



HOUSEKEEPING

TURN CELL PHONES OFF

NO VIDEO OR AUDIO TAPING

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 WCT 201 Handout
- o Goal Statement
- o Nameslist
- o Phone / Tablet

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 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



GOAL SETTING & STRATEGIC PLANNING

- o REDEFINING YOUR GOALS
- o TRANSLATING GOALS INTO ACTION PLANS
- o ORGANIZATIONAL SYSTEMS TO STAY ON TRACK

WORKSHOP

- o ASSESS GOALS
- o GOAL REVISION WORKSHOP

THE MARKET & THE PRODUCT


- o OVERCOMING CONSUMER CONFUSION
- o BUILDING VALUE WITH CLIENTS
- o CLIENT RESEARCH
- o 15 MINUTE CONSULTATION
- o TEAMS OF PROFESSIONALS

| RETAILING | WORKSHOP |
|---|--|
| <ul style="list-style-type: none"> ○ LEAD GENERATION / EXPANDING NAMESLIST ○ NETWORKING APPROACH ○ HANDLING OBJECTIONS ○ NETWORKING IN COLD MARKETS ○ NETWORKING THROUGH CENTERS OF INFLUENCE ○ CONFIRMATIONS & FOLLOW UP ○ GLOBAL WEBSITE SALES | <ul style="list-style-type: none"> ○ DEMONSTRATE NETWORKING APPROACH ○ DEFINING YOUR NAMESLIST WITH RESEARCH ○ CALL WORKSHOP/ SET APPOINTMENTS ○ SHARE SOME RESULTS ○ Q & A |

USING YOUR WebCenter

- REPORTS
- PUBLIC VS. SELLER CONTACT INFO
- CONTACT BUILD VS. NORMAL BUILD
- DOMAINS AND EMAIL
- MARKETING MATERIALS AND SALES AIDS
- CONDUCTING AN APPOINTMENT ON YOUR OWN

| | |
|---------------------------------|---|
| <p>BUSINESS BUILDING</p> | <ul style="list-style-type: none"> ○ BUILDING SHARE OF CUSTOMER /GENERATING INTEREST VIA OTHER MAPRODUCTS ○ RECRUITING WITH SHOP.COM ○ INTERNSHIP PROGRAM ○ MENTORING AN INTERN ○ CONDUCTING A 90 DAY FAST TRACK |
|---------------------------------|---|



ACTION PLAN & QUESTIONS

WRAP UP OF THE DAY

ACTION PLAN FOR GETTING TO WORK

QUESTIONS & ANSWERS



GOAL SETTING

- GOAL ASSESSMENT AND REVISION
- CALCULATING ACTION PLAN TO ACHIEVE REVISED GOALS
- ORGANIZATIONAL SYSTEM TO STAY ON TRACK
- WORKSHOP

YOU PROBABLY SET SOME GOALS IN THE PAST

DID YOU HIT THEM?

WHY OR WHY NOT?

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

IT'S TIME FOR GOAL REVISION!

WHY?

- What gets planned, Gets Done!
- To make the most of your time "on"
- To enjoy your "time off"
- We all have busy lives. The only way to build a business part time is to schedule it in. The work needs to get done.
- To achieve the goals you set



SMART GOALS ARE REALIZED.



YOU MUST DECIDE...

S M A R T

| SPECIFIC | MEASURABLE | ATTAINABLE | REALISTIC | TIMELY |
|---------------|------------------|-----------------------------------|----------------------------|--|
| What You Want | When You Want It | What You Will Give Up Or Overcome | Detailed Plan to Get There | Write It Out (1 through 4) and Read It Twice A Day |

Begin by Identifying what is important to you:

- Personal Goals
- Family Goals

OBJECTIVE

By Setting "Business and Retail Goals" you pay for your "Personal and Family Goals"

II GOAL SETTING

A. MY WHY: The primary reason why I am building my life/franchise/ business. Define your reasons why you are building your business. This will provide you motivation to sustain your actions through the highs and lows of business building.

A. SHORT TERM GOALS: What are your top "feed cost goals"? Ex: Family vacation, credit card debt, laptop.

1. New Wardrobe - HK\$7,800
2. iPad - HK\$3,900
3. Vacation - HK\$39,000
4. Romantic Weekend Trip - HK\$7,800

Short Term Goals can be met by RETAIL PROFIT.
The average website sale generates HK\$3,900 in retail profit.
Divide your Short Term Goal by HK\$7,800 to determine how many sales it would take to reach your goal.
Your Short Term Goal Amount: HK\$9,000
Amount of Sales needed to reach Goal: 1.0
Amount of Appointments needed: 1.0

C. LONG TERM GOALS: What are your "long term goals"? Ex: Retire from job, more time with family, New Home, Wilding Projects, No Stress to Pay Bills.
To be on my way, I need to hit my NEXT MPPC Goal.

1. How much money do you need to earn in the MPPC to achieve your long term goals? _____
2. How much BV will I need to earn that ongoing income? _____
3. How many people doing Basic 10.7 Strong will I need? _____

* On each sale you generate 200 BV initially
** In addition you earn 30 BV per month per client, every single month that client stays a client of yours.

YOU NEED TO FOCUS ON THE NEXT UNFRANCHISE LEVEL SO THAT YOU CAN ULTIMATELY HIT FIELD VICE PRESIDENT!



Step 4: Write It All Out (Timely)

"I am building my business because... (My Why)
 I will achieve my short term goals of (List Here) by selling (#) websites by (Date)
 I will achieve my long term goals of (List Here) by first hitting my next goal of (Pin level) by (Date)."

Personal

- Writing Projects
- New Wardrobe
- iPad
- Contribution to charity

Family

- Vacation
- Romantic Weekend Trip
- New home
- Monthly Bills

Business

- Next Big Goal
- 001 is earning HK \$11500 per week
- Solid Organization of 50 on each side
- Active WebCenter Clients
- Show the Plan Every Week

Retail / WebCenter

- Sell 8 Websites to cover goals
- Sell 2 Websites per month
- Set a Website Appointment Every Week



THE PRODUCT SPECIALIST CLOSES ABOUT 1 OUT OF EVERY 3 COMPLETED APPOINTMENTS

TO MAKE 2 SALES, YOU WOULD NEED AN AVERAGE OF 6 COMPLETED APPOINTMENTS.

TAKE A LOOK AT THE GOAL WE INITIALLY SET FOR WEBSITE APPOINTMENTS.

Retail / WebCenter

- Sell 8 Websites to cover goals in 4 months
- Sell 2 Websites per month
- Set 1-2 Website Appointments Every Week

If we want to sell 2 websites per month, we need to strive for more than 1 apt. per week.
Adjust!

TO SELL 2 WEBSITES PER MONTH, YOU HAVE TO CONSISTENTLY BE PROSPECTING FOR NEW CLIENTS AND FOLLOWING UP WITH WARM LEADS.







WEBSITE PROSPECT NAMESLIST
(We will cover the mechanics of using this tool later today)

| OWNS A BUSINESS? | WORKS FOR A BUSINESS? | YOU DO BUSINESS WITH? | IS WELL CONNECTED? | FOLLOW UP |
|------------------|-----------------------|-----------------------|--------------------|-----------|
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WEBSITE PROSPECT LIST TO BUILD SHARE OF CUSTOMER
Website Clients are great centers of influence.
(We will cover the mechanics of using this tool later today)

| NAME | PREFERRED CUSTOMER | EVALUATE BUSINESS | REFERRAL FOR BUSINESS |
|------|--------------------|-------------------|-----------------------|
| | | | |
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UnFRANCHISE PROSPECT NAMESLIST
(We will cover the mechanics of using this tool later today)

| NAME | PHONE NO. | EMAIL |
|------|-----------|-------|
| | | |
| | | |
| | | |
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| TRACKING, ACCOUNTABILITY, FOLLOW UP <small>(We will cover the mechanics of using this tool later today)</small> | | | | | | |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|--|
| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | |
| TALKED TO | TALKED TO | TALKED TO | TALKED TO | TALKED TO | TALKED TO | |
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10 | | | | | | |
| APPLS BOOKED | APPLS BOOKED | APPLS BOOKED | APPLS BOOKED | APPLS BOOKED | APPLS BOOKED | |
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| NEW PROSPECTS | NEW PROSPECTS | NEW PROSPECTS | NEW PROSPECTS | NEW PROSPECTS | NEW PROSPECTS | |
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| CALL / EMAIL PARTNER | CALL/EMAIL PARTNER | CALL/EMAIL PARTNER | CALL/EMAIL PARTNER | CALL/EMAIL PARTNER | CALL/EMAIL PARTNER | |



APPOINTMENT BOOK

- Whether you are using an actual book, mobile phone or tablet, **Make Sure You have it on you!**
- Know all upcoming NMTSS 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)

WHAT GETS PLANNED, GETS DONE!

DECIDE
What You Want: To Live, To Love, To Learn, To Leave a Legacy

MEASUREABLE
Calculate What Your Personal & Family Goals Will Cost

DETERMINE
How Your Business and WebCenter Goals Can Help You Achieve Those Personal and Family Goals!

DETERMINE & ASSESS
an Action Plan to Achieve Your Business and WebCenter Goals

BE PREPARED
with your Organizational Tools to Stay on Track, Keep You Transparent, and Keep You Accountable as you Work Toward the Goals

GOAL REVISION WORKSHOP



REVIEW YOUR OLD GOAL STATEMENT

RE-WRITE YOUR FAMILY & PERSONAL GOALS

CALCULATE WEBCENTER & BUSINESS GOALS NECESSARY TO REACH YOUR FAMILY/PERSONAL GOALS

DETERMINE & ASSESS ACTION PLAN
USE THE GETTING STARTED GUIDE GOAL SECTION AS A MODEL

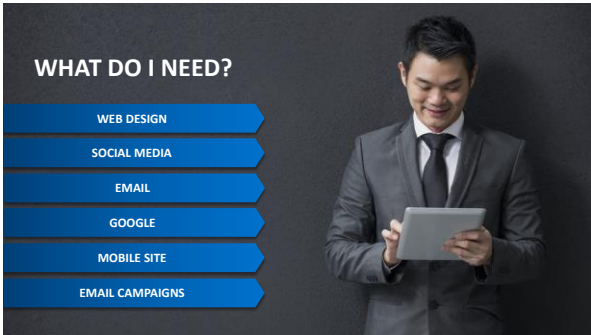
* Remember, about 1 out of every 3 completed website appointments end in a sale.

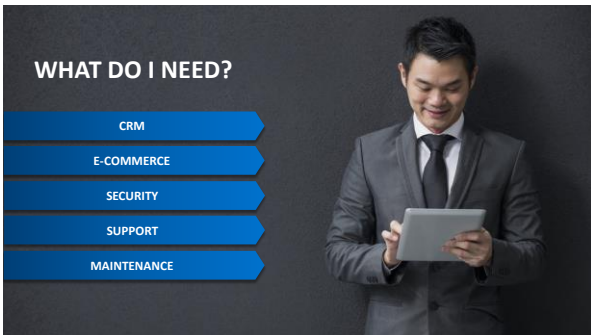


ATTITUDE AND KNOWLEDGE

- Overcoming Consumer Confusion
- Building Value with Clients:
- Client Research / Interest / 15 Minute Consultation / Edification







HOW CAN I GET IT

- TRADITIONAL
- DO IT MYSELF
- DISCOUNT PROVIDER
- PRINT COMPANY
- FRIEND
- FAMILY MEMBER
- WAIT

We can be extremely Helpful and Build Rapport by offering

SIMPLICITY

OUR SOLUTION IS

| | |
|------------------|---------------|
| Professional | Affordable |
| Easy to Maintain | All-Inclusive |
| Secure | Supported |
| A Partnership | |

WE ALREADY KNOW THAT WE HAVE THE BEST SOLUTION OUT THERE

When we are comparing the other choices that consumers have, it's important to compare apples to apples. Do the other solutions have:

| | | | | | |
|---------------------------|---------------------------------|--------------|-----------------|--------|------------------------|
| EMAIL | WEB DESIGN / DEVELOPMENT | SOCIAL MEDIA | CRM | SEO | STATISTICS / ANALYTICS |
| HOSTING UPGRADES SECURITY | CMS - CONTENT MANAGEMENT SYSTEM | ECOMMERCE | EMAIL MARKETING | MOBILE | SUPPORT |

Traditional Development Company

| Pros | Cons |
|---|---|
| Professional layout and design | Cost prohibitive – design costs are anywhere between HK\$23,000 to HK\$195,000 for a SMB Web site |
| Nothing to learn (software, HTML programming, etc.) | Hosting is an additional cost and in many cases needs to be secured separately by the SMB |
| Web site is maintained by the development company | Changes and additional features cost extra: HK\$300 – HK\$1,500/hr for changes e-commerce, CMS, etc., all extra costs |
| | Web site is "under construction" while being developed and when changes need to be made |
| | Web site changes are dependent on the development company's time schedule & queue |



Typical Cost of Traditional Web Company

| Need | Traditional Co. | MAWC |
|-----------------|--------------------|------------------|
| Hosting & Email | Costs Extra \$\$\$ | Included |
| Email Marketing | Costs Extra \$\$\$ | Included |
| Social Media | Costs Extra \$\$\$ | Included |
| Mobile Sites | Costs Extra \$\$\$ | Included |
| eCommerce | Costs Extra \$\$\$ | Included |
| Statistics | Costs Extra \$\$\$ | Included |
| Updates to Site | Costs Extra \$\$\$ | Support Included |
| SEO Tools | Costs Extra \$\$\$ | Included |
| CRM | Costs Extra \$\$\$ | Included |
| Security | Costs Extra \$\$\$ | Included |
| Support | Costs Extra \$\$\$ | Unlimited |

Do it Yourself: Dreamweaver, HTML etc.

| Pros | Cons |
|--------------------------------------|---|
| Business Owner controls the Web site | Need to have knowledge, or learn HTML or the software package being used on their own |
| Possibly some initial cost savings | Professional look and feel is questionable |
| | Must locate, evaluate, and pay for a hosting company on their own |
| | No support for anything they don't understand how to accomplish |
| | Extremely time consuming |







| Need | Do It Yourself | MAWC |
|------------------------------------|--------------------|------------------|
| Web design Adobe Creative Suite | Costs Extra \$\$\$ | Included |
| Hosting & Email | Costs Extra \$\$\$ | Included |
| Email Marketing | Costs Extra \$\$\$ | Included |
| Social Media | Costs Extra \$\$\$ | Included |
| Mobile Sites | Costs Extra \$\$\$ | Included |
| Course to Learn | Costs Extra \$\$\$ | Included |
| Statistics | Costs Extra \$\$\$ | Included |
| SEO | Costs Extra \$\$\$ | Support Included |
| CRM | Costs Extra \$\$\$ | Included |
| Security | Costs Extra \$\$\$ | Included |
| Support | Costs Extra \$\$\$ | Included |

Discount Hosting Providers: GoDaddy, 1&1, WordPress etc.

| Pros | Cons |
|---|--|
| Inexpensive, minimal start up costs for a one or two page non-e-commerce site | Either, need to know or learn HTML/Dreamweaver, or use their built in system and your site looks like everyone else's |
| Business can get a Web site up and running very quickly | Additional functionality costs substantially more, e-commerce alone can increase the per month cost to \$150-\$4 or more per month |
| | The amount of traffic the SMB's Website can receive is capped and the site can be "turned off" once that cap is reached or the SMB gets charged "overages" |
| | Extremely limited support and support options outside of their pay-for-service options |
| | Extremely time consuming and confusing |

Discount Hosting Providers: "GoDaddy, 1&1, WordPress etc.

Are we really to believe that Go Daddy gives you everything you need for just a few bucks per a month? Think about where you heard of these companies – TV, Radio, Paid Ads online, Nascar, Billboards etc. Those things cost \$\$\$\$

Business & Marketing

- Search Engine Optimizations
- Email & Social Media Marketing
- Pay-Per-Click (PPC) Advertising
- Build an Online Store

Productivity

- Web-based Email
- Fast Three Email
- Online Storage
- Online Calendar

Website Management & Security

- SSL Certificates
- Website Protection Site Scanning
- Code Signing Certificates
- Provisional DB Manager



WHICH WOULD YOU RATHER? 1 & 1 "CUSTOMER DESIGNS"

GET INSPIRED BY OUR CUSTOMER EXAMPLES

OR maWebCenters DESIGN CENTER?

Discount Providers Actual Cost

| Need | Do It Yourself | MAWC |
|-----------------|--------------------|------------------|
| Web Setup | Challenging | Simple |
| Hosting & Email | Costs Extra \$\$\$ | Included |
| Email Marketing | Costs Extra \$\$\$ | Included |
| Social Media | Costs Extra \$\$\$ | Included |
| Mobile Sites | Costs Extra \$\$\$ | Included |
| Course to Learn | Costs Extra \$\$\$ | Included |
| Statistics | Costs Extra \$\$\$ | Included |
| SEO | Costs Extra \$\$\$ | Support Included |
| CRM | Costs Extra \$\$\$ | Included |
| Security | Costs Extra \$\$\$ | Included |
| Support | Costs Extra \$\$\$ | Included |



Print / Publishing Companies: Yellow pages, Newspaper etc.

| Pros | Cons |
|---|--|
| Industry specific templates available. | Little, if any, control to update your website. |
| Business can get a Web site up and running very quickly | "Free websites" are tied in to obligated SEO packages and advertising. These packages are usually a minimum of at least HK\$2,300/month. |
| | If you stop your advertising, you lose your website. |
| | Language barriers with "Designers of the website" due to outsourcing in foreign countries. |
| | Everything you need is a la carte and increases your monthly billing. Some companies even increase monthly bill when you add pages to your site! |



Print / Publishing Companies Actual Cost

| Need | Do It Yourself | MAWC |
|-----------------|--------------------|------------------|
| Web Setup | Challenging | Simple |
| Hosting & Email | Costs Extra \$\$\$ | Included |
| Email Marketing | Costs Extra \$\$\$ | Included |
| Social Media | Costs Extra \$\$\$ | Included |
| Mobile Sites | Costs Extra \$\$\$ | Included |
| Course to Learn | Costs Extra \$\$\$ | Included |
| Statistics | Costs Extra \$\$\$ | Included |
| SEO | Costs Extra \$\$\$ | Support Included |
| CRM | Costs Extra \$\$\$ | Included |
| Security | Costs Extra \$\$\$ | Included |
| Support | Costs Extra \$\$\$ | Included |



TRADITIONAL WEB COMPANYY

- Cost prohibitive
- Everything costs extra
- You rely on the designer to make changes

DO IT YOURSELF

- Software costs
- Time to learn software
- Look and feel is questionable

PRINT COMPINES

- Little control over site
- Tied to SEO packages
- Questionable support

- Business owner maintains control
- Professional Solution
- Easy to update
- Unlimited Support
- Marketing Tools
- Free upgrades

DISCOUNT HOSTING PROVIDER

- Everything costs extra
- Extremely time-consuming
- Limited Support

INFO GRAPHICS ON MAWC411.COM & SOCIAL MEDIA TO BUILD VALUE!

5 選擇網路中心的五大原因

1. 專業服務
2. 即時反應
3. 精準行銷
4. 提升效率
5. 降低風險

WHY YOU NEED A RESPONSIVE, MOBILE-OPTIMIZED WEB SITE

- 80% of users will abandon a site that takes more than 3 seconds to load.
- 50% of users will not return to a site that is not mobile-friendly.
- 75% of users will not purchase from a site that is not mobile-friendly.

IMPROVED CUSTOMER SERVICE VIA BLOGS

- 15% increase in customer service
- 25% increase in sales


詳見背面...

BY BUILDING VALUE INTO THE APPOINTMENT

- THE MORE LIKELY YOU WILL AVOID CANCELLATIONS
- THE MORE RAPPORT AND LOYALTY YOU WILL BUILD
- THE HIGHER PRICE YOU CAN SELL WEBSITES
- THE MORE PREPARED YOUR PROSPECTS WILL BE ON THEIR APPOINTMENTS.
- THE MORE REFERRALS YOU WILL GET.

BUILDING VALUE IS EASY

- Client Research
- Be Interested
- 15 Minute Consultation
- Edify the Team



CLIENT RESEARCH

WHEN POSSIBLE, DO A LITTLE RESEARCH FIRST!
Even a tiny bit of information can help you:

- Be more prepared with good questions to ask
- Be more prepared for possible objections
- Be more prepared about competition that is being used/ considered
- Be more motivated to contact your prospect!

Client Research Checklist

- | | |
|---|---|
| <p>Things to Check during Client Research:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Do they have a website? <input type="checkbox"/> Is it any good? <input type="checkbox"/> Is the content up-to-date? <input type="checkbox"/> Who did their website? <input type="checkbox"/> Can you find them on Google? <input type="checkbox"/> Is their website mobile friendly? <input type="checkbox"/> Are they on social media? <input type="checkbox"/> Do they do traditional advertising? | <p>Where can you find this information?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Google, Ask, Bing etc. <input type="checkbox"/> Yellow Page Companies <input type="checkbox"/> Local newspapers <input type="checkbox"/> TV Commercials <input type="checkbox"/> Vehicle ads <input type="checkbox"/> Social Media |
|---|---|



BE INTERESTED

- By listening instead of selling, you gain trust.
- The more you get them talking, the more opportunities you give yourself to set an appointment.













15分鐘的諮詢 ma
WebCenters®

請將所有問題與諮詢師以文字書寫清楚，我們將盡快回覆，以建立一個更有價值的會談。

諮詢訊息
 姓名/職稱：
 公司名稱：
 地址：
 電子郵件：
 聯絡電話：
 行業：

關於您公司的資訊
 目前主要業務：
 目前主要市場：
 目前主要產品/服務：
 目前主要客戶/市場：
 目前主要競爭對手：
 目前主要業務增長點：

請提出您的問題
 您想詢問的問題：
 您想詢問的問題：
 您想詢問的問題：
 您想詢問的問題：
 您想詢問的問題：
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 您想詢問的問題：
 您想詢問的問題：
 您想詢問的問題：
 您想詢問的問題：

- You need all of this info to schedule the appointment.
- Great opportunity to confirm all the decision makers.
- You can collect as much information as possible.
- You don't need to answer each question!



EDIFY THE TEAM

THINK OF YOUR WEBCENTER THE SAME WAY YOU THINK OF YOUR SHOP.COM WEBSITE

YOU ARE THE PERSONAL TOUCH TO THE OPPORTUNITY!

YOU ARE BACKED BY A TEAM OF EXPERTS!

BUILD VALUE IN THE PARTNERSHIP AND SERVICE!

WILL HELP YOU TO SET MORE APPOINTMENTS, TO RETAIN CLIENTS & TO GAIN REFERRALS!



PRODUCT SPECIALIST

"Will answer all of your questions"

WHEN TO EDIFY: WHEN SETTING THE APPOINTMENT



CUSTOMER CARE

"Will be there to support you 24/7, Home Country Support. Unlimited." (excluding holidays)

WHEN TO EDIFY: WHEN SETTING THE APPOINTMENT, AS A FOLLOW UP WHEN A SALE IS MADE.



DESIGN CENTER

"Custom Designs to represent your business!"

WHEN TO EDIFY: WHEN SETTING THE APPOINTMENT, AS A FOLLOW UP WHEN A SALE IS MADE.

| | | | |
|---|--|--|---|
|  <p>CLIENT RESEARCH</p> | <ul style="list-style-type: none"> ○ BE PREPARED WITH BETTER QUESTIONS ○ BE PREPARED FOR POSSIBLE OBJECTIONS |  <p>15 MINUTE CONSULTATION</p> | <ul style="list-style-type: none"> ○ BUILDS VALUE BY ADDING PERSONAL TOUCH ○ INCREASES THE QUALITY OF THE APPOINTMENT |
|  <p>BE INTERESTED</p> | <ul style="list-style-type: none"> ○ LISTEN! ○ OFFER SOLUTIONS TO STATED CHALLENGES |  <p>EDIFY THE TEAM</p> | <ul style="list-style-type: none"> ○ TEACH CLIENTS TO USE SUPPORT ○ EDIFY PRODUCT SPECIALISTS & EXPERTS |



RETAIL

- Lead Generation to Expand Possibilities
- Networking Approach
- Handling Objections
- Networking in Cold Markets
- Networking through Centers of Influence
- Effective Confirmation & Follow Up
- Global Sales

| WE ALL START WITH A POSSIBILITIES LIST! | OWNS A BUSINESS? | WORKS FOR A BUSINESS? | YOU DO BUSINESS WITH? | IS WELL CONNECTED? | YOU WANT TO GET TO KNOW? |
|---|------------------|-----------------------|-----------------------|--------------------|--------------------------|
| • Restaurants | | | | | |
| • Contractors | | | | | |
| • Lawyers | | | | | |
| • Gyms | | | | | |
| • Salons | | | | | |
| • Car Detailers | | | | | |
| • Dentists | | | | | |
| • Doctors | | | | | |
| • Landscapers | | | | | |
| • Retail Shops | | | | | |
| • Organizations | | | | | |
| • Churches | | | | | |
| • More! | | | | | |
| | | | | | |
| | | | | | |

What is equally as important as starting with a nameslist?

ADDING TO IT!

Names in our business = Fuel in a car

You start with a tank of gas and can drive the car. Once you run out of gas, the car stops until you refuel. The car isn't broken. It just needs fuel.

Your business is the same way! You start with a nameslist and work it. You eventually have to "refuel" or be continuously "refueling" to keep it going!



METHODS FOR EXPANDING YOUR NAMESLIST





#1: SOCIAL MEDIA

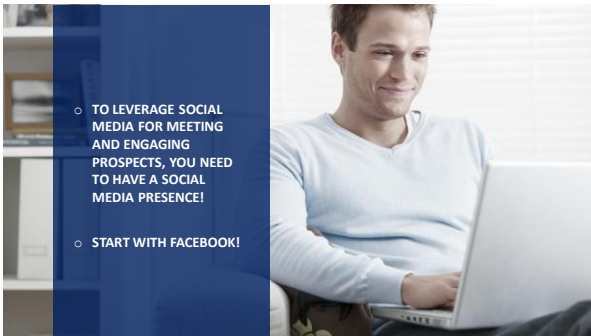
PROSPECTS ARE EVERYWHERE!

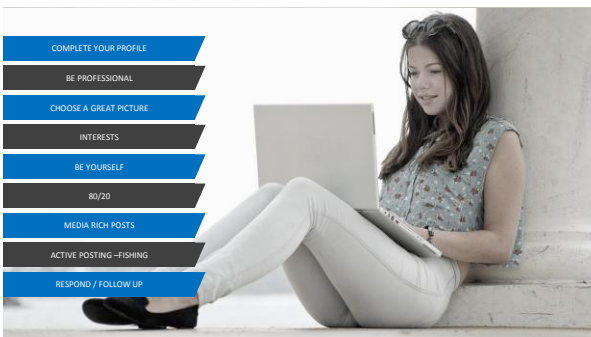
Social Media is like a Coffee Shop that people sit at all day long!

WE WILL REVIEW-

- Etiquette
- Social Searching
- Share-able Content
- Prospecting

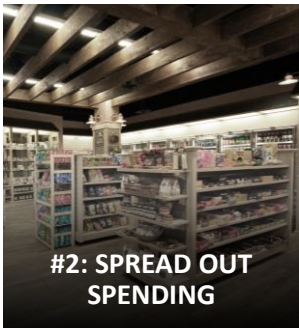






WORK YOUR WARM MARKET

| | |
|--|---|
|  <p>SEARCH</p> <ul style="list-style-type: none"> ○ Become a fan of places you do business ○ Find local businesses on social media ○ Private message prospects ○ Comment on other people's posts |  <p>ASK</p> <ul style="list-style-type: none"> ○ Interact! ○ Ask open-ended questions to do more data mining ○ Get to know if the need is warranted |
|  <p>LISTEN</p> <p>Listen for friends, family, colleagues etc. who may have a need. <i>i.e.: Complaints about poor online shopping experience, starting a new business, a new job etc.</i></p> |  <p>SHARE/ RECOMMEND</p> <ul style="list-style-type: none"> ○ A design from MAWC ○ Facebook, testimonial ○ The appointment / Solution to the stated problem ○ Information |



Of course we want to be loyal patrons, but there's no harm in trying out new places!

Get to know more business owners in your area by trying out new products and services!

#2: SPREAD OUT SPENDING

| Fill Out the 5 th Column and Get To Know More People! | OWNS A BUSINESS? | WORKS FOR A BUSINESS? | YOU DO BUSINESS WITH? | IS WELL CONNECTED? | YOU WANT TO GET TO KNOW? |
|--|------------------|-----------------------|-----------------------|--------------------|--------------------------|
| ○ Restaurants | | | | | |
| ○ Contractors | | | | | |
| ○ Lawyers | | | | | |
| ○ Gyms | | | | | |
| ○ Salons | | | | | |
| ○ Car Detailers | | | | | |
| ○ Dentists | | | | | |
| ○ Doctors | | | | | |
| ○ Landscapers | | | | | |
| ○ Retail Shops | | | | | |
| ○ Organizations | | | | | |
| ○ Churches | | | | | |
| ○ More! | | | | | |



#3: NETWORKING GROUPS

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

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

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

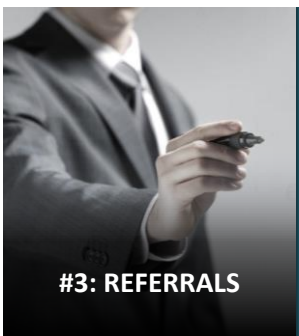
1. IT GOES BOTH WAYS
Be open to learning about other people. Don't be one-sided – you never know where things could lead!

3. ASK QUESTIONS
Use the time to identify qualified prospects!

5. FOCUS ON APPOINTMENTS
There's not enough time to "sell a website". Focus on selling the appointment!

2. EXCHANGE INFORMATION
Make sure to get business cards as well as give them!

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



#3: REFERRALS

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?



#3: REFERRALS

DO YOU KNOW ANY WELL-CONNECTED PEOPLE?

- 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?

NETWORK THROUGH CENTERS OF INFLUENCE!

IT REALLY BOILS DOWN TO "RELATIONSHIP NETWORKING"

BUILD A RELATIONSHIP

TAKE THEM OUT FOR COFFEE, LUNCH OR DINNER





1. NETWORK!

BUILD A RELATIONSHIP – NETWORK!

- Just spend some time chatting the next time you see them
- Talk to them about the opportunity of sharing business
- "You know Frank, I know you know a lot of people that would be great for me to meet and I'm sure I know a good number of folks you might be interested in meeting as well, would you be up for exploring how we could help each other out?"

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?"

2. MEET AND LEARN ABOUT EACH OTHER!

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?

3. APPROACH YOUR REFERRALS

3. WHAT DO YOU DO?

"I help businesses leverage the Internet effectively to increase revenues"

"My firm works with businesses to market themselves effectively through the Internet"

"I help businesses cut their advertising costs and save money by effectively leveraging the Internet"

"My company helps businesses expand and grow by effectively leveraging the Internet to increase sales and tap new markets"

The answers are endless, what's some more answers?

FOLLOWING ON WITH LISA



"Lisa, what my company does is help businesses effectively leverage the Internet to increase revenues. Frank mentioned that you might be looking to accomplish something along those lines? What are some specific ideas you have in mind?"

- The key here is to end with an open ended question.
- Try asking some of the questions from the 15- minute consultation
- Once you have enough information, you can go ahead and set a qualified appointment get

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!

SOME IDEAS



- FOR EVERY REFERRAL THAT ENDS IN A SALE, I WILL GIVE YOU A HK\$800 [SHOP.COM](#) GIFT CARD
- FOR EVERY REFERRAL THAT ENDS IN A SALE, I WILL GIVE YOU HK\$800.
- FOR EVERY REFERRAL THAT ENDS IN A SALE, I WILL GIVE YOU HK\$800 TO YOUR FAVORITE PARTNER STORE!
- FOR EVERY REFERRAL THAT ENDS IN A SALE, I WILL GIVE YOU A HK\$800 EGIFT CARD
- YOU CAN CHOOSE YOUR OWN "REFERRAL PROGRAM"!



- EXPERIENCE SEEMS TO SHOW THAT 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

Networking Approach: Warm Markets


Your Nameslist will break down into 3 Categories:

1. Strongest Relationship
People you know the best such as your sister, neighbor etc.

2. Re-Acquaint
People you know but need to work up to talking to again.

3. You are a Patron
You have a business

| Owens a Business? | Works for a Business? | You Do Business with? | Is Well Connected? | You want to get to know? |
|-------------------|-----------------------|-----------------------|--------------------|--------------------------|
| | | | | |
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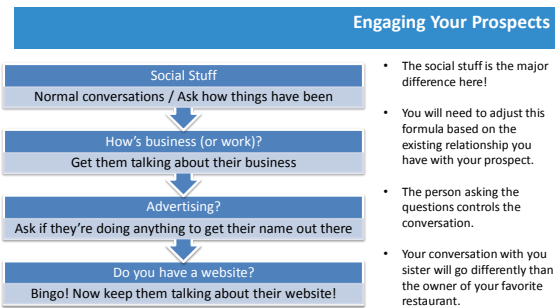


GET STARTED

1. Put the people you have the best/strongest relationship with at the top
 - Do your "Prospect Research"
2. Put the people that maybe you haven't talked to in a while or connected with recently at the bottom
 - Try reaching out to 2 of these prospects per day to start reacquainting with them








YOU MUST BE PREPARED WITH QUESTIONS!

MAYBE YOU JUST HAVE A FEW YOU LIKE TO ASK.

MAYBE YOU HAVE SOME GOOD ONES AFTER DOING YOUR RESEARCH.



SOME GREAT QUESTIONS TO ASK

- "SO WHAT 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?"

BASICALLY, YOU CAN STEAL SOME OF THE "CLIENT RESEARCH" QUESTIONS AND ASK THEM HERE

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?"





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:** I don't see the need ...
- **Answer:** If we could show you a way to improve your business in some way, shape or form, when could you give us 30-45 minutes of your time? Many of our clients initially felt the same way until we were able to show them the difference.

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?

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?

- REMEMBER, YOU AREN'T TRYING TO "SELL" THEM ANYTHING.
- YOU SIMPLY WANT TO SHARE SOME INFORMATION WITH THEM ON WHAT YOUR COMPANY CAN DO FOR BUSINESSES LIKE THEIRS TO HELP THEM BE MORE SUCCESSFUL ONLINE
- THE GOAL IS STILL TO SET AN APPOINTMENT!



SOMETIMES IT'S HELPFUL TO EDIFY WHAT THEY MIGHT'VE TRIED TO DO IN THE PAST AS WELL

"Sounds like you have considered a site, but you are not sure how it would benefit your company. So here's what I would be willing to do for you. 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?"



IF THEY KEEP ASKING QUESTIONS DON'T BE AFRAID TO MOVE TO SETTING THE APPOINTMENT

QUESTIONS = BUYING SIGNS!

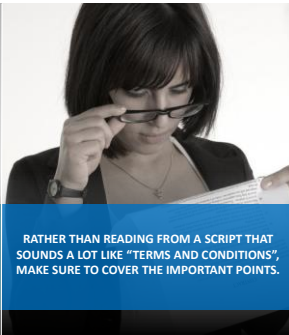
SET THAT APPOINTMENT!

"You know, that's a great question, but, it's hard to go through the details right here and now. With my product specialist on the phone, we'll get all your questions answered and we'll have the technology there to show exactly how it all works. When are you least busy — in the mornings or afternoons?"





TIME IS VALUABLE! YOU DON'T WANT TO WASTE THEIR TIME, THEY DON'T WANT TO WASTE YOURS, AND WE DON'T WANT TO WASTE THE PRODUCT SPECIALISTS TIME!



RATHER THAN READING FROM A SCRIPT THAT SOUNDS A LOT LIKE "TERMS AND CONDITIONS", MAKE SURE TO COVER THE IMPORTANT POINTS.

- Is this a solid time / reliable time?**
(Do they keep their appointments? Is this a time that there will be little chance that they would be interrupted?)
- Exchange contact information**
(Make sure to get a phone number or email that they can be reached at the time of the appointment)
- Can all decision makers be on the call at the scheduled time?**
(We don't want to put the business owner in the position of having to explain our solution. Decision makers = other business owners AND/OR anyone that would have input in making a decision including, spouses, kids, valued employees etc.)
- When can we do a quick 15 minute pre-consult?**
(If you already have all the information you need, you don't have to do this. This can also be used as a great way to confirm an appointment! This is where you build value into the appointment by adding that personal touch)



- o **COLD MARKETS = BUSINESS OWNERS** or prospects that you don't have an existing relationship with.
- o **COLD CALLING / SOLICITING IS:**
 - o Not fun
 - o Inefficient
 - o Not well received
 - o The quickest way to get a WCO to quit.
- o **NETWORKING IN COLD MARKETS IS NOT cold calling**
- o How can you prospect for new possibilities in "Cold Markets"?





WHY DO PEOPLE "FORGET" TO CONFIRM APPOINTMENTS?

THEY ARE AFRAID THAT THEIR PROSPECT WILL CANCEL.

WHY DOES YOUR DENTIST OFFICE, CAR REPAIR SHOP ETC. CALL TO CONFIRM YOUR APPOINTMENTS A DAY IN ADVANCE?

STATISTICS SHOW THAT THE MAJORITY OF "NO SHOW" APPOINTMENTS WERE "UNCONFIRMED APPOINTMENTS".



TIMING

Try to book an appointment within a week, no more than 2 weeks out. The longer the time in between the time you set the apt. and the actual apt. = The higher chance your prospect might forget.



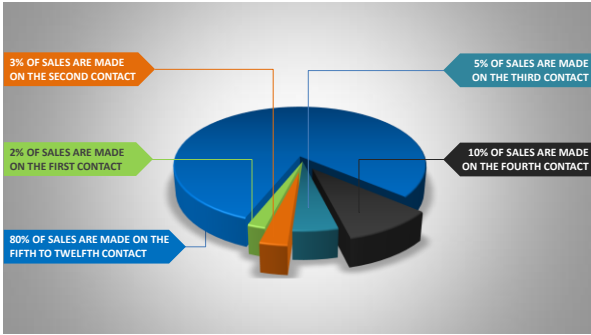
PHONE

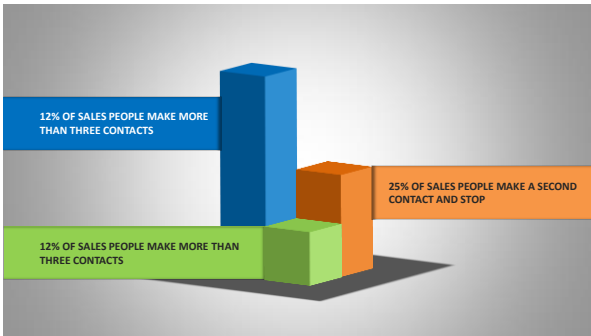
Don't ask if they are still coming. Tell them the time what you have! "Hey Joe, just calling to confirm our appointment. I'm looking forward to talking with you on Tuesday, June 2nd at 3:00 p.m. We are ready and looking forward to addressing your concerns about your website and social media..."



EMAIL

You can treat email with the same formula that you would a phone confirmation. Keep it positive. Add a little personal touch







IT'S IMPORTANT TO HAVE A CLEAR FOLLOW UP STRATEGY!

IF THE PRODUCTS 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
- USE THE NEW WCO NOTIFICATION SYSTEM!



IF YOU ARE DOING YOUR OWN FOLLOW UP:

- Stay organized!
- 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!
- Ask for your prospect's preferred time to follow up
- Remember to follow up!
- Schedule your follow ups into your calendar.



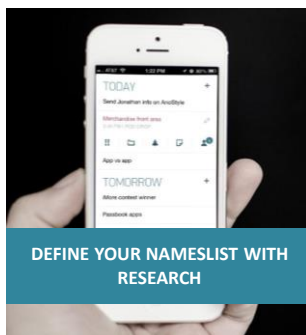
Workshop: Retailing Demo

- Let's take some time to practice the networking approach!
- 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



DEFINE YOUR NAMESLIST WITH RESEARCH

THINGS TO CHECK DURING CLIENT RESEARCH

- Do they have a website?
- Is it any good?
- Is the content up-to-date?
- Who did their website?
- Can you find them on Google?
- Is their website mobile friendly?
- Are they on social media?
- Do they do traditional advertising?

Use your smartphone, tablet, laptop or directory

CALL WORKSHOP

- Take 20 minutes to contact some of your prospects
- Try to get them talking!
- Set up a best time to reach
- We will talk about the results / experiences after the workshop!
- Have your "15 Minute Consultation" out and in front of you. You can use these to prompt a few questions if you get stuck!



DISCUSS RESULTS / Q & A

LET'S DISCUSS!


HOW DID IT GO?

WHAT RESULTS DID YOU GET?

DID YOU CALL OR FACEBOOK MESSAGE?

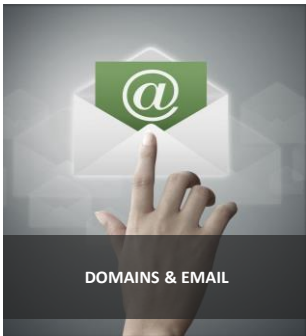
WHAT CHALLENGES CAME UP?

WHAT WORKED WELL?



TECH

- Reports
- Domains and Email
- Marketing Materials and Sales Aids
- Conducting an Appointment on your Own



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



markethongkong WebCenters 管理介面

首頁 我的帳戶 客戶管理 聯絡中心

歡迎來到您的帳戶

- 查詢我的帳戶
- 更新我的帳戶資料
- 更新我的密碼
- 更新我的聯絡中心
- 更新我的聯絡網站
- 更新我的聯絡中心聯絡電子郵件地址
- 域名管理設計
- 聯絡中心查詢網址
- 查詢我的業務

○ CLICK ON "MY ACCOUNT"

○ SCROLL DOWN TO "DOMAINS AND EMAIL"

markethongkong WebCenters 管理介面

我的帳戶 客戶管理 網域中心

網域名稱 註冊新網域名稱 使用我的現有域名 去頁數目

搜尋: [每頁10條]

選擇: 全部 新增網域 管理電子郵件帳號 設定主機 網訂域名 網域名稱: 1-1 (全部) 第一頁 | 前一頁 | 下一頁 | 最後頁

| 網域名稱 | 電子郵件帳號 | 註冊日期 | 到期日 | 註冊狀態 | 網域網站 | 網頁管理員編號 |
|---|--------|-----------------------|---------------------|------|----------|---------|
| <input type="checkbox"/> mydomainname.com | | 2013年8月22日上午 4:08 HKT | 0000-00-00 00:00:00 | 外掛註冊 | jenamark | |

選擇: 全部 新增網域 管理電子郵件帳號 設定主機 網訂域名 網域名稱: 1-1 (全部) 第一頁 | 前一頁 | 下一頁 | 最後頁

- REGISTER DOMAIN OR USE AN EXISTING ONE.
- TO ADD AN EMAIL:
- CHECK THE BOX NEXT TO YOUR DOMAIN NAME
- CLICK ON "MANAGE EMAIL ACCOUNTS"

電子郵件帳號 存取網頁郵件 去頁數目

搜尋: [每頁10條]

選擇: 全部 新增 新增 新增 電子郵件帳號: 1-1 (全部) 第一頁 | 前一頁 | 下一頁 | 最後頁

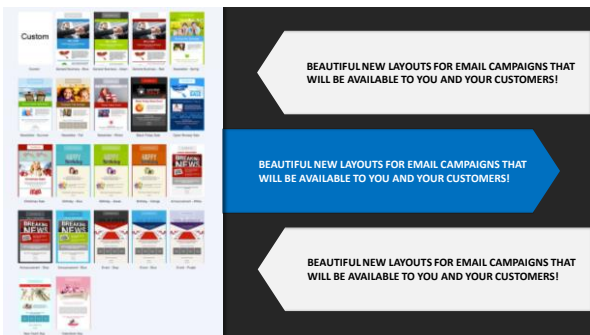
| 使用舊電子郵件 | 網域名稱 | 名字 | 姓氏 | 類型 | 已啟用 | 網頁管理員編號 |
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| <input type="checkbox"/> name | mydomainname.com | name12 | 郵箱 | 是 | 200 MB | |

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- EDIT EXISTING EMAIL ACCOUNTS
- ADD NEW EMAIL ACCOUNTS



- Your WebCenter comes with a tool to manage your website prospects and clients.
- You can create email templates and send out email campaigns to your existing clients and prospects!
- We will go over some ideas for ways to use this, but first take a look at where you can locate these tools in your WebCenter.





CONTENT IDEAS

- NEWS ABOUT UPGRADES. I.E.: MOBILE SITES
- WEBSITE CLIMATE
- SPECIALS THAT YOU ARE RUNNING (GREAT WAY TO CREATE URGENCY)
- LET YOUR CLIENTS/ PROSPECTS KNOW ABOUT A REFERRAL CAMPAIGN
- SHARE SOME RECENT DESIGN CENTER WORK
- EDIFY TEAMS OF PROFESSIONALS
- TESTIMONIALS

THERE ARE TONS OF GREAT PLACES TO GET

SHAREABLE CONTENT!

YOU CAN SHARE THIS CONTENT IN EMAIL, IN CONVERSATION ON SOCIAL MEDIA, ON A BLOG ETC.





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 |



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!

Business Cards – Get Them!

all of your contact information!
 ents, Business Cards
 inted!

替您的生意建立一個網站

Market Hong Kong WebCenter Owner
 Director of Internet Services &

www.mydomainname.com

ma
 WebCenters

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:
<https://www.youtube.com/user/zmaWebCentersOfficial>

Remember – Use the video as a first look to peak interest and follow up with offering an appointment!

MENU

- CHOOSE YOUR LANGUAGE
- PLAY ENTIRE VIDEO OR SKIP TO A SPECIFIC INTEREST OF YOUR PROSPECT
- PDFS FOR PRODUCT OVERVIEW AND SOCIAL MEDIA MARKETING GUIDE
- VIDEO CHAPTERS ARE ALSO AVAILABLE HERE:
<https://www.youtube.com/user/maWebCentersOfficial>



FIRST LOOK!

- o Have someone that wants to do a little homework before committing to an appointment?
- o Drop off the flash drive and [schedule a time to pick it up!](#)
- o When you pick up the flash drive, schedule an appointment.

FOLLOW UP!

- o Have someone that had an appointment and just wants to think it over?
- o Flash drive provides easy to navigated via chapters recaps of all the important features they learned about during their appointment.
- o Drop it off / [Pick it up!](#)

o Just like the old-school "sharing audios/tapes" approach with Market America. The magic is in the scheduled "pick up date". So much more effective than simply sending an email.


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 ☺



SOMETIMES, WE RUN ACROSS SITUATIONS WHERE WE WANT TO OR NEED TO CONDUCT A WEBSITE APPOINTMENT ON OUR OWN.

You may consider conducting an appointment on your own if

| | | |
|--|--|--|
| 1. YOU'VE LISTENED IN ON AT LEAST 10 PRODUCT SPECIALIST-RUN APPOINTMENTS | 2. YOU ARE ABLE TO ANSWER QUESTIONS ABOUT OUR SOLUTION | 3. CAN DO SO WHILE REMEMBERING TO STILL EDIFY THE TEAMS OF PROFESSIONALS AND SUPPORT YOUR CLIENT WILL GET! |
|--|--|--|

*It's very important to leverage customer care with your clients. It builds value in the product



STEP 1: WARM UP PROSPECT
This is very similar to the "15 minute consultation"



OBJECTIVE

Start out with questions about your prospect to get them talking about themselves. It's a nice way to get them relaxed and open.

Remember to listen to responses and form a few more relevant questions. You don't want to appear like you are just "going through the motions".

SOME QUESTIONS TO TRY:

- " TELL ME A LITTLE BIT ABOUT YOUR BUSINESS."
- " WHAT SETS YOU APART FROM THE COMPETITION?"
- " WHERE DO YOU CONDUCT MOST OF YOUR BUSINESS?"
- " WHAT ARE SOME THINGS/MESSAGES ABOUT YOUR BUSINESS THAT YOU WOULD REALLY WANT FOR PEOPLE TO KNOW ABOUT."



STEP2: TALK IN THEMES

| THEME | INCLUDES: |
|---------------------------|--|
| Website Design / Redesign | Design Center Options & Process Custom designs within our editable platform |
| Content Management | Easy to update content! |
| Marketing Tools | Social Media, SEO, Blogs, Email Marketing, Statistics |
| Mobile Websites | Free Mobile Websites |
| Ecommerce | Show them the powerful ecommerce solution |
| Support & Upgrades | Unlimited 24/7, home country support! Free upgrades! |
| Simplicity | We keep it simple by providing everything you need in one-admin office and provide you with support in using all of our tools! |

STEP 3: DEMONSTRATE THE TECHNOLOGY

If you are doing the appointment in person, you can demonstrate some simple tasks by doing them together.

OBJECTIVE

Test drive the car! Gets them touching and feeling the product.

OBJECTIVE

Demonstrate how easy it is to use!

DEMONSTRATIONS TO TRY
(Where applicable)


- Make a simple text edit
- Add an image
- Show them the statistics page
- Show the ecommerce shopping cart
- Show the other tools that come with the website.
- Show sample designs by our design center

STEP:4

CLOSE THE SALE

DON'T BE AFRAID TO ASK FOR THE SALE!

- Determine what the prospect needs to get started:
 - Basic Cost
 - Design Cost
 - Any additional add-ons (logo, SEO, etc.)
- Have your client click "Activate Site" and check out!
- Have your client sign and fax in the receipt that gets generated. (Chargeback form)
- Congratulations you made a website sale!
 * We encourage you to process all payments via your WebCenter for the sake of simplicity!



business



BUSINESS BUILDING

- Building Share of Customer / Generating Interest with other Products
- Recruiting with Shop.com
- Internship Program / Mentoring an Intern
- Conducting a 90 Day Fast Track

Remember, in addition to helping SMB to leverage the web, you are also an INTERNET ENTREPRENEUR.

All business owners have expenses. Why not invite them to earn cashback on all of their purchases for their business?

Your clients may present other opportunities to do business. Learn to recognize them, and leverage them to expand your business relationship.

OPPORTUNITIES TO BUILD SHARE OF CUSTOMER & EXPOSE THE BUSINESS

- Ma Branded Products
- Preferred Customer Program
- Partner Stores on your Shop.com website
- Generate interest to Evaluate the Business

WAYS TO BUILD SHARE OF CUSTOMER

RECOMMEND OTHER "RELEVANT" PRODUCTS

- o Relevant ma- Branded products

SHOP.COM

- o Preferred Customer Program
- o Partner Store Program

OTHER MA BRANDS

| | |
|--|--|
| <p>SOMETIMES, YOU WILL HAVE AN OPPORTUNITY TO RECOMMEND OTHER PRODUCTS.</p> | <p>AS A WEBCENTER MAJOR, IT'S IMPORTANT TO DO THIS IN A WAY THAT DOESN'T BRAND YOU "THE JACK OF ALL TRADES, MASTER OF NONE."</p> |
| <p>THEREFORE, WE ARE LEFT WITH 2 SOLID OPTIONS FOR RECOMMENDING PRODUCTS TO OUR CLIENTS:</p> | <ol style="list-style-type: none"> 1. The traditional way we sell products. Share a story. One: One marketing. 2. Edify a business partner |



1. TRADITIONAL: ONE: ONE MARKETING

You would use this technique for one:one opportunities

EXAMPLE: YOUR CLIENT COMPLIMENTS YOUR MAKEUP.

"Thanks! It's Motives by Loren Ridinger /LaLa. It's my favorite brand because it's mineral based, high quality makeup but without the price tag to match. Have you heard of it?"

You have the same one:one conversation you would have with any of your friends/family/colleagues about Motives.

This kind of conversation can come up about all kinds of products: weight loss, health and nutrition etc. The key is not to be an "expert" in these areas during the conversation. Simply share a story!

2. EDIFYING A BUSINESS PARTNER

You would use this technique for larger scale opportunities

EXAMPLE: YOUR CLIENT OWNS A SALON.

- Don't tell them about "your" exclusive cosmetics brands. You've already positioned yourself as WebCenter Professional.
- Instead, edify one of your business partners and "Sell an appointment" when the time is right.

"Hey Lisa, how's the website? I think it looks beautiful! Listen, I was showing your site to an affiliate of mine and she loved it! Actually, she has an entire line cosmetics and skin care that I thought might be interesting to you. Do you keep your options open? Great! I can have Emily give you a call!"

THINK OF ALL THE OPPORTUNITIES YOU HAVE TO:

**BUILD SHARE OF CUSTOMER BY EDIFYING A BUSINESS PARTNER WHO SPECIALIZES IN ANOTHER AREA!
GET WEBSITE REFERRALS FROM BUSINESS PARTNERS WHO SPECIALIZE IN OTHER AREAS!**

THINK ABOUT ALL OF THE CLIENTS THAT YOU ALREADY HAVE:

- Have you introduced Shop.com to them yet?
- This is a great way to build rapport and value added service.

THINK ABOUT ALL OF THE POTENTIAL CLIENTS THAT THE TIMING WASN'T RIGHT FOR THEM TO BUY A WEBSITE

- This is a great way to reconnect / Get back in the door!

DON'T FORGET TO USE YOUR TOOLS TO HELP TRACK YOUR PROGRESS!

| NAME | PREFERRED CUSTOMER | EVALUATE BUSINESS | REFERRAL FOR BUSINESS |
|------|--------------------|-------------------|-----------------------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

**BUSINESS OWNERS
GENERALLY HAVE LOTS OF
OVERHEAD, AND LITTLE
TIME.**

Ask them where they purchase materials for their business.

Fill them in about your website: "You know, George, in addition to helping businesses leverage the internet, I'm also an internet entrepreneur. If you're buying materials at Home Depot anyway, I can give you a free preferred customer account to earn cashback on all your purchases."16

Show them their favorite store on your website!

If they're interested, help them sign up as a PC





**QUESTIONS THAT CAN LEAD TO
GOOD RECOMMENDATIONS:**


- o "Where do you buy your office supplies?"
- o "Where do you buy your materials?"
- o "Do you take clients out to eat?"
- o "Do you ever travel for work?"
- o "Do you run contests in your office for sales?"
- o "Do you shop online at all?"

**IDENTIFY SPECIFIC
NEEDS**

ALMOST ALL BUSINESS OWNERS SHOP AT:







or Show them how to
SHOP.COM DIRECT

officefurniture.com ★★★★★ Be the first to rate this store

[OfficeFurniture.com](#) Office Furniture, office chairs, desks and cabinets with free delivery. Browse our huge selection at OfficeFurniture.com.

\$ 2.0% Cashback | 7.0% IBV

See All Deals

OfficeMax ★★★★★

[OfficeMax](#) Shop the office-manager friendly choice for office supplies, office furniture and all types of office technology. OfficeMax. Delivering a wide variety of affordable name brand office equipment, paper, printer ink, office desks and more.

\$ 3.0% Cashback | 5.0% IBV

See All Deals

copyeprint ★★★★★

[Staples Copy & Print](#) Staples Copy & Print Staples is the world's largest office products company and a trusted source for office solutions. We provide products, services and expertise in the categories of office supplies, technology, furniture, Copy & Print, and cleaning and breakroom.

\$ 2.0% Cashback | 10.0% IBV

See All Deals

Starbucks ★★★★★ Rate this store

[Starbucks Store](#) We make sure everything we do honors that connection - from our commitment to the highest quality coffee in the world, to the way we engage with our customers and communities to do business responsibly.

\$ 5.0% Cashback | 4.0% IBV

See All Deals

ONCE YOU'VE GENERATED ADDITIONAL INTEREST, YOU MAY WANT TO HAVE YOUR CLIENTS EVALUATE THE BUSINESS. WHY?

YOUR CLIENTS ARE:

- o BUSINESS OWNERS
- o ENTREPRENEURIAL MINDED
- o SELF MOTIVATED
- o INTERESTED IN MAKING THEIR OWN MONEY
- o EXCELLENT UNFRANCHISE PROSPECTS

WHEN THE TIME IS RIGHT, ASK THEM TO EVALUATE THE BUSINESS!

YOU ARE NOT A WEB DESIGNER, YOU ARE AN INTERNET ENTREPRENEUR. GO AHEAD AND OPEN UP THE CONVERSATION!



YOU MIGHT SAY

"George, you're obviously very business savvy. You're running a great business, you're saving money online and you're partnered with us on our site. Would you be interested in learning more ways you can earn money with this website? Do you keep your options open?"


OR

"George, we're looking to expand with 2 great people. Do you know anyone who might want to earn extra money part time? I'm looking for people who are well connected, friendly, organized and professional."



TIPS: Networking with Clients

| | | | |
|---|--|---|---------------------------------|
| <p>WHETHER YOU ARE HOPING FOR THEM TO BECOME A PARTNER OR FOR THEM TO GIVE YOU A REFERRAL— SHOW THEM THE OPPORTUNITY! THIS WAY THEIR REFERRAL IS A GOOD ONE!1</p> | <p>DON'T TRY TO SHOW THEM THE PLAN UNTIL THE TIMING IS RIGHT</p> | <p>START WITH THE PREFERRED CUSTOMER PROGRAM— IT'S A SIMPLE AND NON-AGGRESSIVE WAY TO GET THE CONVERSATION STARTED!</p> | <p>GO FISHING, NOT HUNTING.</p> |
|---|--|---|---------------------------------|



INTERNSHIP PROGRAM

THE GOAL

To provide you with a way to start qualified individuals as WebCenter owners and help them offset their start-up expenses before becoming an Unfranchise® Owner

DUPLICATION

To duplicate the power of the WebCenter while building your unfranchise.

BENEFITS OF THE INTERNSHIP

- THEY LEVERAGE THEIR SWEAT-EQUITY TO COVER THEIR START-UP EXPENSES
- THEY HAVE THE ABILITY TO START THEIR BUSINESS COMPLETELY IN THE BLACK (ALREADY PROFITABLE)
- NO OUT OF POCKET EXPENSE TO DO A "TRIAL RUN"

WHO MAKES THE BEST INTERNS?

- FRIENDLY PEOPLE
- PROFESSIONALS
- WELL CONNECTED PEOPLE
- GO NOWS!
- PEOPLE WHO WANT TO INCREASE CASH FLOW RAPIDLY
- YOUNG ENTREPRENEURS
- PEOPLE WHO WANT TO GET STARTED BUT DON'T HAVE THE CAPITAL



YOUR MINDSET

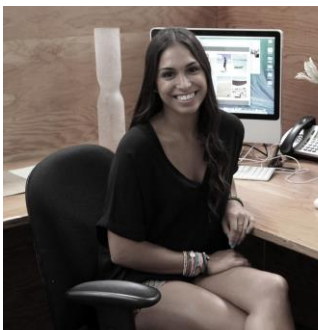
- It's critically important to have the correct mindset
- You are a mentor in this process
- The goal is duplication, working with individuals who want to be Unfranchise® owners, but, need assistance getting started
- That is NOT about hiring people to work with you, but partnering with individuals who want to work WITH you
- This is a competitive internship program
- Pick the people you work with wisely
- Make sure that the time you spend is spent with people duplicating your efforts

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

| | |
|--|---|
| You can have up to four prospects designated as WebCenter Prospects at any given time | Their account is active for 90 days |
| WHY FOUR? | WHY 90? |
| <ul style="list-style-type: none"> • YOU ARE THE MENTOR. IT WOULD BE EXTREMELY HARD TO HANDLE MORE THAN FOUR AT ANY GIVEN TIME • YOU WILL BE MENTORING THEM IN GETTING STARTED AS AN UNFRANCHISE™ OWNER AS WELL AS A WEBCENTER OWNER | <ul style="list-style-type: none"> • IT SHOULDN'T TAKE LONGER THAN 90 DAYS FOR THEM TO MAKE A FEW SALES AND EARN ENOUGH RETAIL PROFIT TO CAPITALIZE THEIR BUSINESS • PEOPLE IN THIS BUSINESS PROVE THEMSELVES IN 90 DAYS GENERALLY • AT THE END OF 90 DAYS, THAT WEBCENTER PROSPECT'S ACCOUNT WILL BECOME DISABLED AND CANNOT BE REACTIVATED |



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




HOW DOES MY INTERN GET PAID?

- You, as the Mentor, get paid the retail profit for the sales being made
- You **MUST** use the retail profit from these sales to capitalize the Intern's UnFranchise
- It is completely acceptable to keep a small percentage for yourself as the mentor in the process

| | |
|--|-------------|
| ONE WEBSITE SALE: | HK \$12,499 |
| THE AVERAGE RETAIL PROFIT | HK \$9,924 |
| YOU KEEP 20% OF RETAIL PROFIT AS A PORTION | HK \$1,985 |
| WEBCENTER FSK | HK \$ 3,237 |
| PROFIT TO THE NEW UFO: | HK \$4,702 |

* It's perfectly acceptable to keep a portion of the profit to put toward your own expenses (taxes, WCO fees etc.)



THE WEBCENTER PROSPECT (INTERN) CANNOT USE CUSTOMER CARE FOR QUESTIONS THAT THEY HAVE.

Why?

- Because YOU are the mentor, it's your job to help answer questions that they have
- They should be focused on booking appointments, not modifying or making technical changes to the websites being built

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

REMEMBER, PROSPECTS CANNOT BE EXISTING DISTRIBUTORS

LOGIN INTO YOUR WebCenter



CLICK CUSTOMER MANAGER



SELECT CONTACTS



歡迎來到您的帳戶，請選擇一項

- ⊕ 我的銷售會議
- ⊕ 我的聯絡人管理
- ⊕ 我的聯絡人清單
- ⊕ 我的聯絡人中心
- ⊕ 我的聯絡人地址
- ⊕ 我的聯絡人清單與電子郵件清單
- ⊕ 我的聯絡人清單的地址

隱私權政策 | 關於中心服務條款 | 聯絡服務熱線 | 企業服務熱線

聯絡人 1-10, 全部 10, 前一頁 | 前一頁 | 下一頁 | 最後一頁

| 聯絡人姓名 | 聯絡人地址 | 公司 | 電話 | 電話 | 電子郵件 | 聯絡人關係 | 狀態 |
|-----------------------------------|-------|----------------------------------|----------------|----|------------------------------|---------------|------|
| <input type="checkbox"/> ChenYuh | 聯絡人客戶 | Market Taiwan/TEOT | | | ychen@marketcenter.com.tw | Fanren/Member | 成功 |
| <input type="checkbox"/> ChenYuh | 聯絡人客戶 | A Drop Life Prof of Relationship | 0223 2232 2232 | | ychen@marketcenter.com.tw | Fanren/Member | 成功 |
| <input type="checkbox"/> Zhou | 聯絡人客戶 | The Emery Group | 020 9823 2832 | | | Fanren/Member | 成功 |
| <input type="checkbox"/> LianHsin | 聯絡人客戶 | Market Taiwan | 020 2277 6550 | | lianhsin@marketcenter.com.tw | Fanren/Member | 已聯絡過 |
| <input type="checkbox"/> WangChen | 聯絡人客戶 | Market Taiwan | 02 2277 6550 | | ychen@marketcenter.com.tw | Fanren/Member | 成功 |
| <input type="checkbox"/> Liu | 聯絡人客戶 | Market Taiwan | 0910 610 6106 | | liu@marketcenter.com.tw | Fanren/Member | 已聯絡過 |
| <input type="checkbox"/> LiuYan | 聯絡人客戶 | Market Taiwan | MS | | liuyan@marketcenter.com.tw | Fanren/Member | 成功 |

**FILL IN YOUR
WEBCENTER
PROSPECT'S NAME
AND INFORMATION**

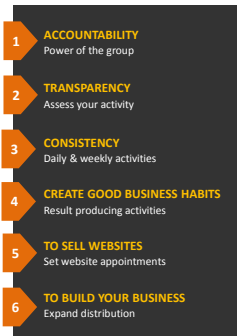
**MAKE SURE TO
SELECT "WEBCENTER
PROSPECT" AS THE
CONTACT TYPE**

Click "Save" at the bottom

And you'll be presented with this screen with all the pertinent information you need to get your prospect started

- Get them started right!
- What you put in motion carries in motion.
- What you do, will duplicate in depth in your organization!
- This is an extremely powerful program to help you grow your UnFranchise™ business and bring on new WebCenter owners while helping them to liquidate their start up expenses before even getting started





| THIS GOAL IS NOT: | THIS GOAL IS TO: |
|--|---|
| <ul style="list-style-type: none"> “Go Nuts” Dabble in parts that you are comfortable with Do this once in a while Only sell websites Only expand distribution Do it your own way Do it on your own “Yo Yo” Diet | <ul style="list-style-type: none"> Complete Website Sales Expand your UnFranchise Create Good / Consistent Habits Create Momentum Start Somewhere & Grow Measure, Monitor, Adjust & Control Spend Time with the right people, doing the right things Duplicate the WC program |

PARTICIPANTS WILL NEED:

- ✓ You Must Own a WebCenter
- ✓ You Must Remain Committed and demonstrate that commitment by sending in your numbers everyweek during the period.
- ✓ WebCenter Getting Started Guide
- ✓ 90 Day Fast Track Guide



AS THE LEADER, YOU NEED TO:

- ✓ Pick dates
- ✓ Determine group of participants
- ✓ Schedule an initial conference call to go over requirements, tools, process etc.
- ✓ Complete Getting Started Guide
- ✓ Download 90 Day Fast Track Momentum Sheets & Summary Reports
- ✓ Identify Accountability partners
- ✓ Be aware of your resources





YOU MUST LEVERAGE THE TOOLS WITH YOUR FAST TRACK GROUP!

- Make sure new WebCenter Owners have their WebCenters Set Up
- Download the Getting Started Guide
- Download the 90 Day Fast Track
- Use www.mawc411.com as a resource for WCO questions

BEFORE YOU CAN START THE FAST TRACK, YOU MUST HAVE GONE THROUGH THE GETTING STARTED GUIDE.

markethongkong WebCenters 起步指南

THE WebCenter GSG WILL HELP YOU TO:

- ✓ Set Goals
- ✓ Create and Define names lists (websites and the business)
- ✓ Provide your intern with quick references for leveraging the WebCenter program, the Simple Sales System and Follow Up

DETERMINE A TRACK

- o 3.1.2 – EVERYBODY DOES THIS PERSONALLY!
- o 10.3.2 – FOR FAST TRACKERS THAT ARE WORKING WITH AT LEAST 2 OTHERS IN THEIR TEAM DOING 3.1.2.

| | | | |
|--------------------------------------|---|-------------------------|-------------------------------------|
| 10 - 3 - 2: GOALS | | 3 - 1 - 2: GOALS | |
| WEEKLY | | | |
| WEBSITE CONTACTS | 5 - Personal Contacts (Site within Group if available) | WEBSITE CONTACTS | 5 - Personal Contacts |
| WEBSITE APPOINTMENTS | 1-2 (Site with Group if available) | WEBSITE APPOINTMENTS | 1-2 |
| OTHER CONTACTS (Business, Events) | 10 - Personal (5 - Do Notcall with your Group) | OTHER CONTACTS | 10 (Business, Events) |
| OTHER APPOINTMENTS | 2 - Personal (5 - Do Notcall with your Group) | OTHER APPOINTMENTS | 3-5 |
| NAMES ADDED | 10 - Personal | NAMES ADDED | 10 |
| Email / Call Partner | - Accountability | Email / Call Partner | - Accountability |
| MONTHLY | | | |
| WEBSITE CONTACTS | 30 - Personal Contacts (Must include Group if available) | WEBSITE CONTACTS | 20 - Personal Contacts |
| WEBSITE APPOINTMENTS | 4-6 (Only with Group if available) | WEBSITE APPOINTMENTS | 4-6 |
| OTHER CONTACTS (Business, Events) | 40 - Personal (10 - Do Notcall with your Group) | OTHER CONTACTS | 40 - Personal (Business, Events) |
| OTHER APPOINTMENTS | 20 - Personal (10 - Do Notcall with your Group) | OTHER APPOINTMENTS | 20 - Personal |
| WEBSITE SALES | 2 - \$ SALE\$1 | WEBSITE SALES | 2 - \$ SALE\$1 |
| SPONSORED DISTRIBUTION | 1 - Personally Sponsored | SPONSORED DISTRIBUTION | 1 - Personally Sponsored |

MOMENTUM SHEETS & REPORTING

- o Send your Momentum Sheets AND Summary in a single email each week by Saturday 11:59 p.m. to fast track leader.
- o No sheets are accepted after Sunday.
- o You can miss one week only and remain on the fast track.
- o Holidays and family stuff will come up. Use it to your advantage.

MOMENTUM SHEET

NAME: WEBE, CH

10.3.2.2 FAST TRACKERS

2. Leadership 3.3.1.2.2

| Week | Website | Other | Names | Sales |
|------|---------|-------|-------|-------|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
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| 18 | | | | |
| 19 | | | | |
| 20 | | | | |

MARKETING

SUMMARY REPORT

| | |
|--|--|
| Overall Status: | |
| Appointments for Sat, Sun, Monday, contacts: | |
| Appointments for Sun: | |
| Appointments for Sat: | |
| Phone Status: | |
| Website Status (Check, Pending, Not Setup): | |
| Other Status (Phone, Sat, Sunday): | |
| Other Appointments (Personal, Appointment): | |
| Other Business Partners (Do your share or seek out your team): | |
| Pro Level: | |
| Other: | |



RUNNING WEEKLY CALLS

- Be reliable and accountable to your group!
- Calls should be about 30 minutes
- Suggested Structure:
 - Share results from previous week & Total Results
 - Hear from a "fast tracker of the week"
 - Do a coaching session that addresses some of the successes and the challenges from the previous week

You can listen to recorded sessions on www.webvolumecomcast.com

| | |
|--|---|
| WEEKLY CALLS Provided by YOU the leader! | DISTRIBUTOR SUPPORT SITE http://www.hkinfo.com.hk/- This is where fast trackers 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! |
| WEEKLY ACCOUNTABILITY Grow and learn together | EMAIL SUPPORT If you still don't have an answer or if it's personal, shoot me an email with your specific question! This is the best way to contact me directly. |

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!**

SO HOW DOES IT WORK?










| | | |
|---|--|--|
| <p>You sell a website in a Market Country or EMP Country</p> | <p>You are credited with Home Country BV</p> | <p>Everything you do supports your home country business development center!</p> |
| <p>You are paid the Retail profit in Home Country Currency for the exchange rate that day</p> | <p>It's as simple as that!</p> | |



CLOSING

- Training / Support
- Summary
- Questions






CLIENT ONLINE RESOURCES


| | | | | |
|---|--|---|--|--|
|  FACEBOOK <small>facebook.com/mawebcenters</small> |  INSTAGRAM <small>instagram.com/officialmawebcenters</small> |  TWITTER <small>@Officialmawebcenters</small> |  YOUTUBE (Customer) <small>www.youtube.com/watch?v=jWebCentersOfficial</small> |  PRODUCT WEBSITE <small>www.mawebcenters.com</small> |
|  maWebCenters NEWSLETTER <small>newsletter@mawebcenters.com</small> |  CLIENT FACING BLOG <small>blog.mawebcenters.com</small> |  DESIGN CENTER SAMPLE <small>www.mawebcenters.com</small> |  CLIENT FACING WEBINAR <small>www.7-gatecentering.com/register/972654833</small> | |


WEBCENTER ONLINE RESOURCES

| | | |
|--|--|---|
|  ONLINE WCT www.mawc411.com/online_wct.jsp |  WCO BLOG blog.mawc411.com |  DISTRIBUTOR SUPPORT WEBSITE www.mawc411.com |
|  FACEBOOK 90 DAY SUPPORT GROUP facebook.com/groups/WebCenterFastTrack |  WEBINAR SERIES www.mawc411.com/webinars.jsp |  maWebCenters NEWSLETTER newsletter@mawebcenters.com |

WEBCENTER ONLINE RESOURCES

| | | |
|---|---|--|
|  YOUTUBE (distributor) www.youtube.com/user/officallmawc |  GETTING STARTED GUIDE www.unfranchisestraining.com | UNLIMITED ACCESS TECH SUPPORT help@mawebcenters.com (p) 1-866-WEB-HELP (t) 1-800-228-3160 Live Chat Support 24/7 |
|  90 DAY FAST TRACK GUIDE www.unfranchisestraining.com |  UNLIMITED ACCESS SALES SUPPORT 866-267-6121 |  BROCHURES, PRODUCT CARDS, FLASH DRIVE ETC. AVAILABLE IN YOUR WEBCENTER |

| | |
|--|---|
|  | TAKE ACTION! |
| | LEAD FROM THE FRONT! BE AN EXAMPLE! |
| | DUPLICATE |
| | GET TO WORK AND BECOME A HOPELESS SUCCESS! |

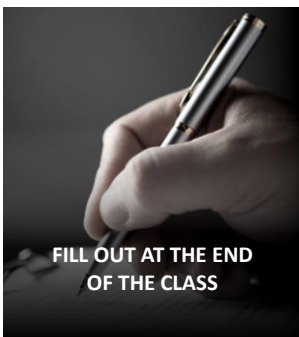


To Do

- o Complete your goals
- o Expand your possibilities
- o Contact your prospects
- o Set website appointments
- o Follow Up
- o Duplicate the WebCenter Program
- o Measure, Monitor, Adjust & Control



**QUESTION
& ANSWER**



**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 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
