**1**  
Attitude & Knowledge

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**Commitment:** I am making a one-year commitment to my UnFranchise® Business.

## Training & Support



**In Person**

Go to [www.mawc411.com](http://www.mawc411.com),  
Click on “Learn” and then “In Person”



**Online**

Go to [www.mawc411.com](http://www.mawc411.com) to view WCT online.  
Click on “Learn” and then “Online”

**Through our training system you will:**

- Learn how to use your WebCenter
- Learn the value of our product to your client
- Learn simple and advanced sales techniques
- Learn to build a solid UnFranchise® with WebCenters.
- Develop confidence & posture



## Developing Your Answer to “What do you do?”

**When talking to potential customers:**

Your answer to “What do you do?” will be determined by the approach you are using. Everyone should begin with the simple sales approach and therefore their answer would be similar to:

“You know Jane, it’s not an area I specialize in, but the company I work with has an entire division of website specialists that may be able to help you with your website. I can get you an appointment with someone if you’re interested in learning more. What works best for you: mornings or afternoons?”





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## Goal Setting

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**My why:** Define your reasons why you are building your business. This will provide motivation to sustain you through the highs and lows of business building.

## Short Term Goals

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What are your top “fixed cost goals”? (Ex: Family vacation, credit card debt, laptop).

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Short term goals can be met by **retail profit**. See the list below for how much the average website sale generates in retail profit:

**Average Retail Profits**

- USA, MX, CAN, AU: \$1,000
- UK: £700
- HK: HK \$7,700
- TW: NT \$32,000
- ES: €800

Divide your short term goal by your average retail profit to determine how many sales it will take to reach your goal. For example: A USA WCO has \$5,000.00 in debt divided by \$1,000.00 = 5. Therefore, just 5 new sales could pay for the initial goal of \$5,000 USD.

About **1 out of every 3** qualified appointments will end in a sale. Multiply your sales goal by 3 to determine how many appointments you need to make.

Finally, determine a weekly goal. Choose your goal date. Divide the amount of appointments you need by the amount of weeks you have until your goal date. This will give you a goal for weekly appointments.

Goal Date:	
Number of Weeks	
Retail Goal	
Sales Needed	
Qualified Appointments Needed	
Appointments per Week	

2 Goal Setting (Continued)

## Long Term Goals

What are your top “long term goals”? (Ex: Retire from job, more time with family.)

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**Scenario 1: Average UFO**

- Generates 250 BV per month in personal use and retail sales
- Should set a goal to achieve Base 10, 7 Strong
- Should set a goal to achieve the Shopping Annuity

**Scenario 2: UFO acheiving Base 10, 7 Strong**

- Retailing 300 BV per month
- Personally Using 200 BV per month

**Scenario 3: UFO acheiving the Shopping Annuity**

- Retailing 300 BV per month
- Personally Using 500 BV per month

**WebCenter Owner Retail Goal:**

- 10 or more Active Website Clients
- Each website sales generates 230 BV initially
- Each active website client generates 30 BV per month
- Digital Marketing clients generate additional BV and retail profit

In order to achieve your long term goals, you must focus on your next MPCP Goal.

Using the chart below, identify what, when and how you will achieve your next MPCP goal.

**Strategic Planning and Conservative Estimates:**

- The average UFO produces 250 BV per month. To be conservative, go with the average for strategic planning purposes while training your team to Base 10, 7 Strong and The Shopping Annuity.
- 1 in 4 plans shown will statistically result in a new business partner. Therefore, if you need to expand your business with one new business partner, you should set a goal to show at least 4 plans.
- Remember, as a business owner you are paid on group business volume. Volume created and plans shown include personal and group activity.

Goal Date:	
Number of Weeks	
Monthly Income Goal	
GBV Needed on Left	
GBV Needed on Right	
UFOs on Left Doing 250	
UFOs on Right Doing 250	
Total Plans to Show	
New Business Partners Needed	
Plans Per Week	





**3**  
**Retailing**

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Every new WebCenter Owner and intern should begin by using the Simple Sales Approach.

## The Simple Sales Approach

This is the easiest way to get started because you are able to “Learn As You Go”. Even if you will eventually use some of the other techniques taught in the WCT, it is important to really understand Simple Sales so that you can duplicate the Power of the WebCenter in your UnFranchise® organization.

### Your Initial Website Leads List

It all begins with creating a detailed names list:

- 1 Pick an industry.
- 2 Go column by column.
- 3 Client research: Google your prospects, write one or two things down that stand out to you.

Popular Industries		
■ Accountants	■ Salons	■ Retail Shops
■ Restaurants	■ Car Detailers	■ Organizations
■ Contractors	■ Dentists	■ Churches
■ Lawyers	■ Doctors	■ Trade Shows
■ Gyms	■ Landscapers	■ Studios & Schools

Please see the following page for a helpful chart where you can list and store your potential prospects.







## 3 Retailing (Continued)

### What happens next?

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- 1 **Sales Support** conducts the appointment and sells the website on your behalf!
- 2 The **Design Center** designs the site for your customer!
- 3 **Special Teams** implement any purchased digital marketing and website management services.
- 4 **Customer Care** provides technical support for your customer!
- 5 **You** earn retail profit and BV from the sale! As a good customer manager, you should follow up and see how the client is doing. Make sure that you are edifying our teams and that your clients are leveraging customer care!  
  
All you have to do is be aware of your names list, make the referral and **set the appointment!**

### About our teams

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Each of our teams work tirelessly to support you, your clients and even your prospects! Please review the breakdown below of the service you should expect from each of our teams and the role they play in supplying the best Digital Marketing Solution available today.

#### Sales Support

They are the team of individuals that will assist you in presenting the platform to your prospects. Once you schedule an appointment with one of our Product Specialists, all that's left for you to do is introduce us on the presentation call and they will take it over from there. That's right, we conduct the presentation for you (at no additional cost to you) and sell the website on your behalf!

#### Expect them to:

- Conduct a thorough, customized presentation for your prospect via an online demo
- Ask data mining questions to determine the most important features of the platform to demonstrate
- Build rapport
- Negotiate the price
- Follow-up with your prospects until they purchase or request to be removed from our list

- Follow-up with you to keep you abreast of the progress of your sale
- Close the sale

#### Don't expect them to:

- Travel to your prospect and present the platform in person
- Design the site for your client
- Provide Technical Support for your client (Please contact our Customer Care team for assistance)
- Be available 24/7. Although we are open 24/7, this team does not work 24/7

#### Design Center

They are the team of individuals that work hand-in-hand with your clients to develop a fantastic new website for their 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.

#### Expect them to:

- Reach out to your client to welcome them to the service and set the stage for the process to follow

- Assign a dedicated Project Manager to work closely with your client to develop a website for their business they will be proud of
- Deploy a website that has met with all of the specifications provided by your client

#### **Don't expect them to:**

- Travel to your client and work with them in person
- Provide Technical Support for your client (Please contact our Customer Care team for assistance)
- Develop a custom coded solution for your client (We have a different team that works on custom projects that exceed the scope of what the platform can support)
- Buy images for your client
- Write copy for your client
- Be available 24/7. Although we are open 24/7, this team does not work 24/7

#### **Customer Care**

This is the team of individuals that provides Technical, Customer and Billing Support for your customers!

#### **Expect them to:**

- Be available to answer your questions 24/7(Excluding major US holidays)
- Answer all of your clients questions, whether it takes 5 minutes of 5 hours, we will not rush your clients off the phone
- Provide caring, thorough and efficient support to you and your clients via phone, chat or email
- Hold you and your clients hand as we walk you through any modifications you want to do on the site
- Follow-up with you or your clients on any issue that was left open after we have concluded our session with you

#### **Don't expect them to:**

- Travel to your client and work with them in person
- Have specific personnel be available 24/7. Although we are open 24/7, the individuals on this team do not work 24/7
- Do the work for your client. Our Customer Care agents are here to provide support for your clients but they aren't here to do the work for them

#### **Digital Marketing and Custom Solutions Team**

They are the team of individuals that work with clients and 3rd parties to implement any digital marketing and website management services. Please note with this team that all services are premium. So the assumption is that they are working with your client because they have purchased one of our Digital Marketing Solution services. Please do not expect this team to work with your client, if your client has not purchased one of our Digital Marketing Solution services.

#### **Expect them to:**

- Reach out to your client to welcome them to the service and set the stage for the process to follow
- Work hard to maximize the results you and your clients are expecting from their purchase
- Follow up with your clients on an agreed upon schedule
- Where applicable, disseminate reports on an agreed upon schedule that will give your clients insight into the efficacy of the solution we are providing

#### **Don't expect them to:**

- Travel to your client and work with them in person
- Be available 24/7. Although we are open 24/7, this team does not work 24/7



## The Secret to Successful Retailing with WebCenters

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- 1 Ask lots of questions!
  - 2 Be a good listener!
  - 3 Make a strong referral. Market America is a great company and our website solution will certainly rise to Market America's high standards! We've helped tens of thousands of businesses with their online solution.
  - 4 Set the appointment! Don't try to sell the features, focus on selling an appointment.
  - 5 Follow up and continue to build solid customer relationships!
- Remember:** Your WebCenter has a CRM tool designed to help you keep track of your clients and prospects.





# 4

## Creating Value

The ultimate goal is to create lifelong clients.

## Tips for Setting More Valuable Appointments

The more you know about your customers specific needs, the better chance we have to determine if they are a good fit.

**Write down any “hot buttons”** or important concerns that came up during your conversations.

**Conduct a 15 Minute Consultation** to perform a needs assessment. During the consultation, simply ask the questions and write down the client’s

responses. Do not discuss solutions. This is intended to simply identify needs for a more valuable appointment.

**Share your findings with your product specialist** so they may use them to have a better appointment and get to the interest of your prospect sooner.

**Download the 15 minute consultation** at: [www.mawc411.com](http://www.mawc411.com) , click on “Support” and then “Download”.

## Tips for Creating Loyal Customers

**Strong customer relationships drive sales, sustainability and growth.**

Most people react negatively to high pressure sales. In relationship selling, high pressure is not typically part of the equation because you are simply positioning yourself as a potential helper to your prospect.

**Be a constant source of support.** Always follow up with your prospects and clients to inform them about additional products and services that could help with their business.

Please see the following page for a useful chart to keep track of available services that could add value to your client’s business.









## 5

## Prospecting &amp; Recruiting

Remember, in addition to helping SMB leverage the web, you are also an internet entrepreneur.

## Networking with Clients

Your clients are entrepreneurs and many of them will present different opportunities to expand your business relationship.

- 1 All business owners have expenses. Save them money by helping them become a Preferred Customer.
- 2 Network for website referrals.
- 3 Build share of customer, with other maWebCenter products.
- 4 Network to evaluate the business.
- 5 Build share of customer with our relevant exclusive brands. (Example: Your client is a beauty salon owner: Motives® is a great brand to share.)

## Prospecting WebCenter Owners for Your Business

The WebCenter Program provides a proven system to build a successful UnFranchise® while generating cash flow right away. People with the following qualities or attributes make the best WebCenter and UnFranchise® Prospects.

- Friendly people
- People who are motivated to work to increase their cash flow
- Professionals
- Well connected people
- People who want to get started but don't have the capital
- Young entrepreneurs
- UnFranchise Prospects
- Self-driven individuals

## 5 Prospecting & Recruiting (Continued)

Keep a list of your customers, and approach them when the time is right!

Name	Preferred Customer	MAWC Products	Other Relevant Brands	Website Referrals	The UnFranchise®

## 5 Steps to Sharing the WebCenter Program with a Prospect

- 1 Create a list of candidates and schedule a time to meet.
- 2 Share the UnFranchise® Business opportunity.
- 3 Share the WebCenter Opportunity by visiting [www.mawc411.com](http://www.mawc411.com) and clicking on "Evaluate":
  - Present the WCO Overview PowerPoint
  - Watch the WCO Overview recording
  - Attend a Live WCO Overview via Webinar
- 4 Schedule a follow up to answer questions
- 5 Launch your new WebCenter Owner:
  - Prospective UFOs: Purchase a WebCenter Fast Start Kit
  - Prospective UFOs: Internship Program
  - Existing UFOs: Purchase or reactivate a WebCenter

Name	UnFranchise® Business Opportunity	maWebCenters™ Business Opportunity	Follow Up	Launch



# 6 Follow Up

More helpful advice on how you can make the most of your WebCenter business

## For Sales

Make a list of people that you've approached to set an appointment

- What was their response?
- When should you recontact?

Make a List of people who've had an appointment, but did not buy.

- What was their reason for not acting?
- When should you recontact?

Keep a profile on all your customers and prospects.

- Make a list of what is most important to them.
- Call them to check in and see if they are using the "Customer Care" product.
- Follow up to build share of customer.



## For Business Building

Make a list of possible candidates for the WebCenter Business Opportunity and the UnFranchise Business Opportunity.

Keep a list of prospective customers who you might approach regarding:

1. The Preferred Customer Program
2. Other maWebCenter products
3. Other relevant exclusive brands

4. Website Referrals
5. An UnFranchise Opportunity
6. A SHOP.COM Partnership

Always have your calendar ready to book prospects into the next step.

Utilize the CRM tool to keep your Follow Up organized, quicker and more effective!





# 7 Duplication

Follow the steps to effective duplication with WebCenters to grow your business.

## Steps to Effective Duplication with WebCenters

- Fundamental building methodology
- Personally purchase and use > 200 BV per month
- Establish 10 - 15 Repeat Customers: 10 Active Website Customers = 300 BV / Month

- 1 Follow the Getting Started Guide and Lead by Example.
- 2 Leverage NMTSS
- 3 Leverage [www.mawc411.com](http://www.mawc411.com) for training and education.
- 4 Follow Up!
- 5 Keep The Main Thing, The Main Thing.

