



HOUSEKEEPING

TURN CELL PHONES OFF

QUESTIONS?

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

Download documents
www.mawc411.com

- o maWebCenters Getting Started Guide
- o WCT 101 Handout

NO VIDEO OR AUDIO TAPING

TRAINER EVALUATIONS

FILL OUT AT THE END OF THE CLASS

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

- Please make comments
- Please make comments about any "1" or "5" that are given
- Please only use 1 through 5
- "0", "6" or anything outside this range will be ignored
- Please make sure to fill out both top and bottom areas on the form

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

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

Constructive criticism is encouraged, it helps us all improve







GOALS

- 1.
- 2.
- 3.

GOAL SETTING

Short Term Goal Setting with retail profit

Long Term Goal Setting with BV

Base 10, 7 Strong

WORKSHOP

DEFINE YOUR GOALS

CALCULATE GOALS

RETAILING

What are We Selling?

4 Steps to Succeeding with Simple Sales

The Art of Question Asking

WORKSHOP


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

USING YOUR WebCenter

- SETTING UP YOUR WEBCENTER
- LOGGING INTO YOUR WEBCENTER
- USING THE SALES CALENDAR
- BV
- DESIGN CENTRE
- HOW YOU GET PAID

BUSINESS BUILDING

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



ACTION PLAN & QUESTIONS

Wrap Up of the Day

Action Plan for Getting to Work

Questions & Answers



ATTITUDE AND KNOWLEDGE

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



THE MARKET

THE MARKET

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

WHERE DO YOU



Get your news



Socialise



Research



Find products



Find services



Play



Get Music



Get Books



Get Periodicals



Get Advice

THE MARKET CLIMATE: INTERNET

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

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

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

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

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

MARKET CLIMATE MOBILE & SOCIAL



62% of adult worldwide use Social Media

SM is the most popular online activity

53% of SM people follow a brand

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

40% of twitter users regularly search products via twitter

MARKET CLIMATE
MOBILE & SOCIAL



- 60% are willing to post products on Facebook if they get a special deal or discount
- More than 42% use Facebook without ever using a laptop or desktop computer.
- 83% of shoppers enjoy sharing and want to about their purchases
- More than 50% of mobile users access their email using their device only.
- About 45% search for information with mobile-only services.

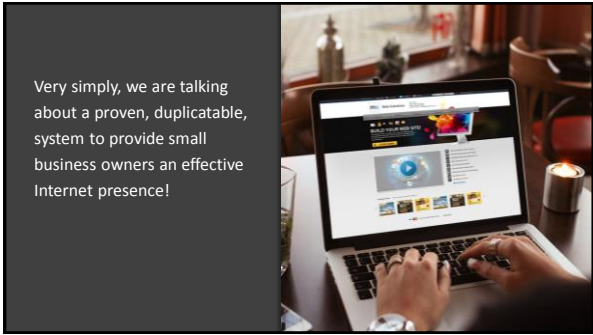


WE ARE A PARTNERSHIP
MARKET AUSTRALIA,
MAWEBCENTERS
& YOU



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

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



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



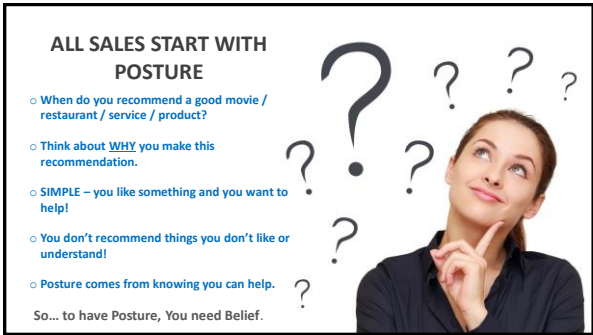
WE CAN HELP SMB (SMALL-MEDIUM SIZED BUSINESS) WITH:

INCREASING REVENUES

DECREASING EXPENSES

INCREASING CUSTOMER SATISFACTION

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



ALL SALES START WITH POSTURE

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

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

WHAT MAKES US DIFFERENT



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



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

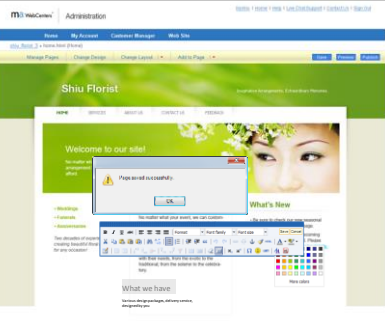
WEBSITE DEVELOPMENT



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

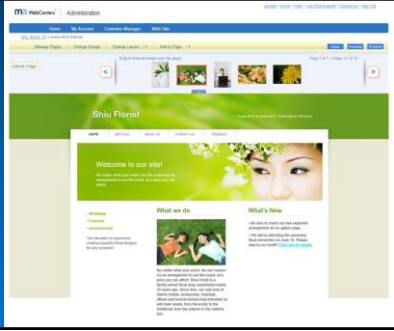
EASY CONTENT MANAGEMENT

EDIT TEXT



EASY
CONTENT
MANAGEMENT

ADD PICTURES



WEBSITE DESIGN

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



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

Design Centre





eCommerce Tools

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







NEWSLETTER FEATURE
Stay in contact with customers



MARKETING TOOLS

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

THE POWER OF UNLIMITED

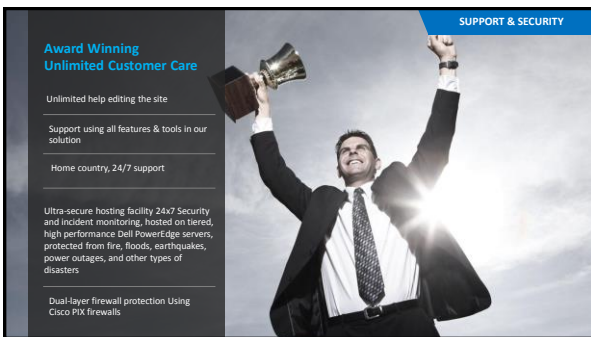
 Unlimited Pages	 Unlimited Changes	 Unlimited Traffic
 Unlimited E-mail Address	 Unlimited Upgrades	 With unlimited support, changes and upgrades, having an effective online presence is simple.

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









**Award Winning
Unlimited Customer Care**

- Unlimited help editing the site
- Support using all features & tools in our solution
- Home country, 24/7 support
- Ultra-secure hosting facility, 24x7 Security and incident monitoring, hosted on tiered, high performance Dell PowerEdge servers, protected from fire, floods, earthquakes, power outages, and other types of disasters
- Dual-layer firewall protection Using Cisco PIX firewalls

SUPPORT & SECURITY

LEVERAGING SOCIAL MEDIA MARKETING



Facebook – more than 1.1 Billion active users



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



Groupon – 41 Million active customers



Twitter – approximately 288 Million active users



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



WHY ARE WE BETTER?
FOREIGN LANGUAGE SUPPORT

MULTI-LINGUAL SUPPORT:

Front-end and back-end of the WebCenter and the websites we sell available in English, Spanish, Traditional and Simplified Chinese

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

Market Countries

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

EMP Countries

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

Your Global WebCenter

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

COMPARING APPLES TO APPLES	Product Feature	maWebCenters	GoDaddy	Traditional	Print Company
	Website Setup	One Time Cost	One Time Cost	One Time Cost	One Time Cost
The maWebCenters Online Solution is:	Hosting	Included	\$55	\$55	\$55
	Email	Included	\$55	\$55	\$55
	Email Marketing	Included	\$55	\$55	\$55
	Social Media	Included	\$55	\$55	\$55
	Mobile Website	Included	\$55	\$55	\$55
	Statistics	Included	\$55	\$55	\$55
	SEO Tools	Included	\$55	\$55	\$55
	CRM	Included	\$55	\$55	\$55
	Security	Included	\$55	\$55	\$55
	Support	Included	\$55	\$55	\$55

- ✓ All Inclusive
- ✓ Professional
- ✓ Affordable
- ✓ Simple to Manage
- ✓ Backed by Unlimited
- ✓ Automatically Upgraded
- ✓ Hassle Free

THE CHOICE IS SIMPLE!

Traditional Web Company

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

Print Companies

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

ma WebCenters SOLUTION

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

Do it Yourself

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

Discount Hosting Provider

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

Learn to Define Success

Remember to build upon success

Congratulate yourself for success and remind yourself how successful you are, not in relation to others, but in relation to yourself.

By doing things you've NOT done in the past, you choose to be more successful than you've been.


- ✓ DO talk to people
- ✓ DO ask questions and get into conversations
- ✓ DO book appointments with our product specialists
- ✓ DO be a Success!





GOAL SETTING

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



HOW MUCH MONEY AND BV ARE WE TALKING ABOUT HERE?

- o You earn 230 BV initially and 30 BV each month from each active client
- o You can earn up to AU\$2700 in retail profit per sale
- o Average website sale for a new WebCenter owner is around AU\$1299 which equals about AU\$1000 retail profit

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

SHORT-TERM? | LONG-TERM?

SHORT TERM GOAL SETTING

Your short-term financial goals can typically be handled by increasing cash flow within your Unfranchise Business (Retail Profits)

BUSINESS GOALS	FAMILY / PERSONAL GOALS
<ul style="list-style-type: none"> • Pay for your travel expenses for the year • Put your business in the black • Help a prospect earn the money to get started 	<ul style="list-style-type: none"> • Family Vacation • Pay off credit cards • Holiday Shopping • Extracurricular Activities • Buy a new toy

The average website sale is AU\$1299

That generates about AU\$1000 retail profit!

Take your goals, break them down into AU\$1000 increments to get an estimate of how many website sales you'd need to make to achieve those goals

EXAMPLE

The family would like to take a vacation to Disney World next year
Let's estimate **AU\$5000 - \$6000**

(I'm sure you can do it cheaper, but let's start with this)

So, how do we cover that cost and achieve that goal with our business?

**So, let's go with a conservative estimate
AU\$6000 in expenses, AU\$1000 in profit per sale**

*That means that 6 average website sales would completely pay for our Family
Vacation in this example!*

This can be applied to any goal with a fixed cost.

*Break the cost down into increments of AU\$1000 and that
gives a good estimate of how many average website sales
you would want to make to achieve that goal!*



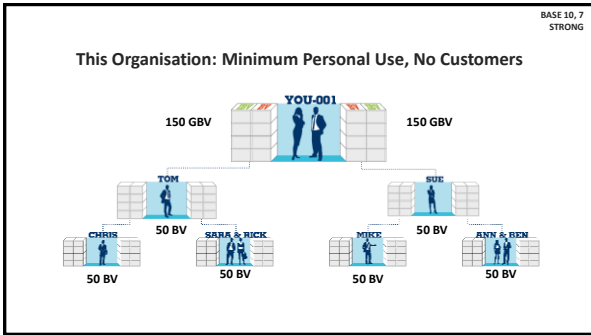
Remember, each sale also comes with 230 BV initially and 30 BV / month	That means just 10 active website clients would generate 300 BV per month
AND that would be an additional 2300 BV from the initial sales. <small>(Which could be an extra AU\$300 commission check for me.)</small>	Keep the BV in mind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

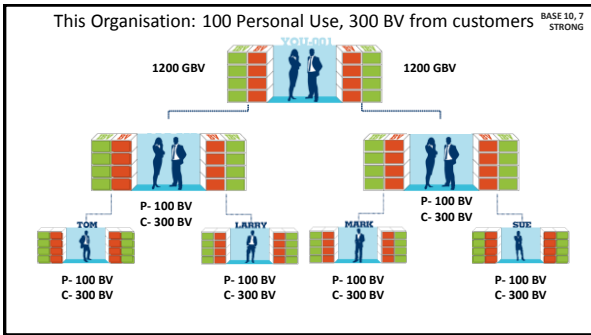
THE ULTIMATE GOAL IS TO DUPLICATE BASE 10, 7 STRONG.
LET'S TAKE A LOOK AT HOW WE CAN ACHIEVE THIS AS WebCenter OWNERS

BV Retail Sales Goal
300 BV Monthly Minimum

Most UFOs:
300 BV from 10-15 Preferred Customers

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





BASE 10, 7 STRONG

Whatever you do, will duplicate!

Duplicate
Base 10, 7 Strong

Everybody is just Base 10, 7 Strong away from receiving about 1 commission check from BV per month!

DEVELOPING YOUR ANSWER TO 'WHAT IS IT?'

Start with a personal business picture, your answer to 'what is it?' will be your Market America answer to 'What is it?'. This key phrase is essential when it comes to getting your business with Market America.

Market America is a Product Exchange and Internet Marketing Company that specializes in Social Shopping. One of their business opportunities is an internet marketing business that we can offer to you - 'indirect' level businesses. There is significant earning potential if you choose to focus on working with that division.

II GOAL SETTING

A. 40 WEEK: The primary reason why you are building my 1st Financial Freedom. Define your motive why you are building your business. This will provide you motivation to sustain your actions through the highs and lows of business building.

B. INSERT YOUR GOALS: What are your top "best case goals"? Use Family, vacation, credit card debt, laptop, etc.

Don't Leave Goals set to rest by MARKET PROFITS. The average profit margin is 20% to 30%. \$1000.00 in sales path. Define your goal: from \$100.00 to \$1000.00. Determine how many sales it would take to reach your goal. For example: \$1,000.00 in sales / \$1,000.00 = 1. Just 1 new sales would allow me to reach my goal.

What Short Term Goal Amount: Amount of Sales needed to reach Goal _____

C. COLOR YOUR GOALS: What are your "big long-term goals"? Define from job, more time with family, etc.

- How much money do you need to reach the MPCP to achieve your long-term goal?
- How much BV will I need to earn that ongoing income?
- How many people does Base 10, 7 Strong will I need?

Remember: Our credit plan you generate 250 BV in equity. In addition you earn 30 BV per month per client, every single month that client stays a client of yours.

Goal Setting Workshop


Getting Started Guide

- Define your Goals
- Define your "Why"
- Short Term Goals
 - Money Goal?
 - How many sales will it take?
 - How many appointments will it take?
- Long Term Goals
 - Next MPCP Goal
 - Map it out




RETAILING

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



WHAT ARE WE SELLING?

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



WE SELL THE APPOINTMENT!

Simple Sales Approach

Something everyone can do, fitting it into your daily routine

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

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

Think of it as the "Referral Approach"

For New WCOs

For those who "Minor"

Uses Product Specialist

Leverages the System

Does not "Specialise"

1st 3 columns of nameslist

Referral Approach

Fits into Daily Routine

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



Step 1: Build a Names List

WARM MARKETS



Step 1: Build a Names List

WHO DO YOU KNOW WHO?

- Restaurants
- Contractors
- Lawyers
- Gyms
- Salons
- Car Detailers
- Dentists
- Doctors
- Landscapers
- Retail Shops
- Organisations
- Churches
- More!

Owens a Business?	Works for a Business?	You Do Business with?	Is Well Connected?	You want to get to know?
With Simple Sales, Work with first three columns highlighted here!				

Step 2: Define Your Names list

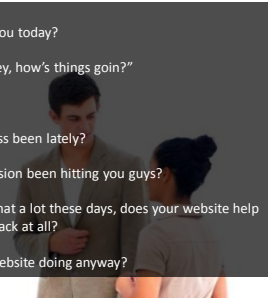
If you know just a little bit about your prospects current situation:

- ✓ You will be more inclined to reach out to them
- ✓ It will help you to be prepared with good questions

Ex: Restaurant that you eat at often:

- Do they have a current site?
- Is it any good?
- Has it been updated?
- Are they using Social media?

Step 3: Approach!



- Hi! How are you today?
- Or maybe "Hey, how's things goin'?"
- What's new?
- How's business been lately?
- Has the recession been hitting you guys?
- Yeah, I hear that a lot these days, does your website help take up the slack at all?
- How's your website doing anyway?

NOW THAT YOU UNDERSTAND YOUR APPROACH, IT'S TIME TO DO IT!

SO HOW TO YOU GET THE CONVERSATION STARTED?



CONVERSATIONAL MARKETING!

Remember, the person asking the questions is the one who controls the topic of conversation

If I'm asking questions about their business and website, then guess what we'll be talking about... their business and their website!

1. SOCIAL
2. HOW'S WORK? / HOW'S BUSINESS
3. HOW'S YOUR WEBSITE DOING?

WHEN YOU DO THIS YOU'RE GOING TO FIND THAT THEIR RESPONSES FALL INTO ONE OF THESE CATEGORIES:

THEY DON'T HAVE A WEBSITE That's great, now you can help them

THE WEBSITE IS DOING TERRIBLE Even better because you can help them

I'M WORKING ON IT Great, ask them how long they've been working on it.

THE WEBSITE IS DOING GREAT That's great, now ask a few questions. Worst case, just follow up in six months and see how it's going

If They Say

IT'S DOING GREAT!

Ask them probing questions

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

Be confident here, remember to only ASK QUESTIONS

If They Say

IT'S DOING TERRIBLE!

Ask them probing questions

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

Be confident here, remember to only ASK QUESTIONS

If They Say

I DON'T HAVE ONE!

Same thing, ask probing questions

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

Again, ask more questions based on their responses!

If They Say

I'M WORKING ON IT!

Again ask them probing questions

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

You guessed it – Ask more questions!



WHEN IT FEELS RIGHT, SET THE APPOINTMENT!

- ✓ At the right time, when you've asked 5 or 10 questions and have a pretty good handle on what's wrong.
- ✓ Questions from your prospect = Buying Signs
- ✓ It's time to offer the solution to their stated problems
- ✓ You Need to know your answer to "What is it"

Step 4: Refer the Appointment

SIMPLE APPROACH

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

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



SIMPLE SALES: REFERRAL MARKETING

It's as SIMPLE as making a strong Referral!	Put weight in the referral by saying you work with a great company!	You Offer a Solution to a problem!
This takes the pressure off you to answer any questions	You've already told them it's not an area you specialise in	You've told them who can answer their questions

YOU SET AN APPOINTMENT!


IT'S CRUCIAL TO CONFIRM APPOINTMENTS!

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

STATE THE CONFIRMATION IN THE AFFIRMATIVE.


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

CHECKLIST FOR CONFIRMING APPOINTMENTS



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

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



- YOU SET THE APPOINTMENT**
- PRODUCT SPECIALIST**
does the appointment / Sells the Website for you!
- CUSTOMER CARE**
handles all Technical Support for your customer!
- YOU EARN RETAIL PROFIT, 230 BV & 30 BV / MONTH , ACTIVE CUSTOMER BE A GOOD "CUSTOMER MANAGER"**

SIMPLE SALES RETAIL WORKSHOP

CHECKLIST FOR SIMPLE SALES

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

WORKSHOP

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

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



PRACTICE SIMPLE SALES / LIVE DEMO

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



ROLE REVERSAL DEMONSTRATION

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

CONTACTS CAN HAPPEN VIA

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


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

PRACTICE MAKES PERFECT!

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

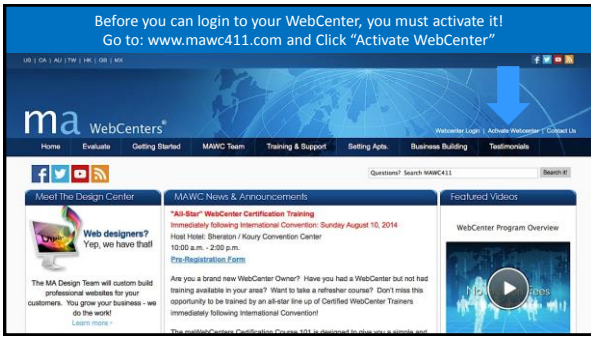


PRACTICE SIMPLE SALES WITH A PARTNER



USING YOUR WEBCENTER

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







Your 4.0 WebCenter: Logging In

- Login to www.unfranchise.co.au to access your WebCenter



Your 4.0 WebCenter: Logging In

- Click on "Other Services" & "WebCenter"



Your 4.0 WebCenter: Logging In

- Click "Continue to your WebCenter"



Schedule a Sales Appointment



- Click on "Schedule Sales Appointment"

Schedule a Sales Appointment



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

Step 1: Contact Information



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

Step 2: Contact Type

Need to contact us?
Call (866) 287-6121

- Choose "Existing Contact" or "Create New Contact"
- For this demo, we will choose "Create New Contact"

Step 2: Create Contact

Spoken Language * English

- Fill out contact information for your website prospect
- You must fill out required fields in order to schedule the appointment

Create Contact Text Reminders

Your Text Message From Email
Text Reminder Body

- You can send a text reminder to your prospect 10 minutes before the appointment
- Standard text messaging rates apply and will vary based on carrier plans



TIPS FOR USING SALES SUPPORT

- Communicate with your Product Specialist
- Your product specialist will call you a few minutes before the appointment to review the notes you've entered.
- Tell your product specialist your relationship with the prospect: (Are you a patron of this restaurant, was it a referral, is this your neighbor etc.)
- You can chat with the product specialist during the appointment! GoToMeeting Chat is an excellent way to send important messages to the product specialist during the appointment without having to interrupt the appointment. Remember to Send PRIVATE Messages to your Product Specialist!! (Don't hit "Reply All")
- Listen and Learn as You Earn!



YOUR WEBCENTER THE DESIGN CENTRE

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

Premium Responsive Design Layout - AU\$100 / 40 BV
Choose from a library of premium responsive layouts

Custom Layout Package AU\$399 / 50 BV
Custom home page, 1 content page

Classic Design Package - AU\$699 / 50 BV
Custom home page, Custom Content Page, 5 Content Pages, Custom Newsletter, Custom Mobile Design, Domain & Email Setup, Scheduled 30 Minute Tutorial for Staff at Launch

Professional Design Package - AU\$799.00 / 50 BV
Custom home page, Custom Content Page, 10 Content Pages, Custom Newsletter, Custom Mobile Design, Domain & Email Setup, Scheduled 30 Minute Tutorial for Staff at Launch

Professional Design Package w/eCommerce - AU\$949.00 / 50 BV
Custom home page, Custom Content Page, 10 Content Pages, 50 Products w/Data Entry, Custom Newsletter, Custom Mobile Design, Domain & Email Setup, Scheduled 30 Minute Tutorial for Staff at Launch

WHAT ABOUT THE À LA CARTE ITEMS?

PRE-EXISTING CUSTOM LOGO DESIGN - AU\$269.00

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

CUSTOM LOGO DESIGN - AU\$399.00

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

PRODUCT CATALOG ITEMS - AU\$269.00

10 Product Catalog Items - Without Data Entry


PRODUCT CATALOG ITEMS W/ DATA ENTRY - AU\$299.00

10 Product Catalog Items - With Data Entry

CUSTOM FLASH INTRO DESIGN - AU\$299.00

Custom Flash Intro (10 seconds textual and pre-existing flash animation customised to clients colours and content)

ADDITIONAL CUSTOM PAGE DESIGN - AU\$199.00



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

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

There is no retail markup on Design Centre packages

TYPICAL SALE WITHOUT A DESIGN CENTRE PACKAGE.



SALE PRICE	AU\$1299
WHOLESALE COST	-\$250
MISC. PROCESSING FEES	-\$20-\$40
RETAIL PROFIT	~AU\$1,000

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

TYPICAL SALE WITH A DESIGN CENTRE PACKAGE.



SALE PRICE	AU\$1,999
WHOLESALE COST	-\$250
DESIGN CENTRE	\$699
MISC. PROCESSING FEES	-\$20-\$40
RETAIL PROFIT	~ AU\$1,000

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




SO HOW DOES THE DESIGN PROCESS LOOK?

Once a Design Centre package is sold, the client who purchased it is contacted by phone within two business days by the project manager associated with their project to get the ball rolling

From that point on, it's just a matter of getting the information, documents, pictures, and authorisations, to keep the project moving forward


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

THE DESIGN CENTRE CAN



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

CREDIT CARD PAYMENTS



YOU GET PAID APPROXIMATELY 2-3 WEEKS AFTER THE SALE

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

OCTOBER						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28 <small>WEBSITE IS PURCHASED</small>	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16 <small>YOUR PROFIT HAS BEEN DEPOSITED</small>	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

PAYMENT OPTION PAYMENTS ARE MADE THE SAME WAY
A sale of AU\$1,499 and a down payment of AU\$500

MONTH	PAYMENT	MONTHLY FEE	TOTAL CHARGED TO CUSTOMER	YOUR COMMISSION
Month 1	AU\$500.00	AU\$60.00	AU\$560.00	AU\$240.00 2-3 weeks later 230 BV
Month 2	\$333.00	\$60.00	\$393.00	\$320.00 2-3 weeks later 30 BV
Month 3	\$333.00	\$60.00	\$393.00	\$320.00 2-3 weeks later 30 BV
Month 4	\$333.00	\$60.00	\$393.00	\$320.00 2-3 weeks later 30 BV
Month 5	\$0.00	\$60.00	\$60.00	30 BV

BUSINESS BUILDING

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


THE WEBCENTER PROGRAMME PROVIDES A SYSTEM TO

SUCCESS

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

DO YOU KNOW ANYONE WHO

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



- SHOW:**
The Plan
- EXPLORE:**
Profitability
- EXPLORE:**
Product & Service
- EXPLORE:**
Available Support
- GET STARTED:**
Purchase WebCenter Fast Start Kit

www.mawc411.com/evaluate.jsp

- Click through pages
- Download PowerPoint
- Register for Live Overview

Step 1: Show The Plan

- **Prospective WCOs must understand how this exclusive product and service fits into the Big Picture!**
 - Go to: www.mawc411.com/evaluate.jsp
 - Click on “Step 1: Show the Plan”

To Do:

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




Step 2: Profitability

- **Prospective WebCenter Owners must evaluate that this is a profitable business venture.**
 - Go to: www.mawc411.com/evaluate.jsp
 - Click on “Step 2 : “Benefits of WebCenter Owners”

Details include:

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



Step 3: Product & Service

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

- Go to: www.mawc411.com/evaluate.jsp
- Click on "Step 3 : "Products & Services"

Details include:

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



Step 4: Available Support

- **Prospective WebCenter Owners must understand the value of the incredible support that's available.**

- Go to: www.mawc411.com/evaluate.jsp
- Click on "Step 4 : "Support for WCOs"

Details include:

- WCO Overview
- Sales Support
- Standardised Training
- Webinars
- Marketing Manuals
- Sales/Marketing Newsletter
- Professional Tech Support
- Professional Web Designers



Step 5: Ways to Get Started

- **Prospective WebCenter Owners choose How They Will Get Started with The WebCenter Programme**

- Go to: www.mawc411.com/evaluate.jsp
- Click on "Step 5 : "Become a WebCenter Owner"
- Details include:
 - Purchase a WebCenter
 - WebCenter Fast Start Kit
 - or
 - Do a Trial Run / Internship

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



It's important to get WebCenter Owners started correctly!

Duplication is the Key to your success.

Whatever you do, Good or Bad, Will Duplicate

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

1 ACTIVATE & SET UP YOUR WEBCENTER

http://www.mawc411.com/getting_started.asp

2 WEBCENTER CERTIFICATION TRAINING

101 ONLINE OR LIVE

http://www.mawc411.com/training_support.asp

3 DOWNLOAD AND COMPLETE THE WEBCENTER GETTING STARTED GUIDE

http://www.mawc411.com/getting_started_guide.asp

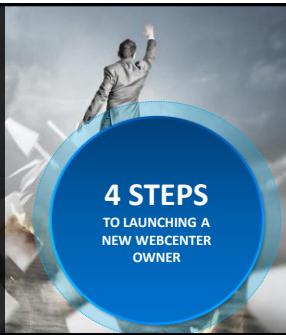
4 PLUG INTO THE SYSTEM

Follow the WebCenters GSG

Accountability

Leverage our Team of Professionals

Build a Strong UniFranchise




4 STEPS
TO LAUNCHING A
NEW WEBCENTER
OWNER










CLOSING

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

I. ATTITUDE & KNOWLEDGE Training & Support Answer to "What is it?"	 <p style="font-weight: bold; margin-top: 10px;">THINK OF THIS AS YOUR WORKBOOK AND HOME WORK FROM THE WCT 101 CLASS.</p> <p style="font-weight: bold; margin-top: 10px;">YOU WANT TO COMPLETE THE GUIDE FROM COVER TO COVER!</p>
II. GOAL SETTING My Why Short Term Goals Long Term Goals	
I. RETAILING Succeeding with Simple Sales Names List Sales Tips	
II. PROSPECTING & RECRUITING Recruiting Up Prospecting WCOs Names List	
III. FOLLOW UP For Sales For Business Building	

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






CLIENT ONLINE RESOURCES


 FACEBOOK facebook.com/ma.webcenters	 INSTAGRAM instagram.com/ma.webcenters	 TWITTER @maWebCenters	 YOUTUBE (Customer) www.youtube.com/channel/UCWebCentersOfficial	 PRODUCT WEBSITE www.ma.webcenters.com
 maWebCenters NEWSLETTER newsletter@ma.webcenters.com	 CLIENT FACING BLOG blog.ma.webcenters.com	 DESIGN CENTRE SAMPLE www.ma.webcenters.com	 CLIENT FACING WEBINAR www.7-gatemeeting.com/register/972654833	

WEBCENTER ONLINE RESOURCES


 ONLINE WCT www.maawc411.com/online_wct.jsp	 WCO BLOG blog.maawc411.com	 DISTRIBUTOR SUPPORT WEBSITE www.maawc411.com
 FACEBOOK 90 DAY SUPPORT GROUP facebook.com/groups/WebCenterFastTrack	 WEBINAR SERIES www.maawc411.com/webinars.jsp	 maWebCenters NEWSLETTER newsletter@maawc411.com

WEBCENTER ONLINE RESOURCES

 YOUTUBE (Distributor) www.youtube.com/user/officialmaawc	 GETTING STARTED GUIDE www.unfranchiseelearning.com	UNLIMITED ACCESS TECH SUPPORT help@maawc411.com (p) 1-800-649-581 Live Chat Support 24/7
 90 DAY FAST TRACK GUIDE www.unfranchiseelearning.com	 UNLIMITED ACCESS SALES SUPPORT 1-800-649-581	 BROCHURES, PRODUCT CARDS, FLASH DRIVE ETC. AVAILABLE IN YOUR WEBCENTER




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



To Do

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



AND ALWAYS KEEP THE MAIN THING THE MAIN THING

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

THAT'S WHY YOU ARE HERE

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

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

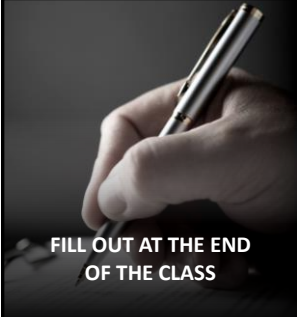
WCT 201: Advanced Networking & Selling™

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

WCT 201: ADVANCED NETWORKING AND BUSINESS BUILDING (CONTINUED)

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





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
