



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

Download documents
www.mawc411.com

- o maWebCenters Getting Started Guide
- o WCT 101 Handout

TRAINER EVALUATIONS

FILL OUT AT THE END OF THE CLASS

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

- Please make comments
- Please make comments 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

Class President will collect the evaluations Give the sealed envelope to the trainer to be sent in

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

Constructive criticism is encouraged, it helps us all improve









GOALS

- 1.
- 2.
- 3.

GOAL SETTING

- Short Term Goal Setting with retail profit
- Long Term Goal Setting with BV
- Base 10, 7 Strong

A hand-drawn graphic of a whiteboard with the word 'GOALS' in a box and a list of three numbered items. A hand is shown holding a white marker, pointing to the list. The background is a teal color.

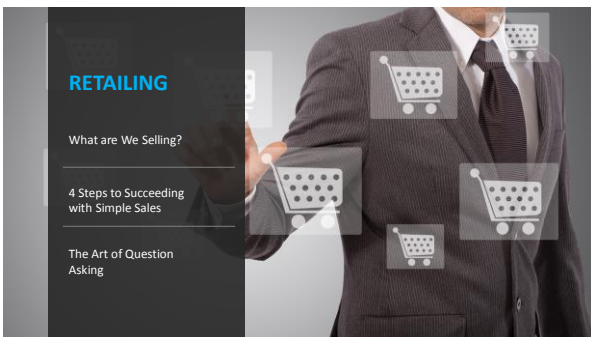


WORKSHOP

DEFINE YOUR GOALS

CALCULATE GOALS

A dark background with a target icon on the left and a calculator icon on the right. The text 'WORKSHOP' is at the top. Below the target is 'DEFINE YOUR GOALS' and below the calculator is 'CALCULATE GOALS'.



RETAILING

- What are We Selling?
- 4 Steps to Succeeding with Simple Sales
- The Art of Question Asking

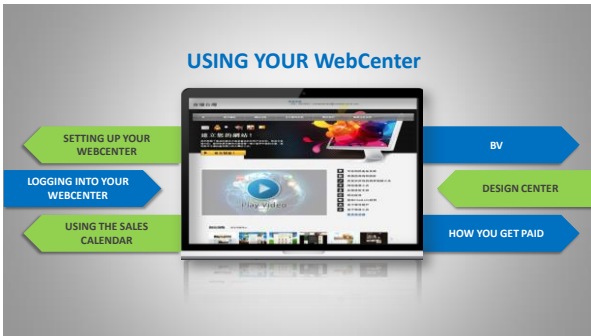
A man in a suit is shown from the chest up, pointing towards several floating shopping cart icons. The background is dark.

WORKSHOP

- Define Names List
- Live Demo Role Reversal
- Live Demo of Simple Sales
- Practice with a Friend

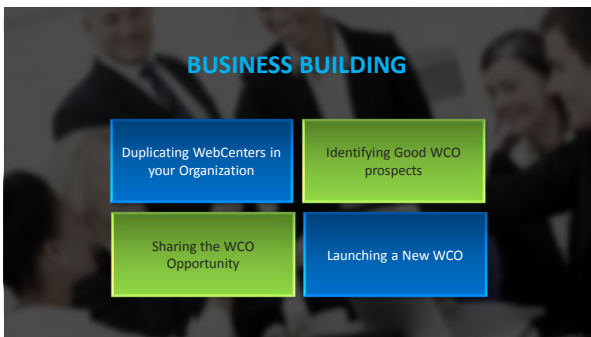



USING YOUR WebCenter



BUSINESS BUILDING

- Duplicating WebCenters in your Organization
- Identifying Good WCO prospects
- Sharing the WCO Opportunity
- Launching a New WCO





ACTION PLAN & QUESTIONS

Wrap Up of the Day

Action Plan for Getting to Work

Questions & Answers



ATTITUDE AND KNOWLEDGE

- The Market
- Product Benefits & Testimonials
- How We Compare













THE MARKET

THE MARKET

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

WHERE DO YOU

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

THE MARKET CLIMATE: INTERNET

59% of all e-mail users spend 20 minutes or more with opt-in emails each week and over 25% spent more than an hour!
(source: Merkt)

For people age 64 – 72 *(source: eMarketer)*

- 73% research products online
- 91% use the web to read e-mail
- 56% use the web to make purchases

61% of reluctant and budget-conscious shoppers can be positively influenced to buy by peer-influenced content like customer review *(source: Bazaar voice)*

Consumers use search engines more frequently than Yellow Pages to find local businesses *(source: Bizreport, camscore)*

MARKET CLIMATE MOBILE & SOCIAL



62% of adult worldwide use Social Media

SM is the most popular online activity

53% of SM people follow a brand

Social commerce sales are expected to climb to exceed \$30 billion in 2015

40% of twitter users regularly search products via twitter

MARKET CLIMATE

MOBILE & SOCIAL



60% are willing to post products on Facebook if they get a special deal or discount

More than 42% use Facebook without ever using a laptop or desktop computer.

83% of shoppers enjoy sharing and want to about their purchases

More than 50% of mobile users access their email using their device only.

About 45% search for information with mobile-only services.



WE ARE A PARTNERSHIP
MARKET AMERICA,
MAWEBCENTERS
& YOU



AGAIN, IT'S NOT JUST YOU
Get in the habit of saying "We"
It's you and maWebCenters

- o We have been in business over 14 yrs.
- o We have tens of thousands of clients that we are working with
- o We have hundreds of employees
- o We do business globally in 17 different countries

Very simply, we are talking about a proven, duplicatable, system to provide small business owners an effective Internet presence!



WE CAN HELP SMB (SMALL-MEDIUM SIZED BUSINESS) WITH:

INCREASING REVENUES

DECREASING EXPENSES

INCREASING CUSTOMER SATISFACTION

PARTICIPATING IN THE MOST POPULAR AND EFFECTIVE WAY TO GAIN NEW BUSINESS!



ALL SALES START WITH POSTURE

- o When do you recommend a good movie / restaurant / service / product?
- o Think about **WHY** you make this recommendation.
- o **SIMPLE** – you like something and you want to help!
- o You don't recommend things you don't like or understand!
- o Posture comes from knowing you can help.

So... to have Posture, You need Belief.



WHAT MAKES US DIFFERENT



As you can see, our clients are getting more than just a website, they are getting an entire online marketing strategy.



Let's take a look at the myriad of tools and options that our clients have.

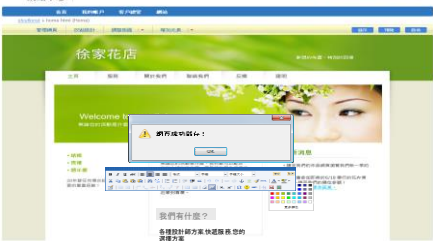
WEBSITE DEVELOPMENT



- RESPONSIVE WEBSITES
- COMPLETELY CUSTOMIZABLE
- EASY TO EDIT / DRAG & DROP TOOLS
- BUSINESS OWNER HAS COMPLETE CONTROL
- EDITS ARE PUBLISHED IMMEDIATELY
- FREE MOBILE WEBSITES
- FREE MOBILE WEBSITES

EASY CONTENT MANAGEMENT

EDIT TEXT



EASY CONTENT MANAGEMENT
ADD IMAGES



WEBSITE DESIGN

- One of the options your client will have is to use our design team.
- Our team of professional designers can provide your client with a dynamic customized website, fully integrated with our entire solution.



- Learn more about the design center at: <http://www.mawc411.com/designcenter.jsp>
- Take a look at some of the designs we've recently done!

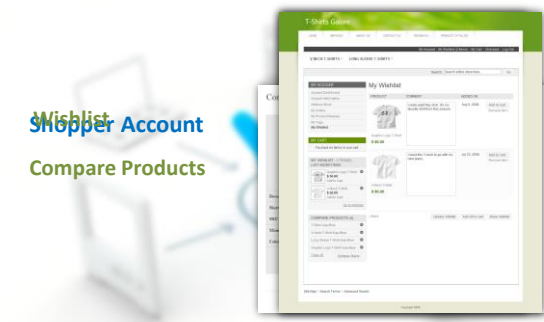
Design Center





eCommerce Tools

Shopper wish list	Pan and zoom product image	Compare products	Order history with easy "Reorder" feature	Configurable product options that adjust the sales price	Multiple billing options
Shopper product reviews	Product tags	Sales dashboard	See who's shopping	Enhanced Product Catalog search results with product thumbnails	











NEWSLETTER FEATURE
Stay in contact with customers




MARKETING TOOLS

- SEO tools
- Social media tools
- CRM
- Email marketing
- Domains
- Email
- Mobile websites

THE POWER OF UNLIMITED

 Unlimited Pages	 Unlimited Changes	 Unlimited Traffic
 Unlimited E-mail Address	 Unlimited Upgrades	 With unlimited support, changes and upgrades, having an effective online presence is simple.

We take away the challenges that business owners face to stay current with their online marketing solution.









LEVERAGING SOCIAL MEDIA MARKETING

f
Facebook – more than 1.1 Billion active users

GROUPON
Groupon – 41 Million active customers

ma WebCenters
maWebCenters is focused on helping your clients tap into Social Media marketing

By leveraging the power of social media, we are able to tap into the pulse of what drives the internet today

t
Twitter – approximately 288 Million active users



WE 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 and Simplified Chinese

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

Market Countries

- USA
- Canada
- Mexico
- Australia
- Taiwan
- Hong Kong
- United Kingdom
- Spain
- Singapore

EMP Countries

- Bahamas
- Costa Rica
- Columbia
- Dominican Republic
- Ecuador
- Jamaica
- New Zealand

Your Global WebCenter

Your WebCenter is automatically enabled to sell websites globally in all Market Countries & EMP Countries!



GOAL SETTING

- o Short Term Goal Setting
- o Long Term Goal Setting
- o Base 10, 7 Strong
- o Goal Setting Workshop



HOW MUCH MONEY AND BV ARE WE TALKING ABOUT HERE?

- o You earn 230 BV initially and 30 BV each month from each active client
- o You can earn up to HK\$21,000 in retail profit per sale
- o Average website sale for a new WebCenter owner is around HK\$10,100 which equals about HK\$7,800 retail profit

**LET'S KEEP IT SIMPLE,
WHAT ARE YOUR FINANCIAL GOALS RIGHT NOW?**

SHORT-TERM? | LONG-TERM?





- Pay for your travel expenses for the year
- Put your business in the black
- Help a prospect earn the money to get started

- Family Vacation
- Pay off credit cards
- Holiday Shopping
- Extracurricular Activities
- Buy a new toy

The average website sale is HK\$10,100

That generates about HK\$7,800 retail profit!

Take your goals, break them down into HK\$7,800 increments to get an estimate of how many website sales you'd need to make to achieve those goals

EXAMPLE

The family would like to take a vacation to Disney World next year
Let's estimate HK\$39,000 – HK\$46,800

(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?

So, let's go with a conservative estimate
HK\$46,800 in expenses, HK\$7,800 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.

Break the cost down into increments of HK\$7,800 and that gives a good estimate of how many average website sales you would want to make to achieve that goal!



LONG TERM GOAL SETTING

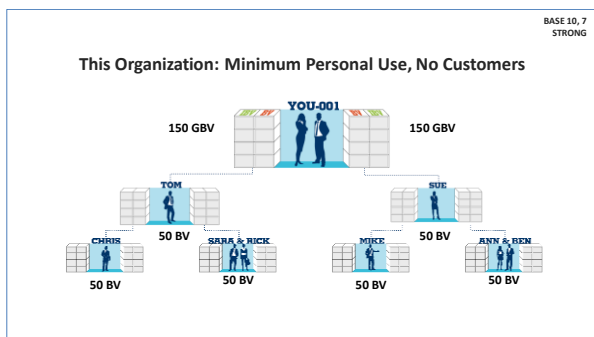
Remember, each sale also comes with 230 BV initially and 30 BV / month	That means just 10 active website clients would generate 300 BV per month
AND that would be an additional 2300 BV from the initial sales. <small>(Which could be an extra HK\$2,300 commission check for me.)</small>	Keep the BV in mind when factoring this into your long-term goals as well.

THE ULTIMATE GOAL IS TO DUPLICATE BASE 10, 7 STRONG.
LET'S TAKE A LOOK AT HOW WE CAN ACHIEVE THIS AS WebCenter OWNERS

BV Retail Sales Goal
300 BV Monthly Minimum

Most UFOs:
300 BV from 10-15 Preferred Customers

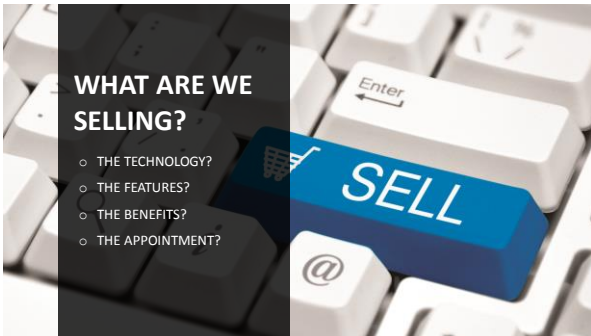
WebCenter Owners
30 BV * 10 Active Website Customers = 300 BV/Month






RETAILING

- Lead Generation
- Positioning
- Simple Sales: 4 Steps to Success
- Retailing Workshop



WHAT ARE WE SELLING?

- THE TECHNOLOGY?
- THE FEATURES?
- THE BENEFITS?
- THE APPOINTMENT?



WE SELL THE APPOINTMENT!

Simple Sales Approach

Something everyone can do, fitting it into your daily routine

Easiest one, and perfect for the people who want to try the system out for themselves without spending a lot of time doing it

As you go through your week, when you're in a business that you do business with or talking to a business owner that you know, ask them

Think of it as the "Referral Approach"

For New WCOs	For those who "Minor"	Uses Product Specialist	Leverages the System
Does not "Specialize"	1 st 3 columns of nameslist	Referral Approach	Fits into Daily Routine

IT ALL STARTS WITH A NAMES LIST!
WEBSITE POSSIBILITIES ARE EVERYWHERE!



Step 1: Build a Names List

WARM MARKETS

 MORE FUN	 MORE SUCCESSFUL	 FASTER
 EASIER	 MORE DUPLICATABLE	



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. HOW'S YOUR WEBSITE DOING?

WHEN YOU DO THIS 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

If They Say

IT'S DOING GREAT!

Ask them probing questions

- What do you like about it?
- If you could change something, what would it be?
- Is there anything you wish your website would do that it isn't?

Be confident here, remember to only ASK QUESTIONS

If They Say

IT'S DOING TERRIBLE!



Ask them probing questions

- Why?
- What's wrong?
- What's your Website not doing?

Be confident here, remember to only ASK QUESTIONS

If They Say

I DON'T HAVE ONE!



Same thing, ask probing questions

- Have you ever thought about having one?
- What kept you from getting one?

Again, ask more questions based on their responses!

If They Say

I'M WORKING ON IT!



Again ask them probing questions

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

You guessed it – Ask more questions!



WHEN IT FEELS RIGHT, SET THE APPOINTMENT!

- ✓ At the right time, when you've asked 5 or 10 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
- ✓ You Need to know your answer to "What is it"

Step 4: Refer the Appointment

SIMPLE APPROACH

"You know, it's not an area that I specialize in, but the company I work with has an entire division that helps businesses like yours effectively leverage the Internet.

I would be happy to set up an appointment to have one of the Product Specialists take about 30 - 45 minutes to show you the technology to see if it has value to you and your business. What typically works best for you mornings or afternoons?"



SIMPLE SALES: REFERRAL MARKETING

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

You've already told them it's not an area you specialize in

You've told them who can answer their questions

YOU SET AN APPOINTMENT!

IT'S CRUCIAL TO CONFIRM APPOINTMENTS!

You can make a call, send and email or a text to remind your prospect about his/her upcoming appointment.

STATE THE CONFIRMATION IN THE AFFIRMATIVE.

"Hey Sue, it's Sarah Rose. I was just calling to let you know that our guys at maWebCenters are excited to meet with you tomorrow at noon! I just wanted to confirm that I gave them the right number for you and your partner and also that you will be able to get online. Awesome! Make sure to ask them all the questions – they're awesome and I really think they are going to be able to help you!

CHECKLIST FOR CONFIRMING APPOINTMENTS



- ✓ Time and date of the appointment
- ✓ Attendance by all decision makers
- ✓ Exchange best contact phone numbers.
- ✓ Confirm that your prospect will be able to be on the computer, with an up to date browser while on the phone.
- ✓ Encourage your potential client to write down and questions they may have for the product specialist.

OUR TEAM OF PROFESSIONALS
All you have to do is Plug In!

YOU SET THE APPOINTMENT

PRODUCT SPECIALIST
does the appointment / Sells the Website for you!

CUSTOMER CARE
handles all Technical Support for your customer!

YOU EARN RETAIL PROFIT, 230 BV & 30 BV / MONTH , ACTIVE CUSTOMER BE A GOOD "CUSTOMER MANAGER"

SIMPLE SALES RETAIL WORKSHOP

CHECKLIST FOR SIMPLE SALES

- Have a nameslist
- Understand your approach
- Care about prospects!
- Ask questions & listen
- Make a strong referral
- Edify the Product Specialist
- Confirm Appointments
- Leverage the System!

WORKSHOP

- Nameslist Generation
- Live Demonstration
- Role Reversal Demonstration
- Practice with a Partner

Nameslist Generation using the maWebCenters Getting Started Guide	OWNS A BUSINESS?	WORKS FOR A BUSINESS?	YOU DO BUSINESS WITH?	IS WELL CONNECTED?	YOU WANT TO GET TO KNOW?
MEMORY JOGGER:					
• Restaurants					
• Contractors					
• Lawyers					
• Gyms					
• Salons					
• Car Detailers					
• Dentists					
• Doctors					
• Landscapers					
• Retail Shops					
• Organizations					
• Churches					
** Remember to define your list					

PRACTICE SIMPLE SALES / LIVE DEMO

- I will be the WCO
- You will be the Business Owner
- Choose our favorite "Business Owner" from the room
- For the purpose of this demonstration, we will practice contacts that require conversations



ROLE REVERSAL DEMONSTRATION

- I will be the business owner
- You will be the WCO
- For the purpose of this demonstration, we will practice contacts that require conversations

CONTACTS CAN HAPPEN VIA

- Face to face conversation
- Social Media
- Text
- Phone
- In a social setting
- At place of business where you are a consumer

- Now that you've seen it done, let's make sure we all get some practice in!
- Pair up with another attendee in the class
- Take turns being the WCO and try to set an appointment
- For the purpose of this demonstration, we will practice contacts that require conversations

PRACTICE MAKES PERFECT!

- Get the jitters out
- Flush out your verbiage
- Take your time
- Have fun!
- Make mistakes / "learns"



PRACTICE SIMPLE SALES WITH A PARTNER



USING YOUR WEBCENTER

- o Setting up Your WebCenter
- o Logging into Your WebCenter
- o Using the Sales Calendar
- o BV
- o Design Center
- o How You Get Paid

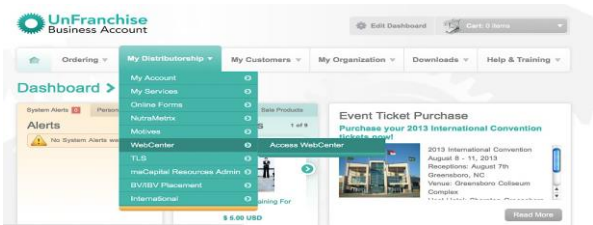
Your 4.0 WebCenter: Logging In

- Login to www.unfranchise.com to access your WebCenter



Your 4.0 WebCenter: Logging In

- Click on "My Distributorship" & "Access WebCenter"



Your 4.0 WebCenter: Logging In

- Click "Log in to your WebCenter"



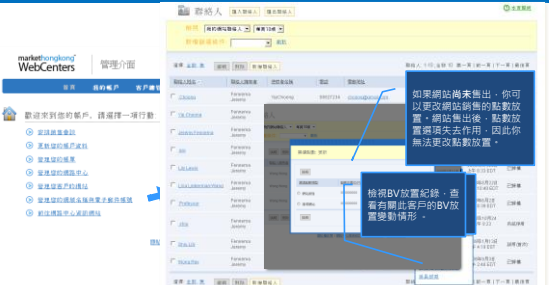
Your 4.0 WebCenter: Home Page



Your 4.0 WebCenter: My Account



Customer Management Area



Schedule Sales Appointment



- Click on "Schedule Sales Appointment"

Schedule Sales Appointment



- Click on your desired date
- Click on "Schedule Sales Appointment" during the time slot you want.

Step 1: WCO Contact Information



- Be sure to enter Your contact information
- The product specialist will call you before the appointment begins to review any important details.



**YOUR WEBCENTER
THE DESIGN CENTER**

- One of the options which the Product Specialists may offer is the ability to have our team of design professionals create a completely custom Website
- This feature is called the Design Center
- Adds Value!
- Better Experience for your Client!
- What are the different options that a client can pick in the Design Center?

Premium Responsive Design Layout - HK\$799 / 40 BV
Choose from a library of premium responsive layouts

Custom Layout Package HK\$3,299 / 50 BV
Custom home page, 1 content page

Classic Design Package - HK\$5,499 / 50 BV
Custom home page, Custom Content Page, 5 Content Pages, Custom Newsletter, Custom Mobile Design, Domain & Email Setup, Scheduled 30 Minute Tutorial for Staff at Launch

Professional Design Package - HK\$6,299 / 50 BV
Custom home page, Custom Content Page, 10 Content Pages, Custom Newsletter, Custom Mobile Design, Domain & Email Setup, Scheduled 30 Minute Tutorial for Staff at Launch

Professional Design Package w/ecommerce - HK\$7,499 / 50 BV
Custom home page, Custom Content Page, 10 Content Pages, 50 Products w/Data Entry, Custom Newsletter, Custom Mobile Design, Domain & Email Setup, Scheduled 30 Minute Tutorial for Staff at Launch

WHAT ABOUT THE À LA CARTE ITEMS?

PRE-EXISTING CUSTOM LOGO DESIGN - HK \$3,112

Custom logo design (3 versions shown, 2 revisions done to the selected choice) from Pre-existing Logo templates.

CUSTOM LOGO DESIGN - HK \$3,112

Custom logo design (3 versions shown, 2 revisions done to the selected choice), totally customized logo

PRODUCT CATALOG ITEMS - HK \$2,332


10 Product Catalog Items - Without Data Entry

PRODUCT CATALOG ITEMS W/ DATA ENTRY - HK \$3,112

10 Product Catalog Items - With Data Entry

PREMIUM RESPONSIVE PAGE DESIGN - HK \$799

ADDITIONAL CUSTOM PAGE DESIGN - HK \$1,552



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

Or can be purchased later on an *à la carte* basis after the sale is made when a client finds that maybe they need a new page or a new logo or maybe a complete make over to their site

There is no retail markup on Design Center packages

TYPICAL SALE WITH A DESIGN CENTER PACKAGE.



SALE PRICE	HK \$12,499
WHOLESALE COST	HK \$1,950
MISC. PROCESSING FEES	HK \$625
RETAIL PROFIT	~ HK \$9,924

* Sale prices will vary based on a variety of factors and how much value has been built into the site.

TYPICAL SALE WITH A DESIGN CENTER PACKAGE.



SALE PRICE	HK \$15,599
WHOLESALE COST	HK \$1,950
DESIGN CENTER	HK \$5,499
MISC. PROCESSING FEES	HK \$ 780
RETAIL PROFIT	~ HK \$7,370

* Sale prices will vary based on a variety of factors and how much value has been built into the site.

Once a Design Center package is sold, the client who purchased it 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, and authorizations, to keep the project moving forward

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

SO HOW DOES THE DESIGN PROCESS LOOK?

THE DESIGN CENTER CAN

- Add more prospective clients into the prospect funnel
- Increase client satisfaction and retention with our system
- Help you sell Websites at a higher sales price and make more retail profit
- Give your client a customized, beautiful and professional website without the fuss


CREDIT CARD PAYMENTS

YOU GET PAID APPROXIMATELY 2-3 WEEKS AFTER THE SALE

YOU CAN FIND THESE SCHEDULES ON UNFRANCHISE.COM UNDER "DOWNLOADS"

\$15.33

IT IS VERY IMPORTANT TO HAVE THESE FILLED OUT FOR EVERY CLIENT	IT HELPS TO PROTECT YOU AND YOUR BUSINESS
HAVE YOUR CLIENT FILL THE FORM OUT AFTER YOU'VE CLOSED THE SALE	IT PROVIDES A METHOD OF PROVING THAT THE CLIENT MADE THIS SALE WITH YOU FOR OUR SYSTEM



0123 4567 8912 3456

Name Last name

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



BUSINESS BUILDING

- o The Opportunity
- o 4 Steps to Evaluate This as a Business
- o Launching a New WCO or Intern

THE WEBCENTER PROGRAM PROVIDES A SYSTEM TO

SUCCESS

✓ GENERATE CASH FLOW NOW! ✓ BUILD A SUCCESSFUL UNFRANCHISE!

DO YOU KNOW ANYONE WHO

WANTS TO GENERATE CASH FLOW QUICKLY?	IS A GOOD MARKET AMERICA PROSPECT	IS A QUALIFIED PROSPECT BUT WHO JUST NEEDS THE CAPITAL TO START THEIR BUSINESS?
IS COACHABLE?		WANTS TO GO TO WORK TO TAKE CONTROL OVER THEIR FINANCIAL FUTURE?

The Best WebCenter Owners have the SAME Qualities as the best UnFranchise Owners!

The QUALITIES of the person are more important than their education, experience, technical knowledge etc.

Think about who you know who has the qualities of the kind of person you would want to work with...

FRIENDLY AND SOCIABLE	WELL-CONNECTED	GO NOWS	PROFESSIONALS (ALL KINDS)
YOUNG ENTREPRENEURS	ORGANIZED & RELIABLE	MANAGEMENT SKILLS	UFO PROSPECTS

Step 1: Show The Plan

• **Prospective WCOs must understand how this exclusive product and service fits into the Big Picture!**

- Click on "Step 1: Show the Plan"

To Do:

- Watch 22 minute video
- Answer questions
- Highlight that maWebCenters is an exclusive brand
- Keep the Main Thing, The Main Thing!



Step 2: Profitability

• **Prospective WebCenter Owners must evaluate that this is a profitable business venture.**

- Click on "Step 2 : "Benefits of WebCenter Owners"

Details include:

- Retail Profit Potential
- BV Potential
- Duplication
- Growth Potential (Internship, Global)



Step 3: Product & Service

• **Prospective WebCenter Owners must evaluate if this is a product and service they like!**

- Click on "Step 3 : "Products & Services"

Details include:

- Online Solution Overview
- Design Center Info
- Design Samples
- SEO Overview
- Domain Sales
- iTransact



Step 4: Available Support

- **Prospective WebCenter Owners must understand the value of the incredible support that's available.**
- Click on "Step 4 : "Support for WCOs"

Details include:

- WCO Overview
- Sales Support
- Standardized Training
- Webinars
- Marketing Manuals
- Sales/Marketing Newsletter

Step 5: Ways to Get Started

• **Prospective WebCenter Owners choose How They Will Get Started with The WebCenter Program**

- Click on "Step 5 : "Become a WebCenter Owner"
- Details include:
 - Purchase a WebCenter (HK6040)
 - WebCenter Fast Start Kit (HK1573)
 - Do a Trial Run / Internship

Expanding distribution with WebCenter Owners can be very profitable for your organization!



It's important to get WebCenter Owners started correctly!

Duplication is the Key to your success.

Whatever you do, Good or Bad, Will Duplicate

If it's not duplicatable, Don't Do It!



- 1 ACTIVATE & SET UP YOUR WEBCENTER
- 2 WEBCENTER CERTIFICATION TRAINING
101 ONLINE OR LIVE
- 3 DOWNLOAD AND COMPLETE THE
WEBCENTER GETTING STARTED GUIDE
- 4 PLUG INTO THE SYSTEM
Follow the WebCenters GSG
Accountability
Leverage our Team of Professionals
Build a Strong sub-Franchise



CLOSING

- o maWebCenters GSG
- o Accountability
- o Resources
- o Action Plan for Success



- I. ATTITUDE & KNOWLEDGE
Training & Support
Answer to "What is it"
- II. GOAL SETTING
My Why
Short Term Goals
Long Term Goals
- I. RETAILING
Succeeding with Simple Sales
Names List
Sales Tips
- II. PROSPECTING & RECRUITING
Recruiting Up
Prospecting WCDs
Names List
- III. FOLLOW UP
For Sales
For Business Building

**THINK OF THIS AS YOUR WORKBOOK AND HOME
WORK FROM THE WCT 101 CLASS.**

**YOU WANT TO COMPLETE THE GUIDE
FROM COVER TO COVER!**

- 1 **GETTING STARTED**
What you will need
Helpful information
- 2 **CHOOSE YOUR TRACK**
10-3-2 verses 3-1-2
- 3 **GOALS**
Weekly, Monthly 10-3-2
Weekly, Monthly 3-1-2
- 4 **MOMENTUM SHEETS**
Track your results
Organize for effective follow up

markethongkong™ WebCenters

90 天快速成功計劃

美國網際中心 90 天快速成功計劃是基於美國專業 90 天快速成功計劃而設計，
 一個讓你在最短時間中學習成功的商業可行方法。
 你將從這套課程，與全美網際中心 90 天快速成功計劃專家深入探討此項計劃，
 集中全力在 90 天內達到更高業績，找到更多新的事業夥伴人選。



CLIENT ONLINE RESOURCES


 FACEBOOK facebook.com/officialmawebcenters	 INSTAGRAM instagram.com/officialmawec	 TWITTER @Officialmawec411	 YOUTUBE (Customer) www.youtube.com/user/mawebcenterofficial	 PRODUCT WEBSITE www.mawebcenters.com
 maWebCenters NEWSLETTER newsletters.mawebcenter.com	 CLIENT FACING BLOG blog.mawebcenters.com	 DESIGN CENTER SAMPLE www.mawebcenters.com	 CLIENT FACING WEBINAR www.1gotomeeting.com/register/972854833	

WEBCENTER ONLINE RESOURCES

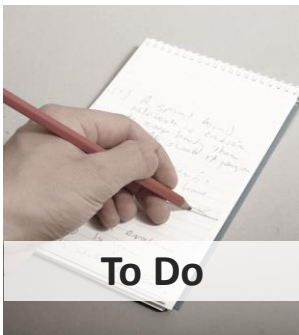
 ONLINE WCT www.mawec411.com/online_wct.jsp	 WCO BLOG blog.mawec411.com	 DISTRIBUTOR SUPPORT WEBSITE www.mawec411.com
 FACEBOOK 90 DAY SUPPORT GROUP facebook.com/groups/WebCenterFastTrack	 WEBINAR SERIES www.mawec411.com/webinars.jsp	 maWebCenters NEWSLETTER newsletter@mawebcenters.com

WEBCENTER ONLINE RESOURCES

 YOUTUBE (distributor) <small>www.youtube.com/user/officialhawe</small>	 GETTING STARTED GUIDE <small>www.unfranchisetraining.com</small>	UNLIMITED ACCESS TECH SUPPORT <small>help@unfranchisetraining.com (t) 1-866-WEB-Help (f) 800-993-2850 Live Chat Support 24/7</small>
 90 DAY FAST TRACK GUIDE <small>www.unfranchisetraining.com</small>	 UNLIMITED ACCESS SALES SUPPORT <small>866-287-8123</small>	 BROCHURES, PRODUCT CARDS, FLASH DRIVE ETC. AVAILABLE IN YOUR WEBCENTER



- All the information in the world is useless until it's applied
- Go out there, get in conversations, get active, get going, and book some appointments
- Learn by doing
- Remember, it's not "net-sitting" or "net-sleeping" it's "NET-WORKING" so make sure you "WORK" at doing something positive for your business



To Do

- Expand & complete: Goals
- Expand & complete: Names list
- Contact your website prospects
- Set appointments
- Duplicate WebCenters in your organization
- Share the opportunity
- Be a Success



**AND ALWAYS KEEP THE MAIN THING
THE MAIN THING**

REMEMBER WHY YOU STARTED YOUR UNFRANCHISE*
OR WHY YOU OWN AN UNFRANCHISE* BUSINESS.

THAT'S WHY YOU ARE HERE

MAKE SURE TO KEEP YOUR SIGHTS ON THOSE
GOALS AND GO OUT AND WIN!

Once you've mastered the 101 course, you may consider taking the

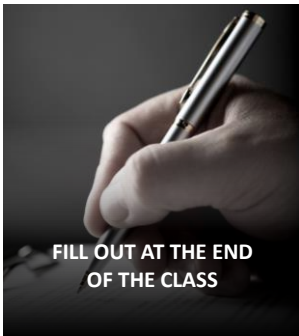
WCT 201: Advanced Networking & Selling"

GOAL SETTING	GOAL REVISION WORKSHOP	THE MARKET & OUR PRODUCT
<ul style="list-style-type: none"> <input type="checkbox"/> Redefining your Goals <input type="checkbox"/> Translating Goals into Action Plans <input type="checkbox"/> Organizational Systems to Stay on Track 	<ul style="list-style-type: none"> <input type="checkbox"/> Assess Goals <input type="checkbox"/> Goal Revision Workshop 	<ul style="list-style-type: none"> <input type="checkbox"/> Overcoming Consumer Confusion <input type="checkbox"/> Building Value with Clients <input type="checkbox"/> Client Research <input type="checkbox"/> 15 Minute Consultation <input type="checkbox"/> Teams of Professionals

WCT 201: ADVANCED NETWORKING AND BUSINESS BUILDING (CONTINUED)

RETAILING	RETAILING WORKSHOP	USING YOUR WEBCENTER	BUSINESS BUILDING
<ul style="list-style-type: none"> <input type="checkbox"/> Lead Generation / Expanding Nameslist <input type="checkbox"/> Networking Approach <input type="checkbox"/> Handling Objections <input type="checkbox"/> Networking in Cold Markets <input type="checkbox"/> Networking through Centers of Influence <input type="checkbox"/> Confirmations & Follow Up <input type="checkbox"/> Global Website Sales 	<ul style="list-style-type: none"> <input type="checkbox"/> Demonstrate Networking Approach <input type="checkbox"/> Defining your Nameslist with Research <input type="checkbox"/> Call Workshop/ Set Appointments <input type="checkbox"/> Share some Results <input type="checkbox"/> Q & A 	<ul style="list-style-type: none"> <input type="checkbox"/> Reports <input type="checkbox"/> Public vs. Seller Contact Info <input type="checkbox"/> Contact build vs. Normal build <input type="checkbox"/> Domains and Email <input type="checkbox"/> Marketing Materials and Sales Aids <input type="checkbox"/> Conducting an Appointment on your Own 	<ul style="list-style-type: none"> <input type="checkbox"/> Building Share of Customer (Generating Interest via other ma Products <input type="checkbox"/> Recruiting with Shop.com <input type="checkbox"/> Internship Program <input type="checkbox"/> Mentoring an Intern <input type="checkbox"/> Conducting a 90 Day Fast Track





FILL OUT AT THE END OF THE CLASS

A "1" indicates that the graded item met your expectations.

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

Class President will collect the evaluations and give the sealed envelope to the trainer to be sent in

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

Constructive criticism is encouraged, it helps us all improve
