

WSI International Group - Marketing Agreement

A business development programme by Selling People Limited

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Other documents to review

- Selling People Professional Services Engagement form – the contract to be signed
- Data count request form - for selecting prospecting data
- Return on investment calculations
- Project termination form (see Ts & Cs)
- Campaign overview (see Ts & Cs)

Overview

The business development service is designed to provide WSI ICs opportunities at business start up and to grow their business effectively. We do this by providing qualified appointments; by means of an e-marketing and lead generation service for WSI ICs that would normally be beyond the means of a small business. The service comprises a professionally managed e-marketing programme combined with a high quality lead generation telemarketing service. In addition we provide flexible sales resources who can go out and sign up this business for you. It is our intention that in the future you will be able to specify how much business you require each month. The first two pages of this document provide an overview of this service.

Selling People has been providing quality telemarketing lead generation services to WSI, as an approved Lead Generation Partner since 2003/4. Since then we have added email marketing, sales resource sands sales training.

This current WSI programme was conceived in April 2006 and the technologies, services and processes being used are now well proven. Please contact us or see the website for more details and references www.sellingpeople.biz/wsi

Lead generation component

The key differentiator in our offering is that we provide qualified meetings using MANDACT as our qualification tool and we predominantly use experienced sales executives that understand your value propositions and they can communicate effectively with senior executives.

MANDACT is an acronym that we use to qualify meetings and ask key questions about budget, timescales etc. These give you a good basis to enter a meeting on.

In addition we provide local account management who work closely with you to ensure you meet your business objectives.

You can also tailor your campaign to specify which industries you would like to tackle and the type of company by size or geography for instance. Within reason, we can also vary the message and presentation to take account of your particular requirements or objectives. For very different campaigns we can still supply our bespoke service.

We usually start a campaign with at least 5 or 10 appointments per month but this can be varied up or down at relatively short notice. Termination is always one month's notice and the form is provided as part of the sign up process to make this clear.

Lead generation ideally should be a long term ongoing activity rather than a stop start campaign approach. Therefore ICs with tight budgets should choose the normal minimum of one appointment per week (five per month).

Given the experience of our people we expect good results from the meetings we provide. Typically 80% of the meetings will lead to proposals and 40% of these proposals will lead to business (overall 30-40%) of some sort within a reasonable period of time. Metrics indicate that when about 50 proposals have been delivered then approximately 1 deal per week will be signed.

This level of conversion combined with higher value deals means you have to spend less time converting them to become business – which makes efficient use of your time and more revenue.

We cover the whole range of the WSI value propositions from web site development through to SMO, SEO, PPC, analytics, hosting, e-commerce and e-business.

The meetings you attend will typically be about the clients' specific areas of interest, however this cannot always be guaranteed and sometimes meetings will be exploratory. Where possible our qualification guidelines MANDACT will be followed.

Our lead generation service is available at a rate of £185 per appointment (for upfront purchases of 10 meetings or more) as part of the Group deal described here.

E-marketing component

Originally SP undertook stand alone telemarketing activity in order to generate leads for ICs. There are two main reasons why we added in the e-Marketing component:

1. To build the brand and awareness of your business in your chosen market over time. Companies get to know and trust you and are more likely to respond to calls and emails when they are in the appropriate phase of the buying cycle. A single email and telemarketing campaign has a limited effect. A professional and regular e-Marketing campaign using high quality collateral can help build your brand and awareness. We believe this is useful as WSI is a relatively unknown company, in the UK.
2. Whilst telemarketing is a quick and effective way of generating leads, taking time calling up people who do not exist, are not at their desk or are not interested is obviously wasteful. E-Marketing allows us to contact more of those people who have expressed an interest in or at least are responding to an email.

The programme works by sending out emails which include links to quality collateral – mainly industry whitepapers, though we can sometimes use surveys, web casts or events. The whitepapers allow us to track who clicks through and the papers establish credibility and trust.

When downloading a whitepaper a prospect also undertakes a short online survey. This helps qualify them and their area of interest further.

In conjunction with ICs we have developed a series of whitepapers on the topics of internet marketing to interest the businesses to whom we are mailing.

It is important to ensure that we do not SPAM people. We do this by classifying people initially as “Unaware” (of your proposition) and sending only quality “industry information” that will be useful to prospects in their roles – typically in the form of whitepapers. Once we have interacted with the prospect, by responding to the email or a phone call, they may be classified as “Aware”. At each classification stage they are sent the appropriate collateral. This makes them more likely to progress along the buyers’ cycle and to be interested in your solution.

In some countries we cannot supply email addresses and can only e-mail market once we have contacted the party and obtained their email address and that they have opted in to receive email.

For further details on the above please visit the Selling People web site and review or download the relevant whitepapers. Start here: www.sellingpeople.biz/wsi

If you have any queries please do not hesitate to contact us at Selling People on 01494 790885 (UK, Chesham office).

Additional services

Business start up and growth service - sales resources

Selling People is unique in that we provide a fully outsourced sales process to organisations in the internet marketing sector i.e. we close business for you and deliver signed contracts.

For WSI we have a number of competent sales executives across the UK/EU who are available in a very flexible manner to ICs to compliment their sales ability in terms of quality and bandwidth.

Our sales executives are the equivalent of your own part of full time internet marketing consultant. They are experienced sales executives trained in the WSI methodology. They can be contracted on a number of different engagement models:

- For individual meetings or time on an hourly rate
- For a number of meetings or days per month at an hourly/daily rate
- For a number of our fixed price unique Meeting Follow-up Processes (MFP) per month

An MFP is charged at a fixed price plus a commission for all the sales activity from after obtaining the lead to attend meetings, undertake proposals and close the business over a three month period.

NB The MFP is designed for a streamlined sales process, typically only 1-3 meetings are required to close the deal, although this may extend over a period of 3 months. If larger deals are uncovered, greater than say £20k, then an hourly rate would apply, as significantly more effort may be involved.

These options avoid the expensive and risky job of full time sales recruitment and provide you with a flexible, rapid, low risk route, with no upfront costs, to really accelerate your business growth.

WSI E-marketing service

The e-marketing service can be provided for yourself or to your own clients and an ongoing referral fee will be paid to the IC.

We provide content in the form of whitepapers to mail to your prospects. We also provide two tools – EmailGarage and our own LAMP process tool.

Sales Training

Many ICs have asked us about sales training, coaching and support so we responded with this service. Find out more on the website. The course is “Selling is just a conversation” – the course is ideal for those who are not full time professional sales people.

This service is different to most other sales training because:

- The course includes significant relevant role playing to ensure you learn and retain the material
- The course includes six ongoing 1-2-1 phone coaching sessions
- It also includes access to additional sales skills library and e-learning to supplement skills.

Appendices

1. Lead Grading and Qualification

All call results are graded using our standard grading mechanism as follows:

Survey Grade 9	Appointment set. Normally also qualified with 4 items from MANDACT. Client action required (usually requiring a meeting, or agreeing to attend at an event) We qualify with M – Money A – Authority N – Need D – Decision A – Ability C – Competition T – Timescale
Survey Grade 8.5	Partially qualified – next action is the IC to call to qualify and set up meeting. This occurs if more specific detail is required.
Survey Grade 8	Partially qualified lead - minimum 2 items on MANDACT. Lead stays with SP – usually follow up phone call for further qualification.
Survey Grade 7	Longer-term opportunity – real interest or opportunity but > 2-3 months away
Survey Grade 6	In existing contract i.e. SEO contract, with date in future to try again.
Survey Grade 5	Request for information. Two versions – Fob Off, Seems Interested. They will have an action to send information and a call back scheduled in the near future.
Survey Grade 4	Survey completed. No interest or further action required. See comments for reasons. Contacts that have been attempted 3 times are deemed not interested G4. In the case of e-marketing campaigns email “Openers” are given 5 attempts and “Downloaders” 10 attempts.
Grade 3	Spoke to somebody, not decision maker, referred elsewhere – usually means creating new contact in system.
Grade 2	Dead number
Grade 1	No answer, number working
Grade 0	Decided not to call

2. Sales Process

The sales process we follow is called PISTDC !!

This stands for

Name	Stage	Comment
P	Preparation	Prepare for the call or meeting, review web site
I	Interest	Grab their attention and interest – tell a story – a reference / case study
S	Survey	Understand the clients situation and problems – SPIID
T	Test	Test your understanding and Qualify – MANDACT
D	Demonstrate	Demonstrate your understanding and outline your solutions and its benefits
C	Close	Obtain commitment to go ahead.

Use of this process allows you to understand where you are in the sales cycle and how to progress it.