

Please complete this form in full and the Selling People Ltd Professional Services Engagement Form on the next page. Then please read the Ts & Cs and the Group Marketing Agreement.

Campaign Overview

WSI franchisee name:		Client legal name:	
Contact name:		Email:	
Phone number:		WSI web:	www.
Franchise type	Local / National Define:		
Comments:			

This form allows ICs to tailor our standard approach to their own specific needs and objectives.

Main objective:	To arrange IBA meetings and identify qualified sales opportunities, where possible.
Secondary objectives:	Assess market awareness/competitive activity/level of demand by vertical market, postcode and business size. Increase awareness of company/brand by use of e-marketing techniques.
Main proposition:	Unique, professional, global Internet Marketing Consultancy, with an emphasis on enhancing our customer's revenues using leading edge internet marketing tools, design and technology. The WSI expertise stems from our 10 years of global e-business experience implemented via a low overhead localised franchise model which ensures high levels of customer service. Services include: SMO, SEO, PPC, analytics, hosting, e-commerce and e-business.
Target market:	Select as appropriate – see data count sheet. Unless changed this will be SMEs in your geography with 5-250 employees in all sectors other than public sector.
Comments:	

Selling People Ltd Professional Services Engagement Form

Selling People Ltd, Twelve, The Power House, Higham Mead, Chesham, HP5 2AH ("SP")

Date of Engagement:	
Client name and address:	WSI legal entity ("IC" name AND address):
Project number:	N/A
Project name:	WSI Group lead generation
Project overview:	Provision of e-marketing and lead generation service.
Client contacts:	
Selling People contacts:	+44 (0) 1494 790885

Description of Professional Services:

Selling People will provide the services set out in the WSI International Group - Marketing Agreement in consideration of payment by the Client of the Fees, Commissions, Expenses and other payments referred to below.

Key Elements:

Item	Description	Comments
1.	The Fees:	See WSI International Group - Marketing Agreement
2.	Monthly number of appointments:	_____
3.	Commissions:	10% of signed business on 'free' meetings. 0% on meetings charged for at listed rates.
4.	Expenses:	As per Selling People expense policy for travel and living expenses.

SELLING PEOPLE TERMS AND CONDITIONS:

This contract is subject to Selling People Limited's Professional Services Terms and Conditions which are attached to this form. In the event of any contradiction between the contents of this form and the standard terms and conditions the terms of this form shall prevail

ACCEPTANCE:

Client signature:		Date:	
Name of signatory:		Position:	
For and on behalf of Selling People Ltd:		Date:	

WSI International – Group Marketing Agreement, terms and conditions

This Agreement is between Selling People Ltd (“SP”) and the WSI Internet Consultant “IC” as both listed on the SP Professional Services Engagement Form.

On signing the SP Professional Services Engagement Form the IC will be eligible for the “**Service**” described below and subject to the rules and conditions so described:

Overview

- The IC signs up for a minimum number of qualified appointments per month, which also provides an e-marketing service.

Data

- Each IC should prepare or purchase through SP a minimum of 1000 contact data records usually including email addresses. A data count request form is available.
- The IC can select the types of companies, in terms of SIC code, geography and number of employees, amongst others, that are to be targeted.
- Duplicate data will be detected on data import and minimised. Duplicates are detected based on email address, first name and last name.
- **ICs will be responsible for removing any existing customer of theirs or WSI, otherwise these contacts will be emailed and probably contacted by phone.**
- New / additional data will usually be needed to be purchased, at ICs cost, approximately every 6 months.
- Once loaded in to our CRM system the data will be co-owned by the IC and SP
- On termination a copy of the data can be returned to the IC with mark-up/comments & gradings on the termination date assuming all outstanding payments have been made.

E-marketing Activity

- If email addresses are available the prospects will be entered into the whitepaper campaigns, approximately 3 email campaigns every 2 months are sent out. ICs are encouraged to contribute their own whitepapers or collateral.

Lead Generation

- ICs will sign up for a given number of ‘x’ appointments each month. The amount will continue rolling each month until terminated by the use of the attached termination form.
- Normally a 2 week lead time is required from contract commencement date to providing lead generation resources. This will be advised on signature.

Qualification

- The Group Marketing Agreement explains the different qualification guidelines in its appendix 1. A qualified meeting does not guarantee the prospect has a specific, project or there will be a positive outcome.
- Meetings will often have specific agendas and projects or requirements associated with them but this cannot be guaranteed.
- ICs would often like a budget to be defined but the best deals often come from situations where there is no specific budget and good selling by the IC can outline a new vision/opportunity/ROI for a company.

Number of Appointments

The lead generation Service is priced for optimal use at 5-10 appointments per month per IC. You may take less or more appointments per month but we do ask that you provide 1 month’s notice of any changes so that we can resource our internal team appropriately.

Lead generation should be a continuous activity rather than a stop / start one.

Meeting Booking

- The IC and prospect will be notified initially by email and/or phone of appointments. We will make reasonable endeavours to contact ICs and may also use SMS. Regular contact is crucial in lead generation and if we cannot contact ICs on a regular reliable basis we may need to terminate the contract or allocate meetings elsewhere.
- Grade 8.5s are notified to the IC where an action is required by the IC to secure the meeting. A meeting will only be billed when both parties agree this is a valid appointment.
- Meetings will be qualified though there are no guarantees as to the quality of meetings in this agreement or that a proposal or business will result. Qualification means that questions about MANDACT are asked and the answers documented. ICs need not accept meetings, if however, meetings are continually refused by ICs, the standard price for meetings may not apply and a bespoke package may be required.

Meeting Acknowledgement

- ICs have 24 hours from notification of a meeting (unless we are aware of periods of holiday or non contactability) in order to acknowledge the receipt of a meeting booking. Please contact us by email or if not possible then by phone.
- Meetings not acknowledged within 24 hours may be re-allocated elsewhere.

Meeting Confirmation

- Approximately 2 days before the meeting we confirm the meeting with the prospect and then with the IC by email. No contact is made by phone at this stage as this encourages cancellation/opt out for a variety of reasons. If a prospect emails or rings SP to cancel or re-arrange the meeting we will do this as appropriate.
- An exception to this rule may be made if ICs have to travel long distances to attend the meeting.

Meeting Re-arrangements

By IC

- If within 24 hours of notification of a meeting booking, ICs wish to change the time of the meeting, because of legitimate reasons outside of their control or mistakes, SP will undertake this for no charge.
- After 24 hours of notification of a meeting booking, and a meeting has not been re-allocated, a meeting will be re-arranged by SP but for a charge of £25.
- Where a meeting has been acknowledged by an IC and at a later date the IC wishes to change the date of the meeting, this meeting is now chargeable and if the meeting is cancelled as a result of the re-arrangement the IC still has to pay for the meeting. It is important that we have (access to) your up to date diary.

By prospect

- If a prospect calls to re-arrange the meeting we will do this. If as a result the IC cannot attend the meeting it will not be billed.

Meetings

- When the meeting is attended by the IC the meeting is deemed as 'sat' and billable.
- **In any period before the meeting if the IC contacts the prospect by phone or email, without the prior express permission of SP the meeting is deemed 'sat'; and billable.**
- As ICs should not contact prospects in advance of the meeting, if any particular qualification or logistical questions need to be answered these should be directed via SP.
- Prospects may occasionally substitute staff of a lower seniority than the meeting was booked with, this is unavoidable, in most cases the meeting will still count as 'sat' and billable.
- Meetings will be within a maximum of 5 weeks of the date of notification, usually less.

Meeting Cancellations / Replacements

- **Meetings that are cancelled by the client by notifying us will be replaced, not credited.**
- **Meetings that are 'no shows' will be replaced unless the IC has contacted the prospect in advance, in which case the meeting counts as 'sat'. In order to qualify for a free replacement an IC MUST notify us within 24 hours.**
- Any requests for replacements will be discussed with you by our manager within one week to agree a replacement or otherwise.
- Meetings cancelled by the IC, forgotten by the IC (when we have sent an alert or confirmation email or left a voicemail) or ICs turning up late to a meeting, count as 'sat' meetings and will be charged for.

Post Meeting

- The day after each meeting we will call you, the IC, to determine the result of the meeting. If there are any issues over the meeting these will be raised at this time and resolved quickly. For cancellations/re-arrangements as described above you need to contact us within 24 hours of the meeting.
- We will contact prospects some time after the date of the meeting to confirm the meeting took place and to obtain feedback, in the case of a cancellation or no show we will contact the prospect urgently.
- Each month SP will collate from ICs, and ICs will provide the results of the meetings. Data will include: meeting held (Y/N), proposal submitted, and potential value of business. Any data collected will be confidential to SP and will not be released to any other IC or WSI corporate and will be used in aggregate form for ROI calculations and general marketing of the service to other ICs.

Costs

Appointments purchased	Meeting booking only (£)	Meeting Follow Up Process (MFPs) (£)
1 (ad-hoc appointments)	300	300
2	200	250
3	200	250
4	200	250
5+ normal monthly minimum commitment (paid upfront)	185	250
10+ normal monthly commitment (paid upfront)	185	250
Virtual meeting (phone based)	150	200

For more details on the Meeting Follow-up Process see the Sales Outsourcing section in the Marketing Agreement or our web site.

Costs e-marketing Activity

- The IC will pay SP a setup & data load fee of £300. This fee covers project setup costs including initial contact data load.
- The monthly e-marketing fee is covered in the costs of the meetings.

Costs - Data Provision

- Free if provided by IC (data must be in our template format, please ask for a template).
- 40p per record for minimum order 1000 records - £400 – this includes emails. ICs will be charged for actual amount of records purchased – this is often slightly less than the amount expected as duplicates are removed etc. This varies for non UK countries.
- Other data sources available on request if required, for industry specific campaigns for instance.

Costs – Other

- Re-arrangement fees – where ICs ask SP to re-arrange a booked and accepted meeting a fee of £25.00 will be charged.
- Where projects stop without notice, any future work will be at an increased rate of at least a 10% surcharge per meeting.

Summary Illustration

Initial 10 appointments costs:

One off set up/data loading fees	£300
Data purchase assuming 1000 records	£400 (price varies)
10 appointments @ £185 =	£1850
Total	£2550

Ongoing Costs

5 appointments @ £185.00 =	£925
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All costs / fees exclude VAT and prices may be changed from time to time, with 14 days written notice from SP.

Payments

- **Payment terms are strictly 14 days for invoices. Normal payment is by credit card.**
- **Invoices are raised or credit cards charged when batches of meetings have been booked and meetings will be within a maximum of 5 weeks of the date of invoice.**
- **If payments are made after 28 days any future meetings will be booked at a rate 10% higher than the previously agreed rate.**
- Acceptance and commencement of work will be by signed contract (or Estimate) and the payment of an initial amount, normally set up + 5 meetings.
- All payments made by cheque will be subject to a £24.00 surcharge, all our payments and receipts are expected to be made via BACS or credit card.
- Payments can now be made via PayPal, however, they are subject to a 3.5 % surcharge.
- If an IC wishes to halt the service – see section on termination – the final month will be worked and billed as per normal.

Termination / Leaving Rules

- If an IC account is inactive (no meetings booked & no email campaigns) for more than 30 days then a re-commencement fee of £100 will apply and meetings will be charged at a 10% surcharge for one month.

Account Management

- SP will provide each IC with a nominated person who will be your account manager and responsible for your satisfaction with our service.
- SP will provide an online portal or diary showing the appointments made for you.
- SP will require a copy of your diary to enable meetings to be booked at convenient times. Mostly we use shared Google calendars.
- Approximately 90 days after commencing with the service we will undertake a customer survey.