

Certification Training

Housekeeping Stuff

- Please turn off your cell phones
- No video/audio taping
- Please write down your questions and hold them until each section is finished
- Raise your hand if you don't understand our terminology

Trainer/Training Evaluation

- Fill out the evaluations at the end of class
- A "3" indicates that the class or item completely met your expectations
- Written comments are an important tool for evaluating the program, so please feel free to include any positive or negative input
- Your comments are confidential
- Please use only numbers 1 through 5
- The Class President will put the evaluations in a sealed envelope and give them to the Trainer to be sent in

What are we here to Learn?

• **Our Proven Web site Sales System**

- Meet business owners in person, over the phone or even through networking opportunities and finding out if they use the Internet to leverage their business
- Use your conversations with these people to set appointments with you, the business' Decision Maker and a Product Specialist to see how the technology can benefit their business
- Let our team make the sales and help design your client's newly-purchased Web site
- Finally, you will follow up with your customer, ensure they are satisfied and request referrals

• **Developing Cash Flow for your Business**

- Your Web site sales will generate retail profit

- The retail profit for Web site sales is very big, thus it's easy to generate quick cash flow for your business
- You'll gain even more sales via referrals from current customers
- With your cash flow, you can:
 - Liquidate a year's worth of expenses with just one or two sales
 - Or, you can build a temporary part-time income for yourself.
 - Or, you can even supplement or replace a full-time income while you build your Unfranchise business—it's all up to you!

🔗 **Building Wealth for Yourself**

The objective for every Unfranchise Owner is to:

- Create cash flow by building a repeat customer base (Base 10, Seven Strong)
- Create distribution through other distributors, earning \$300 monthly in commission
- Fulfill a short-term goal to personally sponsor 2 who sponsor 2 each and attain Base 10

🔗 **Business Goals begin with Base 10**

- Personally purchase and use > 100BV per month.
- Establish 10 repeat customers. You'll have a base of > 10 purchasing a minimum of 30 BV monthly within 90 days (2 per week for the first 12 weeks)
- Business Goal - Base 10, Seven Strong
- Build a base of 7 with each doing 400BV per month—totaling \$300 each month
 - This income continues to build, even if you stop working
 - Web site sales are a powerful vehicle to generate cash flow and the Unfranchise business with Base 10, Seven Strong is a powerful vehicle to build wealth in your life

🔗 **Building Wealth for yourself: Keeping the Main Thing the Main Thing**

- The WebCenter is an opportunity for people—it provides that cash generation
- Sales will lead to prospects for your business; business owners are often looking for multiple streams of income
- Those business owners may be interested in other majors in the Mall without Walls, such as pet products, health and nutrition or cosmetics
- Always keep the main thing the main thing—remember why you got started with this business and where you are going

All Sales Start with Posture, Confidence and Attitude

Confidence and Belief in the Product

🔗 **Why are we better?**

- **Our Features and Benefits Guide**

- The best resource to use to show why we are the best system for the money
 - It answers all questions about what our system can do
 - The F&B Guide allows your prospects to compare apples to apples and understand the system's capabilities
 - While it's no substitute for a walkthrough, it's great to leave it behind so your prospects can consult it
- **E-Commerce**
- We offer an incredibly flexible e-commerce system- a vital tool for any business hoping to stay competitive in today's world
- **Easier Web site Editing**
- Our "point-and-click" editing tool means a client simply needs to click on what they'd like to edit on their Web site-it's as easy as surfing the Internet or reading e-mail
 - It can be switched to "advanced mode" for those who are more computer-savvy
 - Our main editing tool looks very similar to Microsoft Word or a familiar word processing program. This allows business owners to work in a familiar environment—there's no learning curve
- **Our Level of Service**
- We offer unlimited access to live customer care and technical support
 - Our team at the Design Center will provide a customized solution specific to the business' needs
 - Working together with the business owner, you're able to fully tailor an all-encompassing Web solution
- **We've got Design**
- We have the best of all worlds
 - Our technology is very flexible and easy to use
 - In addition to our brilliant support staff, we have a graphics design department that will create a customized solution for your client
 - (*See examples*)
 - We've sold over 1,000 design packages
 - We've also seen a 20% increase in sales—we're doing the design work while you continue prospecting!
- **Look at how we compare to the competition**
- When comparing apples to apples, make sure that the company you are juxtaposing our solution against offers exactly what we do. Cheap Web hosting may be less expensive, but will not have the same features and benefits we do
 - For more information on that topic, check out our article about Demystifying Cheap Web Hosting at MAWC411.com
 - The remarkable people behind this product make it completely different
 - We strive to constantly evolve as technology changes; we're only getting better and better

🔗 Confidence in Yourself

- How do you see yourself?
- What do you tell people you're good at?
 - A sport of some kind? A hobby or craft?
 - There may be some areas at which you excel. You may feel you can speak confidently about these particular topics, and if you needed to, would have no problem winning someone over on that subject
- What do you tell people you're "bad" at? Remembering people's names?
 - You've programmed yourself to believe you aren't successful in these areas
- Try this: For two weeks, cancel the message that you're "bad" at XYZ. Tell yourself, "I'm actually really good at that."
 - It takes some effort, but you *can* re-program yourself. Whether or not you're "good" at something is all in your head
 - Confidence does take practice, so be patient
- Learn to define success for yourself
 - I talk to someone I didn't know
 - I talked to a business owner about their Web site
 - I booked an appointment
 - I booked 10 appointments
 - Build on your success
 - If you set a goal to talk to one person that you didn't know and you've done that for five days, then you've started to master that. It's time to set a new goal
 - It doesn't matter if you've sold one site and someone else sold 100. That site is 100% more than you sold before. Don't measure against others—measure your own accomplishments

🔗 Who's going to be Successful?

- Success is a choice
- Some participants will be successful
- There will be some who are choosing to go through the motions to prove to themselves that they are as unsuccessful as they "know" themselves to be
 - This goes back to how we have programmed ourselves. They are already convinced that they will not succeed
- The last group consists of those who will simply waste their time and be unproductive
- You've got to believe that you will be successful. Make that commitment and intend to succeed
- So do the things you haven't done in the past—talk to people, ask questions, get into conversations and set some appointments!

Moving Web sites to Business Owners

- First and foremost, sell the appointment
- Don't worry about trying to sell the technology, the features or the benefits
- You're simply concentrating on selling the opportunity for these business owners to find out how this innovative technology will benefit their business

• Where do I Start?

- Find a prospect. They're all around you!
- This is just like building your Unfranchise business. Look around you in the places you frequent every day and see who you know
- There are three strategies for getting started:
 - The Basic WebCenter Approach
 - The WebCenter Networking Approach
 - The WebCenter 3-Foot Rule

Starting Easy: The Basic WebCenter Approach

- This is the simplest method
- It's perfect for those who:
 - Want to dabble in the system without spending too much time with it.
 - Would just like to sell one or two sites a year
 - Want to liquidate some expenses for themselves through a few sales
- As you go through your day or week, if you're in a business or talking with a business owner that you know, ask them:

"How's your Web site doing?"

• You'll get one of three answers:

- *"Great!"* That's great. Put them aside and make a mental note to follow up with them in a few weeks or so
- *"Terrible!"* That's great for you
- *"I don't have one."* That's great for you, too
- If they say, *"Terrible,"* or *"I don't have one,"* then you've found yourself a prospect!
- If the answer is *"Terrible,"* ask some probing questions:
 - Why is it terrible? What isn't working?
 - Remember, you're just asking questions right now. Your goal is to help them open up about the problems they are having
- If the answer is *"I don't have one,"* again, ask some probing questions:
 - Have they ever thought about owning a site?
 - What's kept them from getting one?
 - Once again, the goal here is just to ask questions and gather information

- When it feels right, set the appointment
 - You'll know when you've accumulated enough information and you're ready to ask for the appointment
 - Generally, you know after 5 to 10 questions if you're ready to move on to the next step

Setting the Appointment

- Use this statement:

"You know, it's not an area that I specialize in, but the company I work with has an entire division that helps businesses with the same problems you mentioned. I would be happy to set up an appointment to have one of our Product Specialists take about 30 minutes to show you the technology to see if it has value for you and your business. What usually works best for you—mornings or evenings?"

- This conveys the message that you aren't a specialist in the area, but the company you work with is, and it has specialists on staff who can answer the business owner's questions
- It also casually conveys that the appointment shouldn't take more than 30 or 45 minutes, and you'd be happy to set up the appointment to get them some help
- This takes the pressure off of you to answer any questions
- If they're genuinely interested in a solution for their challenges, they will book an appointment
- If not, it's no big deal—you've provided them with the opportunity, and it's their choice to follow through or not

The WebCenter Networking Approach

Move on to this method...

- Once you've gotten comfortable asking business owners with whom you already have a relationship
- Or if you've decided to start taking the WebCenter program seriously
- Or if the WebCenter is your major or minor in the business

Start with Names List

- List any business owners you know or do business with
- List any people you know who are centers of influence-networkers who can lead you to the business owners you'd like to meet. (You can note them differently or just make a separate list.)
- Prioritize the list-put those with whom you have a strong relationship at the top, and those with whom you haven't spoken to for a while or don't know so well at the bottom
- Make an effort to re-establish or strengthen the relationships at the bottom of your list.
- For those in your Top Ten:
 - Make it a point to go to their business or meet with them in a social setting (Whenever you think they'll be least busy).

- Think of the times when you're likely to see the owner, and be prepared to have a conversation with them
- When you see them, ask the same question as the one we used in the Basic Approach:

"How's your Web site doing these days?"

- Be ready to ask the same probing questions depending on their answer, such as:

"Have you thought of getting a Web site for your business?"

"Why do you feel the site is underperforming?"

"What would you change about the site?"

- Think of these questions ahead of time so you can handle the conversation with confidence
- When you feel the time is right, make the following statement:

"I don't know if you realize this or not (use the prospect's first name here), but I specialize in helping businesses like yours leverage the Internet effectively to increase revenues (or offer a higher level of customer service—whatever their main issue seems 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 for you and your business. What's the best time over the next week to set up an appointment?"

⊕ Answering Questions and Responding to Objections

- **Objection:** *"My friend/family member is creating a site for me."*
- **Response:** *"Perfect. They'll 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'll 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 Product Specialist show you what we are doing to help companies just like yours. When are you least busy—mornings or afternoons?"*
- **Question:** *"How much is it?"*
- **Answer:** *"It wouldn't be fair of me to give you a price until we know your specific needs."*
- **Question:** *"Can you give me an approximate cost?"*
- **Answer:** *"Depending on your needs, we sell sites from \$500-\$5,000. Let me do this: I'll have my corporate office put together an entire Web Package for your company to review at no cost or obligation, and then have a Product Specialist show you what we are doing to help companies just like yours. When are you least busy—mornings or afternoons?"*
- **Question:** *"Could you send me something?"*
- **Answer:** *"I can do one better than that! I'll have my corporate office put together an entire Web Package for your company to review at no cost or obligation, and then have a Product Specialist show you what we are doing to help companies just like yours."*
- **Objection:** *"I really don't see the need."*

- **Response:** *“If I could show you a way to improve your business in some way, shape or form, when could you give us 20-30 minutes of your time? Many of our clients initially felt the same way until we were able to show them the difference.”*
- Remember, you aren’t trying to sell them anything
- Your goal is simply to share some information that can help their business
- Talk to them in terms of benefits: increased cash flow; a higher level of customer service; decreased expenses, etc
- The Features and Benefits Guide is an excellent resource to help you if you know it in advance
- It’s also sometimes helpful to make them feel at ease about what they’ve done in the past, as they may be concerned about criticism:

“You did a lot of homework; you’re very thorough.”

“You’ve done a lot more than most businesses do when considering a Web site.”

“Sounds like you’ve considered a site, but you are not sure how it would benefit your company.”

- Then, immediately follow with:

“...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 Product Specialist show you what we are doing to help companies just like yours. When are you least busy—mornings or afternoons?”

- If they keep asking questions, don’t be afraid to move the appointment forward by saying something like:

“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 you exactly how it all works. When are you least busy—mornings or afternoons?”

Solidifying the Appointment

- Make sure they are going to be there when they say they are
- Make sure all Decision Makers can be present
- Make sure they can be on both the phone and the computer at the same time
- To confirm the time, say:

“You know I don’t want to waste your time and you don’t want to waste mine. I just want to make sure that this time works for you and there’s little chance we’ll be interrupted. Is this going to be a good time for you?”

- To ensure all Decision Makers will be present, say:

“Obviously, you’re not ready to make any decisions, but if you were going to decide to purchase our solution, who else would be involved in that decision? Can they make that meeting time we set up as well? The only reason is that I want to make

sure that everyone is able to see what the Product Specialist is presenting and I don't want to put you in the position of having to explain some technical concept about our system later on and not to have our Product Specialist there to answer any of the questions that they might have. Does that make sense? So, is this still a good time for you?"

- Book the appointment with Sales Support and let our team do the rest of the work for you!

⊕ Names List—Your Top Ten non-Business Owners

- Build a relationship with these people as a means of expanding your network.
- This is called "Relationship Networking."
 - Take these people out for coffee or have lunch with them
 - Talk to them about the opportunity of sharing business

"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?"

- Find ways to help each other outside of a business setting
 - Perhaps they need a referral to a good mechanic or dentist
- Above all, remember: It's not 'net-sitting,' or 'net-never-getting-out-of-my-house-and-meeting-people,' it's called 'net-working!'

⊕ Working through Referrals

- Treat your referrals extremely well
- Make sure you follow up with the referral immediately
- Introduce yourself and say:

"Hi, Lisa, I'm not sure if Frank might have 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."

- This is bound to lead to your referral asking, "What do you do?"
- How about these responses:
 - *"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."*
- Going back to our example with Lisa, you could say:

“Lisa, what my company does is it helps businesses effectively leverage the Internet to increase revenues. Frank mentioned that you might be looking to accomplish something along those lines. Do you have something specific in mind?”

- The key is to ask open-ended questions and get them talking about the subject so you can move to setting the appointment
- This then continues like the scenarios overviewed above: Make your statement, set the appointment and ensure that all Decision Makers will be present

The WebCenter 3-Foot Rule

- ⊕ Prospects are everywhere you go; they’re all around you - this is true for both your business and for Web site sales
- ⊕ As you get more comfortable talking with people, you’ll find it natural to initiate conversations with just about anybody around you
- ⊕ As the name suggests, all you’re doing is getting into conversations with anybody who comes within three feet of you
- ⊕ Find out if they are business owners; do they know any business owners you’re looking to make contact with?
- ⊕ Remember, the 3-Foot rule is applicable over the phone as well as in person!
- ⊕ If you’re calling, use a resource like Superpages.com or Yellowbook.com to get lists of businesses in a certain area that meet your criteria
- ⊕ Walk around small business district areas in your neighborhood or city. Go in and start asking questions:
 - *“How long have you been here?”*
 - *“How’s business?”*
 - *“Did you relocate from somewhere else?”*
 - *“What attracted you to this area?”*
 - *“Do you leverage the Internet much in what you do?”*
- ⊕ Direct the conversations where you’d like it to go. Always aim toward finding out what they’d like out of an online presence; how a Web site can serve their needs
- ⊕ Go to local Chamber of Commerce meetings, business association meetings or community association meetings
- ⊕ Network with those around you, and you’ll be amazed at the results!
- ⊕ Even if you live in the middle of nowhere and never meet anyone, there are ways to network
 - You can use your phone
 - Or you can hop on the Internet—there are plenty of online communities for you to get involved with
- ⊕ As with the other approaches, find out what their Web site isn’t doing for them, move the appointment forward, set a time, confirm the time and make sure all Decision Makers will be there

- Experience indicates building a stronger bond in person makes the relationship easier to build on
- Ultimately, it all comes down to getting into conversations and building those relationships
- Network your way to success and maintain those strong relationships!
- Treat every challenge as a learning experience
- Find creative solutions—don't let anything inhibit you from achieving your dreams!

Let's Talk Tech

• **Setting up your WebCenter**

- Go to MaWebCenters.com
- In the space that reads "Activate WebCenter," enter your RepID
- Simply follow the instructions
- Consult the Getting Started Guide at MAWC411.com for more detail

• **Your WebCenter: Front-end Highlights**

- After they've purchased the site, this is where your client would sign up for e-commerce
- You can also build a demo site for a prospect here
 - The Product Specialist will be able to use this demo during the appointment
- Remember, you aren't selling the demo to the client—you aren't even selling a Web site to the client
 - You're selling a solution that allows the business owner to create and maintain their Web site (or have our Design Center team create the Web site for them)
 - While the demo sites look professional, what sells the sites is the back end of the system and everything that a business owner can do with it
 - In fact, if it's not "right," the Product Specialist can have the business owner change it during the walkthrough to demonstrate the system's simplicity

• **Logging In**

- In your WebCenter, click on "System Login"
- Put in your Username and Password and hit "Log in"
- This is the same process for your clients to log in to their Web sites (using their own Username and Password).

• **Web site Builder/Customer Manager Area**

- This area enables you to access a number of different things:
 - Edit BV
 - Change price for a client

⊕ Design Center

- Various Packages and A la Carte items
- Pricing and commission breakdown
- All packages can be purchased at activation or later on an a la carte basis
- There is no retail markup
- Projects Managers work closely with your clients to move the design process forward from the initial consultation to the projects completion
- Once a package is sold, the client is contacted within two days
- From there, it's just a matter of gathering information, pictures, authorizations, etc.
- Benefits
 - Opens you up to a whole new market
 - Customer Retention

⊕ Setup Sales Support Calendar *(Watch the demonstration for details.)*

⊕ WebCenter Modifier

How do I get paid?

- ⊕ The checks for the retail profit on a Web site come from Market America with your commission checks every Monday

- ⊕ For a site that is paid for with a credit card:

- It takes approximately 4-5 weeks. This happens for two reasons:
 - We have a one-week accounting period
 - Clients have up to 10 days to cancel the site and get their money back
- Market America cuts checks on the following Friday after that third week which usually gets you your retail profit in 4 to 5 weeks

⊕ Financing Option

- Your customers can make a down payment of anything over \$350
- The remainder of the sale is broken down into three equal amounts
- At Web site activation, they pay the down payment, the first month's membership fee and any costs associated with the Design Center
- For the next three months, they pay the payment amount plus \$50
- After the fifth month, they pay just \$50 per month
- *See the example provided during the presentation*

⊕ Authorization Forms

- For each sale, be sure the client fills out all necessary authorization forms
- These forms protect you and your business
- They provide proof that the client purchased the site from you, for our system

- These are available in your WebCenter in the Authorization Forms area of the Sales Support section

E-Check Payments

- With e-checks, you get paid approximately 5-6 weeks after the sale
- E-checks have an additional 10-day bank hold, which adds another week to the process

Authorization Forms

- Credit Card
 - One form covers setup and any additional recurring payments
- E-check
 - One form is for the initial payment
 - The other is to authorize recurring monthly payments

How does the BV work?

- For credit cards, BV will post for the day or the day after the sale is made
- With e-checks, BV won't post until the 10-day bank hold is over
- We don't recommend using monthly recurring BV to satisfy monthly accrual requirements or in lieu of a transfer buy

Some Tools to use

Your business card

- Have all information on it!
- Give out more than one at a time for referrals and word-of-mouth marketing

Your new WebCenter Marketing Manual

- It's new and improved
- Great resource for information about specific businesses and the Three WebCenter Approaches
- Downloadable on MAWC411.com
- Purchase a printed copy on unfranchise.com, code 6057

Your WebCenter

- Your WebCenter itself sells your product, with our e-commerce solution, language translation and more
- It also contains the Features and Benefits Guide...
- And the brochure and business card tool

The WebCenter Product Card

- Use it with your business card as a leave-behind
- Order from Market America-code 6041

Wrap up

⦿ What did we learn?

- Three different methods for selling Web sites
- How to get started
- Some information about the technology
- That anyone can do this!

⦿ What are you going to do with it?

- Apply what you've learned, otherwise it's all useless!
- Learn by practicing; get out there and start some conversations

⦿ Remember: It's *Networking!*

⦿ Keep the Main Thing the Main Thing

⦿ Remember why you started your Unfranchise business

⦿ Keep those goals in your sight and move toward achieving your dreams