

**STRATEGIC PARTNER
BUSINESS DEVELOPMENT
MANUAL**

Business Development Manual

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HOW TO RUN YOUR BUSINESS

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How To Run Your Business

This section is about the different approaches you can take to running your business. This will broadly fall into two main primary methods:

1. Personal
2. Impersonal

Then there are secondary methods which include:

1. Self Service
2. Consultancy (Full Service)

And finally, you can also provide specialised methods like:

1. Industry Specific
2. Service Specific
3. Information Consultancy

The type of business you select will depend on your own character, experience, preferences and resources. Let us then discuss each of the above in detail.

PRIMARY METHODS

Personal

This is the conventional way to run an internet services business. You may still use some of the techniques that fall into other categories, however the purpose of using these methods is just to get an appointment for a personal consultation.

This would involve visiting your clients' premises and asking questions about their business and goals so you can create an effective internet solution for them.

The only drawback with the personal approach is that you may not feel comfortable in a direct sales situation. What you have to remember is you are not just selling - you are consulting.

Although with web services there is very little difference. There is no high pressure selling, all you will be doing is asking questions about the prospective clients business - they will be doing most of the talking, then at the end you will present them with a few different pricing options based on their requirements.

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However even if you don't want to do this yourself, there is a simple solution. That is to take on a commission based sales consultant. All this would involve would be to advertise in your local paper for an experienced sales person.

By offering them 15% - 30% you don't risk any up-front investment and you only pay them for sales made.

Impersonal

This means running your business through direct response marketing. It is called impersonal because you won't be visiting clients to do any personal consultations. Instead you would do business, using techniques such as direct mail, local business delivery and telemarketing and online marketing.

Don't worry if you are unfamiliar with some of these methods - they are all described fully in the following chapter.

The drawback here is that you will lose some sales because some people will want to physically meet you. It is also more expensive to operate this way and has a lower conversion rate than the personal approach.

However the advantage is that you will have a larger market as you don't need to physically visit clients and attitudes are changing. You also aren't limited to how many clients you can personally visit – so while the conversion rate may be lower – there is more potential for higher volumes of sales.

SECONDARY METHODS

In addition to the way you approach your clients and generate business, there are also two distinctly different ways in which to operate your business. However while the approaches are different they can easily be combined into a one-stop-web-shop approach.

1. Self Service

The self-service approach is one that allows your clients to simply select the services and options that want from a range of ready-made solutions.

The difference between this and a bespoke solution approach is that while both offer customised services – with the self-service approach these solutions are being repackaged and sold as products. So instead of the usual process of a personal consultation; preparing a proposal or presentation and a quotation for the clients' exact requirements; with this approach the client decides what they want from a range of options, selected from an online or offline catalogue, adds the optional extras they require then places the order.

This is why it is self service – because the client can see exactly what they want and how much it will cost and just go ahead and place their order on their own without requiring a consultant.

The key to this approach is making it easy for the client to make a buying decision and being able to place their order. One of the most effective ways of doing this is to put the solutions into packages consisting of various services, then give the package a name. This turns a service into a ready-made product. Then you can add additional extras the client can order so they get exactly what they need e.g. additional pages, shopping cart, marketing etc.

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This approach works exceptionally well and has been perfected in the computer reseller business. In this industry all the retailers are selling the same brand name PC's, however the package them differently with additional software to create an entirely new value added package that is far more than just a PC. Each resellers' creates their own unique packages and therefore establishes a unique product.

2. Consultancy (Full Service)

The full service approach is best done through personal consultations. It involves finding out your clients requirements through an interview or consultation then advising them of the best solution to solve their problems.

This can be the most lucrative approach to running the business, as your time and advice are also premium services that are added to the price of the services you are providing.

With this approach the price definitely isn't the main concern of the client (and neither is it in the majority of the other approaches). What the client wants is value for money and a good return on investment. If you can show them how the solutions you are providing will cut costs, increase productivity and generate more business then the cost is really of secondary importance.

It isn't essential to have in-depth knowledge to be able to start using this approach. While a more experienced consultant will be able to charge more and in fact be able to charge just for giving advice – even before selling anything - many businesses will just require a basic website. In this case it would involve nothing more than arranging a meeting and advising the client of the cost of the services they require and how these solutions can help their business.

The important thing is it is a full service approach where you are there to personally guide and help the client as opposed to the previous approaches which leave the client to do make their own decisions.

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SPECIALISED METHODS

Industry Specific

This method can use either the Impersonal or personal approach. What makes it different is that instead of targeting any business as a potential client - you specialise in a specific industry such as Printers, Engineering, Financial Services, Retailer's etc.

The area you specialise in will depend on your own experience. The point of specialising is that you have a good working knowledge of the industry in question.

This means that the decision makers in that industry will be able to relate to you and recognise that you know their type of business.

Companies like to give work to people who understand their business. So you need to consider what type of work you are familiar with and seek out clients in that field.

However, if you are offering a specialised service, they may prefer your insider industry skills to a more generalised firm.

In this instance using the Impersonal approach could be highly effective.

Service Specific

Once again this can involve either the personal or impersonal approach. What it entails is specialising in a specific service such as social media, search engine optimisation, online marketing, e-commerce etc. By offering a specialised service, companies looking for that service are more likely to come to you. For instance search engine optimisation and web design is in very high demand at the moment and specialists offering this service can charge high fees, depending on what is required and the size of the business involved.

For instance, if you were to get a contact from a financial services company or bank, you would probably be looking at a five-figure income from the contract.

Many websites are failing to make a profit, because either the designers of the site haven't set it up to make sales or it isn't being promoted properly. This presents a great under exploited opportunity.

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Information Consultancy

This is a technique that is compatible with the impersonal approach and involves selling an information product such as an internet business course as a front end product and web design & related services as the backend. This is a great method if you want to concentrate on direct mail as this is an established method of selling books and courses. The customer will therefore not insist or expect a personal meeting before making a buying decision.

This means you can earn an immediate income from the sale of a course; it eliminates the waiting for the client to supply the content with the site and it establishes a relationship with the client so it is far easier to sell higher priced web services to them. Lastly as the course will contain good business information that they can understand, it will establish your credibility as someone who can help the client achieve their business goals. The way the backend sales are developed is to offer a free bonus of either a personal consultation or in-depth report of their business. These are basically opportunities to upsell to the client using either the Personal or Impersonal approach. As there is an existing relationship, it will be far easier to sell to the client, than approaching them cold. All in all this is a great way to run your business.

Regional

If you are offering a specialised service or local service, one idea is to set up a directory on the internet and sell pages within the site. This acts like an online business directory and has the advantage, that it can become an important hub or site for a particular community and through joint ventures, publicity and online marketing can attract a lot of targeted traffic.

This makes having a web page on the site very attractive to relevant businesses. Often they can still have another main site elsewhere and just have the single promotional page with the link to their main site. This represents a good business opportunity, as you can target specific businesses. Those who already have a site are still potential customers. You can offer various packages, starting with a single page within the site, up to a full external web site complete with online marketing.

THE MARKETING PROCESS

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THE MARKETING PROCESS

The marketing or sales process involved with offering internet services includes the following steps:

1. Generating Enquiries
2. Follow Up Information
3. Consultations
4. Quotations
5. Completing the Brief
6. Getting the Content
7. Approval by Client
8. Follow Up Sales

1. Generating Enquiries

This is covered in full detail in the next section but is basically the methods you use to first introduce your services to prospective clients. Methods include:

- Telemarketing
- Direct mail
- Leaflet delivery
- Classified advertising
- Display advertising
- Canvassing
- Joint Ventures
- Online Marketing

The cost of employing these methods varies considerably - covering the ranges of free, low cost, intermediate and expensive. The choice of method you select will depend on your time & money. However the purpose of all these methods is the same - to get qualified prospects to respond to move the marketing process onto stage two.

2. Follow Up Information

Once a prospect has responded - the next step is to provide them with further information about your services. If you are operating offline then an information pack should be sent which can include a covering letter, personally addressed to the prospective client and signed by you. A leaflet, booklet or brochure detailing the services you offer and some form of response mechanism.

This can either be for a quote; detailed proposal or consultation. If you are operating purely by direct mail the response mechanism could also be an order form.

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If you are operating the business online, then the follow-up information can be in a number of formats. These include directing the prospects to your website for full information, a downloadable report a multimedia presentation or a simple email.

In the case of an email an autoresponder is a highly effective tool and once a prospect has given you their name and email address the autoresponder can automatically send a single mail or series of follow up messages. A particularly effective method is to offer a free multipart course by email. Each day over the course of 5 – 7 days the recipient receives your course which as well as providing quality information is also subtly selling your approach. The final message will involve a strong sales pitch and call to action.

There are two schools of thought regarding the inclusion of the prices in your follow-up (either printed or digital).

One side believes that price shouldn't be mentioned until the end of a meeting or sales presentation or demonstration (including online multimedia demos). Then after the full benefits have been explained and the prospect is ready to buy the price can be given.

The other side believes the prospect should know the price upfront to avoid wasting time on any unqualified prospects who are unlikely to buy in your price range.

The difference between the two really comes down to the methods of either direct response marketing or direct sales as well as the type of service approach you are adopting e.g. Self Service or Consultancy.

If you are using a direct response approach and offering Self Service solutions then you need to provide the costs upfront. The whole methodology of these approaches mean this is essential.

However if you are adopting the consultancy and direct sales approach, then the price should not usually be given until the end of the meeting, demo or presentation. For a consultant you need to be recommending the best solutions for the client – there the fixed price approach doesn't fit well. For the direct sales approach you want to get the prospect fired up and excited about the solutions before getting down to pricing. However you can still give an indication of a price range, but advise the prospect they require a personal consultation to establish their exact requirements.

3. Consultations & Presentations

The purpose of the follow up material is to lead the way to a consultation, presentation or demonstration. Now depending on the methods you are using this could involve various methods. These can be broadly divided into two types:

- Personal
- Non – Personal

Personal Consultation are where you provide direct face-to-face discussions with the prospective client in a normal sales or interview scenario. This is the traditional method of selling services and is a tried and tested and effective method of generating business.

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The Non-Personal approach includes all the other methods that don't involve a face-to-face meeting with your client. These include offline methods such as phone consultations, questionnaires or written proposals. As well as new media approaches including online multimedia presentation or actual product demos. In many cases there will be a combination of methods for instance an online demo or presentation could also involve talking your prospect through it while on the phone. The nature of the solutions you are offering is going to be the determining factor in how the presentation is handled. If you are offering bespoke solutions then the personal consulting approach is the only real option. Your purpose is to ask questions of the prospect to find out what they want to achieve, then show them how you can offer solutions to their problems.

If you are offering fixed priced packages and Self Service approaches to running the business you have the option of personal or non-personal. In these cases your purpose would be to show the prospect how these solutions can help their business. This could be done in a meeting, by a proposal, brochure, online presentation or demo. The key to this stage is showing the prospective client how the internet can help their business.

4. Quotations & Pricing

As with the previous stage, this part of the process will also depend on the solutions you are offering and the business approach you using.

For the personal approach offering bespoke solutions you will have your own confidential price list of how much each service you offer is going to cost you and how much you want to sell it for. Once you have found out exactly what the prospect wants - you can give him a price. Alternatively you may prefer to go away and prepare a proper quotation and proposal to present to your client.

If you are offering standard services through the personal approach - it can be a good idea to give a few options at different price ranges. You can then lead onto the close by asking your prospect which package they would like to go for.

With the non-personal approach you will most likely be offering fixed priced services and the prospective client would have seen these in advance or after receiving the information in stage two or the presentation in stage three.

5. Completing the Brief

For personal consulting or selling web services by the direct sales approach, if the client likes your offer and decides they want to go ahead, then you want to get them to complete the brief and give you the initial payment.

To complete the brief it is best to go through it step by step with the client while you are there or on the phone. Otherwise it is likely to be put to one side and left for a few weeks. Once you have the completed brief and the initial payment you can thank your client and tell them the site will be started as soon as you receive the content from them. You can then submit the brief through the projects section of your online control panel.

For the non-personal approach the client will be either placing their order using a printed order form or ordering online. If they are ordering bespoke web services, then in either case after the order is processed they need to complete a brief. This can be either a printed brief or you can direct them to the clients control panel where they can complete the brief online.

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6. Getting the Content

The content is the text and images that the client will supply to be used on the site. This is the stage that can take some time and is the reason you need to get the deposit first. Without a payment up front - which is a commitment by the client - you could be waiting weeks or months for them to prepare everything.

This only applies to bespoke solutions. When offering Solution packages the full balance is normally paid in advance. Also with the solutions the client will be providing the content themselves so this stage doesn't apply.

However for bespoke solutions, getting a deposit first, speeds things up - even though the client may still need a few friendly phone calls.

To facilitate getting the deposit as soon as possible, it is a good idea to offer a special bonus such as a book or short course about how their business can succeed on the net. Alternatively offer an extra bonus such as free domain name or hosting for a year.

Don't try to reduce your price as this cheapens your service and shows you have overpriced your service. However it is a good idea to offer a price pledge such as you will beat any genuine quote - like for like!

This also opens up another opportunity. If the client is taking their time preparing the text they want to use, you can offer an additional service of copywriting. If they are having trouble putting it all together this could be a welcome relief.

All you will need is a rough outline of what they want and some background information such as a company brochure etc.

When the client is ready to supply the content – they can either do this by sending the content in common word processing formats or email.

7. Approval by Client

Once the site has been completed or the first stage of a large site for approval, the client will be able to approve it and give feedback on what changes are required.

A clause should be added to your contract that if you receive no response from them within 5 or 7 days, then it will be deemed as approved.

8. Follow Up Sales

One of the greatest things about the web services business is that it has additional sales built into it. Just a few clients will bring you enough regular work to run a full time business. You could even include the follow up sales as part of your pricing e.g. a fixed price for their web site plus a monthly retainer that entitles them to so many changes. e.g. update 1 page, 2 pages, 5 pages etc per month for £20.00 - £50.00 per month. This will be attractive to companies whose prices etc change often.

**HOW TO RECRUIT
COMMISSION SALES
CONSULTANTS**

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HOW TO RECRUIT COMMISSION SALES

CONSULTANTS

One of the greatest strategies for developing your Web Services Business is to recruit commission based sales consultants. This can be for both telemarketing and personal consultations.

Get the right team and combine it with effective marketing materials and you have the foundation for a highly successful and profitable business that could make you a small or large fortune.

The easiest way to recruit suitable staff is to advertise in your local paper. This can either be in the part-time section at the back of the paper or the main employment section.

The following sections will be the best places to advertise:

- Agents & Representatives
- Sales Positions
- Part Time Vacancies

How to Write Recruitment Advertisements

As with any advert, the most important rule is to write about what is in it for the reader e.g. the main benefits. They are not interested in you or your company.

They are most likely going to be interested in making a lot of money as easily as possible. You therefore need to stress high earnings; fast sales and big demand.

You should also specify that you want experienced direct sales and telesales staff.

ON THE NEXT PAGE ARE SOME SAMPLE ADS:

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Here are some examples of recruitment ads:

Full/Part-Time Opportunity: for dynamic ambitious direct sales consultants.

*Exciting new internet services company. High commission rates offer earnings of £20,000 - £30,000. (or £400- £600 weekly).
Phone 123456789*

Top Sales Consultants Wanted:

*Exciting new internet services company just launched in this area offers up to 30% commission. Paid weekly.
Only ambitious go getters with proven track records need apply.
Phone 123456789*

Internet Sales Opportunity: Experience sales consultants

*wanted for exciting new internet services company just launched in this area. Ideally would suit someone with a background in business to business or advertising sales, but would like to hear from anyone with ambition and a proven track record in sales.
Phone 123456789*

As you can see from the above examples - you don't need to go into details in the ad. You are paying for every word you use so you want to keep it to a minimum. Also you want to generate enquiries and not have people pre-judge your proposition on limited information. Different publications, will have different rules about income claims, so you need to find out the requirements of the specific paper you are advertising in. One point to remember is the best way to create a compelling and effective advert that attracts the type of person you are looking for is to study other ads. Adverts produced by employment agencies are the best to study. They have extensive experience of what works for a recruitment ad. So follow their lead.

Recruiting Online Agents and Affiliates

Recruiting agents isn't just restricted to offline print publications. One online marketing method that has proven to be highly effective is affiliate marketing. This has proven to work exceptionally well and while it may be a new online buzzword – it is simply based on a very old and well known method of recruiting commission-based agents.

The recruitment process in this case is free and simply requires contacting owners of websites catering to the same target market as your own (who aren't direct competitors). This is usually done by email. The approach is basically to ask whether they would consider becoming an affiliate site and earning money from the sales resulting from their referrals.

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Below is a sample email:

Affiliate Request Template

Subject: Partnership Proposal

Hi \$NAME

I've just come across your website at:

[Enter URL of their site here]

I particularly liked [Enter something you liked or personal to their site]

The reason for contacting you is that we are looking for a few quality sites such as yours to partner with. What we want to do is pay you an attractive commission on each sale made from any visitors you send to our site who make a purchase.

Since our websites are both related to [enter subject here], we feel your site visitors will be an ideal match for our [enter product description here]

However don't take my word for it, please visit our site and you be the judge. The website address is:

[Enter URL of your web site here]

If you agree and would like to generate some additional income from your site then please reply to this email or complete the affiliate sign up form at:

[Enter URL of affiliate sign up form here]

If you have any questions, please get back to me.

I look forward to hearing from you.

Regards

Name

Company or Website Name

One last point is that you shouldn't overlook your clients as potential affiliates. They have seen the quality of your products and services and may have a large client list if they are involved with business-to-business marketing. Normally they would tell their own associates and clients about you (as long as they are happy with the service). So you can just build on this by offering them a commission for any business that results which will encourage a more pro-active approach. If they are in a suitable market this can become a substantial additional income stream for them and could even be a good reason to use your services in the first place.

FINDING PROSPECTS

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To find suitable prospects who you can contact by telephone, mail or personal visit, there are several sources of information you can use.

Here are some of the main sources of information available to you:

Yellow Pages

Yellow pages has the largest selection of businesses who advertise in the country. As a business directory it makes it easy to find suitable prospects by business type. This is particularly useful if you are going to specialise in a specific industry.

For a more general Web Services business, it is a good idea to select a predetermined number of businesses from each category.

Go for the main advertisers - not the free listings. The reason for this is that companies who are actively advertising are better prospect for a web site than those who don't advertise.

The reasoning behind this is simple - they value promoting their business and the internet is the biggest promotional media ever created.

Thompson Local

This is similar to Yellow Pages and can be used in exactly the same way. The only difference between the two publications is that Thompsons is more localised.

Other Directories & Sources of Information

There are a huge number of directories published each year in the UK. Many of these are published by local business associations or specific trade organisations.

Your local Enterprise Agency, Business Link, Chamber of Commerce, bank or reference library will be able to help locate suitable publications.

Online Prospect Lists

When contacting companies online you have to be more careful. Sending unsolicited email is known as spam and can end up getting your ISP account closed down. However there are lists available where the users have requested to receive information by email on certain subjects.

These are like the lists supplied by offline list brokers and can be targeted by geographic location, industry and many other criteria.

Google Local Maps

Businesses can now claim their business listing on Google for free.. Add your business to Google Local Maps to get your business found online. With your free Google Places account you can:

Verify your information to make sure people can find you on Google, Engage customers with photos, coupons, public responses and more. you can use Google Maps to find businesses in your local area and help their online presence develop.

GETTING BUSINESS

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The first stage in the marketing process is to generate qualified enquiries. Luckily in this business you have a huge market in which to find those prospects. The main methods used fall into the following categories:

- Telemarketing
- Direct mail
- Leaflet delivery
- Classified advertising
- Display advertising
- Canvassing
- Joint Ventures
- Networking
- Seminars
- Online Marketing

Telemarketing:

Telemarketing can be used as both a method of generating enquiries and closing the sale. When it's done right - it can be a very effective weapon and is an excellent way of getting business.

The best advice I can give you for telemarketing is to outsource the work to either a telemarketing agency or advertise for an experienced telesales person to work from home. To find a telemarketing agency you need look no further than the Yellow Pages or Thompson's Local. As telemarketing isn't limited by physical location - it doesn't matter where you live.

As far as rates goes - this varies widely between agencies. Some charged on a fixed hourly or daily rate. Other charge per call. Others offer a results based service.

To find an experienced person willing to work from home, just take out an advert in your local paper. Ideally you want someone with advertising telesales experience or business to business experience.

As mentioned above telesales can be used for both generating leads and closing the sale. This could be done in a number of ways and can be combined with direct mail or direct sales.

In all cases it will involve sending your company literature to the prospect and either getting an appointment to visit them or using telemarketing to close the sale.

Here are four of the most effective approaches.

1. Phone the company, make a sales pitch. If they are interested send them your sales material, then follow up with a call to close the sales.

2. As above, but instead of phoning to close the sale, just make an appointment for a free consultation, then close the sale.

3. Phone to find out the name of the decision maker - don't make any sales pitch. Once you have the persons name, send them your sales material, personally addressed to them. Get your telesales agency or person to follow up and close the sale

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4. A variation that can be used on the above methods is to offer a personalised report for their business. You can create a questionnaire asking the same questions as asked in a consultation. You can then analyse their competitors and make recommendations in the report. After they've had a chance to read the report, you can then follow up to close the sale emphasising that their competitors are stealing market share while they don't have a web strategy.

If you are using telemarketing, you need to know the name of the person you want to speak to. You may have to do this in an earlier call. Getting through to the decision maker is not quick and may take up to six calls to achieve. Typical response rates for telemarketing are about four times that achieved by direct mail. So for every 100 calls you make you should be getting 5 to 20 meetings or interested prospects.

Once you do get through, you will want what you want to say written down, so you don't fluff your words.

If you are just trying to arrange a meeting, it should be concise and to the point. Something like:

Hello my name is John Smith. I run a company called ABC Internet Services, developing web sites. I'd like to come in and show you our work. Could I arrange a meeting with you for next week?

However, if you are trying to pre-sell the prospect before sending them information, then it is best to ask them whether they have a few minutes to spare. In this case the following script would be needed.

"Hello, my name is John Smith from ABC Internet Services. I'm calling today because depending on whether you currently have a web site there's a possibility we might be able to help you cut your costs, while at the same time increase your sales. If I've caught you at a good time, I'd like to discuss your situation to see if this is something that would be of interest to you."

The last type of script is for the follow up after you've sent some information to someone and want to close the sale. The best approach here is to find out whether they have any questions.

"Hello this is John Smith from ABC Internet Services. I'm just calling to make sure you received the information you requested and to answer any questions you may have." The conversation will develop from there and can't really be put into a script. This is best left to someone with telesales experience who knows the techniques to close the sale.

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Direct Mail

Direct mail is just like telemarketing in that it is extremely flexible and can be used for both generating enquiries and closing sales. It is also used to best advantage by combining it with telesales or for the perfect marketing system also add a personal consultation either from you or a commission based sales representative.

Generating Enquiries

For generating enquiries, one approach is to send out a colour postcard type mailing. Postcards usually have an eye catching design and main sales message on one side and the reverse is a response devise where the recipient can fill out their details and send it back for further information. It is best if you get a freepost/business reply license from the post office as it increases response rates. Also offering a free report or guide can increase response rates. The cards are sent out as a self contained mailer without an envelope. A variation on this is an A4 flyer folded into three. This gives you the eye catching design on the front. Then inside you have a longer sales message, with the bottom section being a detachable response device. Another alternative is to send out single page sales letter on your letter headed note paper. This has a more personal appeal to it - although it isn't as eye catching and simple as the first method. It will require a reply envelope and possibly a small leaflet to be enclosed. There are many list brokers around who will supply you with the addresses to send your mailings to, however once again you have a great advantage. As every business is a potential customer, you can purchase lists from Yellow Pages or Thompson's local, who have huge databases of prospects categories by type and size of business, geographic location, number of employees etc. They also offer a number of add-on direct mail services.

Getting Orders

If your intention is to complete the sales process entirely by direct mail, then it can be done by either one step or two-step direct mail.

One Step Direct Mail: involves sending a single mailing that contains everything the recipient needs to place an order. It would normally consist of a sales letter, a leaflet or brochure, an order form and a reply envelope.

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When using this method, the sales letter and leaflet need to give the recipient all the information they need to make a buying decision. For a web site, where the recipient could be spending anything from £100 to £5000, this could be a lot of information.

Use the same amount of information as you would in a half hour consultation. That is the amount of information the decision maker needs to make a commitment whether it be by mail or personal consultation. Due to the amount of information that would be contained in the brochure which would lead to a high cost per mailing piece due to the post and printing costs - it is often more cost effective to use Two Step Direct Mail.

Two Step Direct Mail: is where you send out a further comprehensive information pack in response to enquiries generated from an initial letter, leaflet or postcard.

This would follow on from the steps taken in the first part of this section, where we have told you about using Postcard sized flyers to generate enquiries.

The advantage of using this method is that the initial mailing costs are reduced to a minimum and you don't waste expensive brochures on people who are not interested in your offer, as you are only sending the follow up material to those who have specifically requested it. You therefore know that they are highly qualified prospects.

Another advantage of this method is that you would normally ask for their phone number on the response device on the initial mailing. This means you can follow up by phone, for those who haven't replied within a certain time. This can literally double or triple your results. By phoning to arrange a personal consultation, the results can be huge.

Once you get your responses, you need to mail out your main information pack, describing all your services and why you are the best choice. This comes down to your unique selling proposition.

The information pack you send should have some form of response device. This could be a request for a personal consultation. A brief to get a more detailed proposal and quote or if you are offering fixed price packages, you can have an order form. It is always best to have a special limited time offer 10 days has proven to be the best time limit.

Our own experience is it is best not to base this on price, but offer an extra bonus that will make their purchase of internet services even more valuable. This could be an online marketing course; personal training/consulting or an additional service such as 1 years free hosting!

If you haven't received a response by the time you get near the end of the deadline, you could follow up by telesales to either close the sale or arrange a consultation.

How to write an effective direct mail letter is a vast subject and would take several books to fully learn the subject. If you don't have the necessary experience, it is probably best to hire an expert.

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However here is a brief overview of the main components of a sales letter:

- Headline
- Salutation
- Body
- Benefits of product
- Testimonials
- Price
- Justification
- Guarantee
- Bonus
- Call to Action
- PS

These should be put together using a variation of the AIDA formula so they contain the following:

- ATTENTION
- INFORMATION
- PERSUASION
- DESIRE
- ACTION

The Headline

This needs to contain your strongest benefit. The purpose of the headline is to attract attention and make the reader continue with the rest of the letter. If you fail to attract his or her attention, they won't proceed any further.

80% of the success of a letter depends on the headline: The HEADLINE is the most important part of the letter - in fact 80% of the success of a letter depends on the headline. Therefore it needs to contain your strongest benefit to attract attention and persuade the reader to read the rest of the letter. Research has shown that headlines are most effective when they accomplish the following:

- Solve a problem or offer a solution
- Solve that problem or offer a solution quickly
- Solve that problem for what appears to be a small or reasonable amount of money
- Make the reader curious to learn more

An example of a good headline comprising of all the relevant components would be:

"Get Your Company on the Web in Less Than a Week from Only £99!"

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The Main Body of the Letter

The first sentence or paragraph of the letter must expand upon the headline, relating your unique selling proposition. Start with a challenging opening statement to keep the readers attention such as:

“Do you know how much business your company is loosing by not having a web site?”

Continue with the letter, and make sure you ask for what you want early on - don't leave it till the end of the letter, by that time the reader will have thrown the letter away.

Sell the benefits - not the features.

“Have your own online order form” is a feature.

“Be able to accept order 24 hours a day, 7 days a week” is a benefit

Listing benefits as bullet points is a highly effective way of getting the point across quickly.

Use subheads to highlight different sections of the letter and break it up so people can get the main gist of the letter by skimming through. Subheads are smaller headlines used throughout the letter.

Talk to the prospect from me to you as if you were talking to them personally. Look for sentences that use “WE” and change them to “YOU”.

The Post Script

This is a very important part of the sales letter and gives the reader an extra push to take action. Many people will look at the headline, the first sentence, then look at the end of the letter. These three areas should give the reader sufficient benefits to read the rest of the letter. Good uses for the P.S. are a special discount offer; a warning that the reader will lose out if they don't respond or a recap of the major benefit!

The Order Form

The order form only has two purposes:

To make it as easy as possible for the reader to place their order

To recap on the main benefits to further reinforce their decision to buy.

Support Material

Support material reinforces and strengthens the benefits described in the main sales letter. This would include testimonials from satisfied customers; photos of the product; a discount coupon; a guarantee!

Local Business Delivery

Local Business delivery is similar to household leaflet distribution. However it is targeted to commercial areas and is more flexible than a leaflet distribution. In fact you can include everything you do in a mailshot, enclosed in an envelope. You could even include a full information pack or you could simply use the Postcard method described in the direct mail section.

The reason why this is such a good technique is because of the vast market open to you, which means that every business is a potential customer. Targeted mailing lists are therefore not essential.

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To give an example of the effectiveness of this method - a normal leaflet delivery to households, you get through you mailbox typically generates only 0.1% or 1 reply out of every 1000.

However if you create an appealing leaflet, postcard or envelope containing your offer and have it delivered to businesses you could get a response rate ten times that achieved using normal leaflets.

This can get very good response rates - but is more expensive. However as we've said before - the large value of orders you will be dealing with make it worth spending more.

One of the best places to deliver leaflet are business or trading estates. These have a high concentration of businesses. Another good place is shopping centres and high streets.

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Advertising

Advertising covers a large range of methods. It includes directory advertising such as Yellow Pages and classified advertising, display advertising, local advertising and national advertising.

One of the most effective methods we have found is advertising in regional business or trade publications. Many of these are published by the local Chamber of Commerce, Business Link or Enterprise Agency.

There are also a number of independent regional business associations that publish a newspaper or newsletter.

Another type of publication are Trade Papers, which concentrate on a specific industry such as Printing or Plumbing.

The last type, are general business magazines that don't fall into either of the above categories.

These usually concentrate on the mechanics of running a business such as management, administration, marketing and finance.

All these types of publication offer a highly targeted and low cost advertising method.

To start advertising, get the phone number of the advertising department of the publications concerned and ask them for a media pack and sample of the paper. The media pack will include all the information you need including advertising rates and size of ad space.

As far as writing adverts is concerned, this is the subject of a whole book - but here is a brief introduction.

The ad is made up of the headline and the body copy.

The HEADLINE is the most important part of the ad. It must attract attention and persuade the reader to read the rest of the ad. Research has show that headlines are most effective when they accomplish the following:

- Solve a problem or offer a solution
- Solve that problem or offer a solution quickly
- Solve that problem for what appears to be a small or reasonable amount of money
- Make the reader curious to learn more

An example of a good headline comprising of all the relevant components would be:

"Get Your Company on the Web in Less Than a Week from Only £99!"

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The BODY of the advert should expand upon the headline and describe the main benefits of the product or service. e.g how it can help the reader. While the purpose of the headline is to attract attention. The body copy should stimulate Interest and create Desire for your service. The Final part of the advert is a call to Action. This is the part of the ad, that generates a response by getting the reader to do something e.g. make a phone call, cut out a coupon or post and order. All advertising follows the AIDA formula. Below is a breakdown of how it works:

Use the Headline to attract: ATTENTION
The body copy to stimulate: INTEREST
And create irresistible: DESIRE
Then finally a call to ACTION

Press Release Distribution

Leading on from the previous method of paid for press advertising, there is a way to get free advertising. This is sending out a press release to the same targeted publications that you want to advertise in.

However you will need to come up with an interesting angle to your release. It should be a short news/filler item - not a blatant advertising. At the bottom of the release, you would have your contact information.

The layout of the press release should be:

The Headline at the top which sums up the story in ten words or less

The First Sentence should contain all the main points of the story

The remaining paragraphs should add extra information in order of importance.

You should put the words Press Release at the top of the page and finish with the word ENDS at the bottom. After this you should put your contact details.

Here is a list of suitable subjects for press releases.

- New Product or Business
- Unusual Product or Company
- New Premises or Investment
- New Division or Restructuring
- Record Sales or Financial Results
- New Appointment or Promotion
- Charity Event, community activity, sponsorship or award.
- Case Study
- Celebrity Visit
- Survey
- Report
- Special Event
- Business Expansion

There are a number of online press release directories that will allow you to submit the press release for free, for example www.pressbox.com

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Seminars

This approach is not for everyone - however If you are a confident public speaker it can be very effective. The best way to do this is to contact the Chamber of Commerce, or other Business Association in your area saying you'd like to do a free seminar for their members. Other options are using direct mail or telesales to get people to the seminar. In this instance, you will want to hire out a hotel or conference room for the seminar.

The subject of the seminar should be about how the internet can help their business. However as the main point of doing the seminar is to generate business, you want to highlight the main benefits of doing business on the web and link these with your own services.

You should also have a table at the back of the room with your sales materials. Close the seminar with an offer of a free consultation. One of the greatest benefits of using seminars is that it sets you up as an instant expert on the subject and is very good for developing consulting work.

Networking

Leading on from the theme of using your Chamber of Commerce and business associations is one of the oldest methods of generating business - Networking. This is basically joining a business association and establishing contacts with other members.

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Many Associations have regular Networking sessions, which are like a coffee mornings where you will go around introducing yourself and your business and talking to people about what you do. Likewise, they will do the same and introduce you to what they do. It's not a high pitched sales environment it is just a relaxing social gathering but can lead to a lot of business.

Another one of the great benefits of the web services business is that you will find once you've got a few customers, you will start getting recommendations and your business will build steadily without having to spend money on advertising or promotion. This is networking at it's best.

Most consultants and agencies find that once they are into their second year of business, the majority of their work comes through recommendations and they have more work than they can handle and have to be choosy about what work they accept - having to turn away some prospective customers. Luckily this is a situation you will never have to face because you have virtually unlimited resources through us and our partners.

When you go to one of these networking mornings or luncheons, you want to take a number of business cards and leaflets with you to hand out to people. If when you are speaking to someone they are particularly interested you can schedule a meeting or arrange to give them a call in a few days time.

Joint Ventures

Joint venture marketing provides one of the easiest and most profitable ways of building up a profitable business in record time. Some people market their whole business purely by joint ventures. This is also a particularly good way of marketing on the internet.

So how does it work? Quite simply you leverage the circle of influence of other businesses and split the profit. As you are offering web services you will be targeting business to business companies such as printers, accountants, office suppliers etc.

These companies will have their own customer base who know and respect them. What you want to do is promote your service to their customers. If you just purchased the database and sent your own mailing - that would be a cold mailing and result in a response rate of a few percent.

However if the company who owns the list, sends out a letter endorsing your services - this is like a personal recommendation from someone they know and respect and can increase response rates ten fold.

An alternative approach is to make an agreement with the company in question, so they can add this as an additional service they can offer.

here are certain natural markets here such as printers offering web design and online brochure in addition to print brochures; marketing agencies offering online promotion services; accountants offering e-commerce services etc.

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In these circumstances you would not be in contact with the end client directly - but would just supply the services at discounted prices to the firm you have the contract with.

The commission rate you agree with the company would be between 20% to 50% depending on how involved they are in the arrangement. For instance if they are presenting this as one of their own services and dealing with the client direct, then they would get the maximum commission.

On the other hand, if they are just referring business to you, then a lower commission would be in order. Having said that, it will be necessary to go up to the maximum commission, with some companies just to get them involved. However it is well worth it and can result in a huge amount of business.

The Guaranteed Method

This is the method used by all successful business to business franchises. For instance if you were buying a 50,000 print franchise - this is the method you would be taught to generate business. It is tried and tested and it works. It is also very low cost.

We have already briefly covered parts of this method under direct mail and telemarketing as it incorporates these methods but here is the whole system.

Step 1.

Look through your Yellow Pages or Thompson's Local or other business database and select companies. It is probably better to only select those companies that have display adverts as these are the companies who spend money on promotion and are more likely to respond to your offer.

Step 2.

Call the companies and ask for the name of the person in charge. Some people recommend going to the person responsible for what you are offering. This is simple for something like print buying which is a common purchase - however the web is a relatively new medium and most companies won't have a separate department to deal with it. In nearly all cases it will be the manager or director who makes the decision.

Even if a company does have a separate section or person dealing with the internet - it is still better to approach the person in charge, because if they like it and ask the person responsible to take a good look at it, it will have a stronger influence than if it had gone straight to them.

Step 3

Send an information pack outlining your services and unique selling proposition. Include a covering letter, personally addressed to the person in charge. Say you will give them a call in a few days time to discuss the matter further. You want to use good copywriting in the covering letter outlining the main benefits e.g. a ten fold return on investment within a year etc.

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Step 4

Phone back a few days later either to arrange a meeting or to close the sale. This can be done by yourself or using a telemarketing agency.

Notes:

This system is tried and tested and just like any sales and marketing system, it is a numbers game - so the more calls you make the closer you are to a sale. The whole system can be done without your involvement. If you use the steps outline under canvassing and telemarketing to recruit commission based telesales and direct sales people, you can establish a very effective system where they close the sale between them. Some agencies can even provide both telesales and direct sales support - although this is rare and most will only touch larger campaigns. Until then it is more cost effective to recruit people working from home on a commission basis.

The Fast Start Action Plan

One very effective method is the fast start method. It also involves a combination of telesales and direct sales. However it can be used with any method. The key here is that you have a web site ready to show the prospect before you actually visit them. The way it works is to create a site template or a selection of site templates. When you approach the client you can then offer to create a site for free or on approval. If they don't like it, they pay nothing. All you need is to get their logo and perhaps some text/background information from company literature. Then when you visit the client or call them up you can show them their site. This shows them a tangible product rather than just a concept. It therefore makes the sale far easier. If they are still undecided, you can ask for more content images etc or ask what they would like added. Once they have done this you have really hooked them and almost guaranteed a sale. The normal practice is to get 50% there and then if they like the site and the remaining 50% after their own content has been supplied

NB. If a company doesn't have any literature it is not worth bothering with them. If they cannot even get leaflets etc printed they are unlikely to be a qualified prospect for a web site.

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Indirect Marketing

The only problem with selling web services is the time it can take some clients to get all the content together that they'd like included on the site. This problem can be partly overcome, using methods such as the Fast Start Action Plan and incentives etc.

The method is to offer training in the form of a home study course that will help them develop their internet strategy and help them work out what they want included in their site. An educated customer is a loyal customer.

What's more, by promoting the course, follow up web services are built into the offer in an ingenious way. What you do is promote the course first and foremost - without any mention of your Internet Services.

As a special bonus you offer a free half hour consultation if they order within a certain time. Teaching companies about how to harness the internet has a huge market, with many seminar organisers charging thousands of pounds to learn the insider strategies. However a home study course is far more attractive and a lot cheaper.

You will therefore have a ready made market. Also if you want to promote purely by direct mail or telemarketing - then this is the ideal way to do it.

Once they have studied the course, they will approach you for the consultation. What a great twist - while other design firms are falling over themselves trying to sell technology to companies who aren't interested in technology - you have customers coming to you after you show them business benefits.

If you want to keep the business purely on a direct mail or telemarketing basis and don't want to have to do personal consultations, then you can offer a free business proposal specifically for their business and target industry!

Online Marketing

Online marketing is worthy of a whole course on it's own. However the following is a brief overview of how to effectively promote your services online.

The first step is obviously to get a website. As an Active partner, you will automatically get your own personalised website describing the full range of products and services you can offer. However, if you are going to use the internet as a major part of your marketing, we recommend you get your own unique site, to set yourself apart from other Active partners.

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A good way to attract targeted prospects to your site would be to either prepare a free ebook to download or offer a personalised report about how the internet can help their business. Those that respond to these offers will be very targeted prospects and you can follow up by email, phone or post.

The other side of online marketing is the actual promotion of your site. This involves using the methods described previously in the section about the services we can provide. These include:

Search Engine Positioning: Optimising individual web pages based on different ranking algorithms used by the major search engines to reach a top 10 position.

Directory Review & Submission: Modifying a site so that it will be acceptable to human reviewed directories such as Yahoo and Demoz.

Strategic Linking: Contacting websites attracting similar visitors to your own target market and arranging to place a link to their site in return for a link to yours.

Press Release Distribution: Writing and sending out press releases to targeted online and offline publications

Ezine Sponsorship: Placing top sponsorship text adverts in highly targeted niche ezines (email newsletters) read by your target audience.

Article Submission: Producing articles of interest to your target market, with a link to your site and submitting them to ezines and websites that accept articles.

Banner Advertising: Creation of animated or interactive advertising banners and placing them on other sites or ad networks.

Joint Ventures: Contacting website owners and ezine publishers and arranging for them to offer your services in return for a commission - usually 50%.

Affiliate Marketing: Similar to the above but you set up a program that allows site owners to promote your services with a link to your site in return for a commission. Typically 25% plus.

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Viral Marketing: Creating an short e-book, using available software and offering it for free. The e-book contains your website details and as it gets passed from one person the next, it can get a lot of exposure.

Pay Per Click Advertising: This has proven to be one of the most effective forms of online marketing. It is based on a pay for performance model and combines advertising with search engine listings. You bid on the keywords you want to be found under and the higher you bid the better your position. You are only bidding for click thru's, so you only ever pay for actual visitors to your site – and by careful selection of your keywords you will only get the most highly targeted and pre-qualified visitors

Offline Marketing: These include direct mail postcards notifying people about your website; print advertising and putting your web address on all your stationary and promotional material.

All of this are excellent marketing techniques and will bring in good results. However the ones that lend themselves most to internet related products and services are joint ventures, affiliate marketing and strategic linking.

What these methods have in common is that they utilise the efforts of other websites to give you maximum exposure. As internet related products and services are probably one of the most in-demand services on the net, you will have an abundant supply of prospects. So in a nutshell, the method of promoting internet related products and services online is:

- Get a well designed website with good content to attract visitors and an opt-in email form to capture visitors email addresses for further follow up.
- Use online and offline promotional techniques to attract visitors to your site
- Get visitors to sign up for your free ezine or download a free e-book in return for providing their email address or contact details.
- Publish an ezine (email newsletter) that will be of interest to your target market, offering good content related to your products and services. This will build your credibility and build a long term business relationship that will lead to repeat sales.

N.B. While we can provide these services to your clients, we recommend you learn and use the methods yourself for promoting your own site. For one reason it will give you far greater understanding of what is involved which will help you better advise your clients.

Another reason it that it avoids any conflict caused by us promoting several Active partners to the same media. For instance if we had 50 Partners wanting us to promote them through the search engines, there would be a problem as we aim to get you into the top 30, which would obviously be a physical impossibility.

Having said that we are quite happy to promote those partners who are appealing to niche markets such as specialised industries or local areas.

CONSULTATIONS

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CONSULTATIONS

This process can also be applied to Telesales, Direct Mail and the Internet with a bit of adapting. It can also be applied to both direct response and consulting approaches.

The Consulting Approach:

This is adopted for bespoke services, which require information from the client before a solution can be recommended.

Direct mail:

When combining direct mail with the consulting approach you could offer a Free Business Report or Appraisal. You would put the questions asked in the following 10-Step process into a questionnaire to be completed. When they return it you would then prepare the report based on their answers. There is an interview sheet that can be used for this purpose included with the other documents and forms.

Telesales:

For telesales, there is very little difference from the personal consulting approach. With this method you would simply ask questions and answer as if you were physically present. The only difference is you can't physically show them samples. However this can be overcome by sending visual material in the information pack, prior to calling – or showing them online examples on your website while speaking to them. This could be a specially prepared interactive demonstration or just part of your main site.

Online:

The previous approach combines both telemarketing and online methods. A complete online consulting approach would be to direct the prospect to your site to complete the questions. This could be as elaborate as an interactive flash based multimedia presentation or as simple as an online questionnaire. In both cases the purpose would be to collect the required information but the impact of the first option is obviously going to be more impressive. By combining backend programming the users could receive responses based on their answers to questions and a report could even be automatically generated. However this would be something to consider for the future. A simple questionnaire combined with useful information as would be provided in a personal meeting will be sufficient.

Combined Approaches:

Frequently the approach will be a combination of methods as you saw in the telesales example. Other combinations could be following up on a direct mail or a personal visit by telesales, or a telephone interview followed up by a personal meeting where you go through the recommendations and close the sale. Or enquiries generated through the online form being followed up by telesales or personal visit.

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Direct Response Approach:

This is the approach that can be adopted for fixed priced products and services where the prospect can just make an immediate buying decision and place an order without requiring a quote first. So they would be able to place an order online, over the phone or by mail order. The key is that prices are shown and it is simply a case of selecting what they want then ordering.

Here we also have the same three methods:

Direct Mail:

With this method you would simply use the standard tried and test direct marketing method of sending a brochure or leaflet and sales letter. The materials sent would include a number of packages or options for the prospect to choose from. Offering packages means the client doesn't have to make too many choices and therefore makes it easier to buy.

Telemarketing:

The direct response telemarketing approach will normally need to be done in conjunction with another method such as directing the prospect to your website or sending printed materials. However it can be done purely by telesales if you are offering a free trial, which can be a good approach to use. As there are no upfront costs the prospect can make a decision without any risk and the actual trial will be the demonstration.

Online:

Here you have a number of options. This could be a straightforward direct response website that includes a compelling sales letter guiding the viewer to place an order. Or it can be more dynamic such as having a tour, which takes the user screen by screen through the features and benefits. This can be a static presentation or flash multimedia.

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The 10 Step Process.

1. Set Up a Consultation, Presentation or Demo.

Using the Interview sheet, ask the following questions, while writing down notes:

- Briefly describe the services or products your organisation provides?
- Why do you want to get online?
- Why should I buy from you instead of your competition?
- How are you currently promoting your business?
- What are your primary products and services you want to sell? What results do these generate for your prospective customers?
- What would you like your web site to do? e.g. PR, leads, sales etc?
- Would you like to accept credit cards online?
- Do you want custom graphics created for you?
- What additional features would you like? e.g. autoresponder, guestbook, feedback form etc?
- How will you get people to your web site? Do you need help?
- The names of 3 businesses you might be able to work with through ads, links or joint ventures?
- Best Case Scenario for your business and it's online efforts. Where would you like to be in the next year, two years and five years?
- Additional information or questions?

Non-Personal Consultations Approach: The same information would be collected through a questionnaire, online form or by telesales using any of the non-personal approaches mentioned previously.

Direct Response Approach: If you are promoting through the direct response methods you would incorporate these points into your sales copy.

2. Three Factors Targeted Online Consumers Look At

Next you want a brainstorming session to find out about their competition and their customers and how they can use the web site to attract customers away from the competition.

- The Competition
- The Target Market
- The best way to present yourself to that market against the competition.

This should not just focus on online techniques. The web site should be an integrated part of an overall marketing mix.

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Here are a few examples of combining offline and online techniques:

- Direct mail and print ads can direct enquiries to the web site to download an online brochure.
- Prospects can visit a web site and interact with a company representative using real time customer service application to have questions answered by typing or speaking to a live person.
- Prospects can request information and leave their email and phone number so telesales staff can follow up and close the sale.
- A press release describing a new product or service can be sent to targeted media, with a link to further information on the website.

A website is a great tool, however for best results it needs to become a part of an overall marketing mix combining offline and online techniques.

This can enhance the effectiveness of any advertising campaign giving people several choices, so they can select the method they like best e.g. phoning, mailing or going online.

Non-Personal Consultations Approach:

The same brainstorming and solutions would be generated through a questionnaire or online form that poses the right questions and examples to get the client thinking. Or by telesales using any of the non-personal approaches mentioned previously.

Direct Response Approach:

If you are promoting through the direct response methods you would incorporate these points by posing rhetorical questions and examples into your sales copy.

3. Show Them Printed or Online Examples; Develop a Three Fold Approach for Your Close: Bronze, Silver, Gold i.e. budget, standard and premium

Just show them some of the samples websites we will provide you with or any sites you have already had done for your clients.

If you have a laptop computer, you could also show a multi-media presentation - however this isn't necessary.

You should have previously put together various packages, based on the services you can offer that are described in a previous section.

These include:

- Web Site Design
- Video
- E-Commerce
- Online Marketing
- Search Engine Promotion
- Consulting
- Social Media

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Non-Personal Consultations Approach:

You would direct the prospect to printed, multimedia or online examples.

Direct Response Approach: If you are promoting through the direct response methods you would also simply direct the prospect to printed, multimedia or online examples incorporated within your sales copy.

4. Describe the Benefits of Being Online

These are the 7 revenue streams of a web site:

1. Generating Leads
2. Customer Service & Sales Material
3. Public Relations
4. Selling Products and/or Services
5. Reducing Printing, employee and phone overheads.
6. Market Research
7. Joint Ventures, Bartering, Reciprocal Links and Advertising

Non-Personal Consultations Approach: Simply present this information in the appropriate format e.g. print, multimedia or online.

Direct Response Approach: If you are promoting through the direct response methods you would also simply present this information in the appropriate format e.g. print, multimedia or online, incorporated within your sales copy.

5. Back To Their Business: Begin Interviewing the Client

This is where you begin talking about the benefits apply to their specific business. However before you start, you need to ask the prospects current level of knowledge about the internet. Therefore you need to ask the following:

Are they familiar with the web

Do they have web space to host the site.

Non-Personal Consultations Approach:

The same information would be collected through a questionnaire, online form or by telesales using any of the non-personal approaches mentioned previously.

Direct Response Approach:

If you are promoting through the direct response methods you would incorporate these points into your sales copy.

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6. Simply Explain The Values of Marketing Online

This is where you explain about the various marketing strategies for promoting a business online. You need them to fully understand the difference between publishing a web site and promoting a web site.

This is a two step process and without both complimenting each other a business won't succeed online.

The mistake most companies make is to think that all you have to do is build a website and the traffic will automatically come. However this is most definitely not the case. Setting up a web site is like opening a business in an out of town business estate.

It is not like having premises in a busy high street where you will have passing traffic. With the business estate example, you will have to advertise and promote your company so potential customers know where you are. It is the same on the web.

The online marketing methods you use are covered in the previous section, but just to recap, they can include any of the following:

- Search Engines
- Ezines (Email Newsletters)
- Direct Email
- Banner Advertising
- Press Release Distribution
- Reciprocal Linking
- Affiliate Marketing (online commission agents)
- Viral Marketing (free report)
- Pay-Per-Click Search Engines
- Plus all manor of offline promotion such as direct mail, card decks, advertising etc.
- Video Marketing
- Social Media

Non-Personal Consultations Approach:

Simply present this information in the appropriate format e.g. print, multimedia or online.

Direct Response Approach:

If you are promoting through the direct response methods you would also simply present this information in the appropriate format e.g. print, multimedia or online, incorporated within your sales copy.

7. Show A Few Success Stories

This is where you want to do some of your own research. Look around the web and find out sites that you like and see how they are effectively implementing marketing strategies.

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Non-Personal Consultations Approach:

Simply present this information in the appropriate format e.g. print, multimedia or online.

Direct Response Approach:

If you are promoting through the direct response methods you would also simply present this information in the appropriate format e.g. print, multimedia or online, incorporated within your sales copy.

8. Talk About The New, Emerging Business Model

This stage concerns, telling the prospect about direct marketing methods using the internet and how they can effectively enhance their existing resources using the internet.

Basically here we are talking about building up a database of potential customers through the web site and keeping in touch with them regularly through an email newsletter.

This allows you to develop a relationship with your customers and prospects that will lead to further sales. This is the basis of relationship marketing, which is the main thrust of modern marketing strategies.

The way this can be done is by including a small opt-in form on the web site where people can enter their name and email address to receive a regular email newsletter, be kept informed about special offers or download a free report.

This is probably the most important aspect of a web site - to collect email addresses for further follow up.

If the client already has a large customer base, then they can get in touch with them to get their email addresses so they can transfer them to their subscriber lists and keep in contact, without any costs - compare this with offline methods of keeping in touch that involve expenses such as print and postage.

To show them power of this form of permission email marketing - a targeted offer can get as high as 30% conversion rate of orders.

Some companies that have been on the web for several years have lists consisting of over 100,000 subscribers. At 30% that would be 30,000 orders. On a product with a profit of just £30, that would be £90,000 income, which is all pure profit!

Other aspects of the new business model include joint ventures and collaborative business environments; viral marketing; direct response; relationship development; personalisation and developing products that customers have said they want!

Non-Personal Consultations Approach:

Simply present this information in the appropriate format e.g. print, multimedia or online.

Direct Response Approach:

If you are promoting through the direct response methods you would also simply present this information in the appropriate format e.g. print, multimedia or online, incorporated within your sales copy.

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9. Recommendations For Client

Once you have gone through all the proceeding steps, you are ready to make your recommendations about how the client can benefit from the web and the best approach for them to take.

This can be done in three ways:

- Describe your different packages and how they can create increased value over time
- Show them what their competition are doing to create urgency and show the client how to beat them.
- Close the interview with a choice of either acting now or being left behind

Non-Personal Consultations Approach:

Simply present this information in the appropriate format e.g. print, multimedia or online.

Direct Response Approach:

If you are promoting through the direct response methods you would also simply present this information in the appropriate format e.g. print, multimedia or online, incorporated within your sales copy.

10. The Close

To close the sale you leave the client with three choices:

Walk Away

Think About It

Place an order

The process you use to make the close is as follows:

- (A) Sell your packages and how it fits their needs
- (B) Show them the three choices in print or on computer
- (C) Let them decide

Non-Personal Consultations Approach:

Simply present this information in the appropriate format e.g. print, multimedia or online.

Direct Response Approach:

If you are promoting through the direct response methods you would also simply present this information in the appropriate format e.g. print, multimedia or online, incorporated within your sales copy.

**ANSWERING
CLIENTS
QUESTIONS**

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QUESTIONS & ANSWERS

It is advisable to become familiar with the subject of web design, e-commerce, online marketing and the internet in general, before starting the business. The best way to do this is to read books and magazines on the subject. However the level of knowledge you require doesn't have to be that high as you will be dealing with business people with little in-depth knowledge of the internet.

There are two types of question that you may not be able to answer in the beginning. However there are replies you can give that will satisfy most people.

The first type of question is in connection with what experience you have. Here are some typical questions that fall under this category:

- Do you have any sample sites I can see?
- Can I have some references from satisfied customers?
- How many web sites have you developed?
- Can you give me examples of clients you have got to the top of the search engines?

I'm sure you get the general theme of the questions. Unfortunately as a new business you wouldn't be able to give any positive answers to these questions. However as a partner, there is an answer you can give.

"We are a new company so we don't have many clients of our own at the present time, however we have put together a team of highly experienced designers, developers, programmers and marketing people, who between them have decades of internet experience."

"What's more, various members of our team have worked on a number prestigious international contracts, however they are bound by confidentiality contracts, which is normal when clients outsource work to other agencies, so I cannot disclose the sites in question."

"However you can be assured our work is of the highest standards and if you have any doubts you can put your mind at rest because all our work comes with a satisfaction guarantee!"

You can adapt the above answer as you see fit to suit your personal circumstances, but it answers the question, reinforces the quality of service your company can provide to the client and gives them a guarantee. What's more it is 100% true.

Obviously once you get a few clients under your belt you can refer prospects to your existing clients. In the meantime, you can show the clients the samples we provide and can even visit the websites, but you will need to explain that these sites were done by members of your team for other agencies.

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The second type of question you may find difficult at the beginning are technical questions. Most business people are unlikely to do this but occasionally they may have heard about a certain technology in the news and ask you about it.

The best approach is not to get involved with this. Even if you know the answer. If you can give a brief answer that is fine. However if it will involve a long explanation it is best avoided as it will distract from the sales process.

Therefore the type of answer you want to give is:

"Like yourself, I'm a businessman. I'm interested in the practical applications of the internet in business and how it can help business become more competitive and succeed. I don't get involved in the technical side of things as I have programmers and developers I pay to know all about that. If you like I will speak to my head programmer when I get back to the office and call you back later with an answer."

Once again, feel free to adapt this as you see fit. This is a good answer that keeps the meeting focused on the business objectives of having a web site, which is what any businessman is really interested. Usually if they do come up with a technical question it is just so they can show they know something about the internet, however they have usually totally misunderstood what it can do anyway.

By giving the above answer, you make them feel good as they may know something you don't and by showing that you are just a business person like they are, they will feel more predisposed towards you.

On the other hand, if you answered the question, that either they didn't understand or made them look a little bit silly - it's not going to help you make the sale. Let other agencies try and sell the technology - you just need to concentrate on the business benefits and you will steal the business away from the other agencies!

Question: Why should I pay for a consultant to create my website when I could do it myself?

Answer: Our team have years of experience creating websites that work. While it is one thing to produce "a website" it is quite another thing to produce one that achieves specific business aims. Web development is becoming more complicated all the time. While a couple of years ago it was possible for a single designer to create a site - today it involve a whole team, where each member is experienced in a different area such as interface design, information architecture, multimedia, database development, e-commerce and much more. I don't even know all the different aspects - but what they produce are professional sites that work. Your customers who surf the net can instantly spot the difference between a home made site and one that has been professionally designed. And while you and I may think it looks fine, it doesn't create the best impression to potential customers. There has been a lot of research done on peoples reactions to a website and the overwhelming results are that while a professionally designed site gives visitors a lot of confidence in the company as being forward thinking and progressive - an amateurish site creates a very bad impression that creates negative feelings towards the company that extend beyond just the internet and can actually have an adverse affect on the public image of a company. So to be honest, if you are not serious about getting a site done by a professional agency, you are probably better off not doing it at all - because an amateurish site can be worse than no site at all.

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Question: I have seen web sites offered for £100, why are yours more expensive?

Answer: (N.B. You can also add parts of the previous answer as they also apply)

There are a few of these services around however they are not usually professional designers or developers, but just someone who has purchased the software and wants to make some quick money.

Just compare the quality of their designs with our own samples and you will quickly see the difference. Most of them produce very amateurish looking sites which wouldn't create a very good impression for your business.

The exception to this is when you have a college kid with an art and design background offering one of these services for extra money. In these cases they may be able to produce a nice looking site - but they definitely won't understand the business and marketing aspects of a website that meets specific commercial targets, without which, it is pointless having a web presence at all.

Lastly, no one individual can possibly have the full range of skills required to create a professional commercial website and if they did you can be sure they would be charging a premium rate!

Question: Why are you cheaper than other agencies? Do you offer less?

Answer: We offer competitive pricing because we have efficient working practices, low overheads, effective marketing strategies and have our own off-shore development team, who can produce the highest quality work for a lower price than it would cost in the UK.

We offer a number of packages to suit all budgets, but I can assure you our work is of the highest possible quality and to back up our words we offer a satisfaction guarantee.

If you compare what we are offering, I'm sure you will find that like for like we can offer as good as or even better quality of service as any other quote you've had, but at a lower price.

TERMINOLOGY

Business Development Manual

Address Book: The electronic equivalent of a street address, typically an e-mail address or sometimes a web site address (URL)

Ad Clicks: The amount of times an online ad has been used to access a company's website.

Ad Click Rate: The rate at which an online ad is used to access a company's website.

Ad Views/Ad Impressions: The number of times a page containing an online ad has been viewed.

Animated GIF: The simple Java program that exists as part of a Web page, for example to create an animation or information ticker.

Application: Software with a specific function.

Archive: A file or group of files that have been compressed to form one smaller file.

Auto-Responder: A programme which enables e-commerce to be handled on auto-pilot, that is where sometimes the auto-responder acknowledges receipt of enquiries and orders (it may also accept and fulfil requests for free information) and which may also include the facility for credit card payments to be received and processed online and for orders to be fulfilled direct. For example, an auto-responder used by an information broker might accept and process requests for free reports and marketing literature, accept and process credit card payments and even fulfil orders online without intervention by the webmaster.

Backend: Parts of the website that visitors have no access to but which control how the website functions. For instance e-commerce systems or databases.

Bandwidth: The capacity for traffic across a computer network such as the internet. Usually measured in BPS (Bits Per Second) or KBPS (Kilo Bits Per Second).

Banner: The usual style of online advertisement. Normally 760px by 150px, banners usually sit at the top of a page. This is because traditionally they loaded first and were read while the user waited for the rest of page to appear. However, modern software allows ads to appear first, wherever they are on the page.

Bookmark: A means of highlighting useful sites and placing them in a handy location ready for fast access later. Some sites call these bookmarks 'favourite place' or simply 'favourites'. People who surf the Internet a lot find numerous sites to interest them, even if they may have forgotten the exact key words or procedures used to access those sites. Favourites and bookmarks features store the sites for later acquisition without having to search for them via traditional means.

Bounce: Indicates e-mail that has been returned undelivered, either because the address was incorrect or the intended recipient may have barred specific items from entering his mailbox.

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Bps: Stands for Bits per second and refers to the speed at which data is transmitted from cyberspace to individual computers.

Browser: The programme that displays web pages and allows free movement between sites. Simply, your browser allows you to search, find and download pages and information to your computer screen.

Cache: A place on the hard drive where text and images are stored so they can be quickly accessed later.

Commerce Solution: A complete package that addresses all facts of e-commerce.

Cookie: A file that stores information you may wish to use time and time again, such as information entered on forms, signature files, and such. The concept is most often used by sites including the cookie symbol as a means of allowing easier return access to their sites. Rather like a bookmark the intention is to encourage return visits while also allowing previous information and exchanges to be accessed with a view to updating users as to happenings on a previous visit.

Counter: a script that counts the number of visitors entering a site in the form of a small graphic or numbers. Usually found on personal web pages rather than business sites.

CPM: Cost per thousand (ad impressions). The standard payment measure for online advertising.

Cross Promotion: A promotional or marketing campaign that stretches across more than one medium (TV, Internet, print, etc).

Cyberspace: A novel term applied to the imaginary space occupied by all the pages and components forming the Internet

Database: A collection of information stored in such a way that it can be easily retrieved and manipulated to give specific results such as searching within a specified criteria.

Decryption: Converting decoded - encrypted - data to its original form.

Distribution Channel: The material or medium from which purchases are made and products are sold (e.g. shops, catalogues, TV, web-sites, etc).

Domain: That part of your Internet address that indicates your computers location which comprises as series of names separated by full stops.

Domain Name Server (DNS): A server that performs address verification on the internet, finding the right computer to connect to for access to websites and email.

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Download: The process of transferring information from someone else's web site to your own computer. For example, if someone sends you an attached file - normally accompanies an email letter - by downloading the file you take it from somewhere in cyberspace and store it in your own computer, normally in an imaginary filing cabinet or download box.

Dynamic HTML: A language for building unfixed pages, i.e. pages whose content changes on receipt of further information (such as the contents of a database).

E-Business: A term first used by IBM to describe its own e-commerce solutions. Ecommerce, on the other hand, refers to business conducted over the Internet.

E-Mail: Refers to electronic mail and is a method of transferring messages between computers, as opposed to posting by traditional mail, so-called 'snail mail' due to far longer delivery times than electronic mail which can be sent and opened, even read in seconds.

Encryption: The process of coding data to prevent unauthorised access, being most often used to protect e-mail messages from hackers.

E-Zine: Magazines, newsletters and publications processed over the Internet, which may or may not be also published traditionally in paper format.

Feature Shops: A site or area that uses a central theme to sell a variety of merchandise.

Firewall: A security device to help prevent access by hackers.

Flash: A technology developed by Macromedia to create better and smaller (in terms of file size) animations. It can also create animations on the fly, for example creating graphs based upon fluctuating figures such as stock prices.

Forum: An imaginary place hosting meetings by members of discussion groups (they place messages in real time, unlike newsgroups whose messages are posted and left for others to access at will). Members of discussion groups key messages into their computers and are answered immediately by fellow members. Sometimes members can isolate themselves for personal discussions, in which others can not participate. A forum can be likened to a boardroom where the group in toto meets to discuss relevant matters, but where side rooms exist for specific matters between individuals to be discussed privately.

Freeware: Free files and software which you can download and use without time limits, for example, free reports from authors keen to promote themselves through resource boxes in other people's books and newsletters, advertising disks to promote sales of related materials.

FTP: File Transfer Protocol. A pre-Web technology for the transfer of files (of any sort) across the Internet.

Hacker: Individuals who enter sites and gather information which is not legally available to them.

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Hits: Represents a visit to a specific site. For example, a popular site might display number of hits thus '20,000 hits since 1/12/99' This is the site's hit rate. Some sites measure visits in hits per day, or per week, sometimes per month, year or specific period. In reality the hit rate can be very confusing and even ambiguous if used as a measure of popularity of a particular site, say for enticing advertising revenue. For example, visits by search engines and browsers with no specific intent are also included as 'hits'.

Home Page: An individual page belonging to an individual or company on the World Wide Web.

Host: A company that provides space on it's web servers for other companies to put their websites.

HTML: Stands for 'Hypertext Mark-Up Language' being the code used to create documents on the Internet.

http: Indicates the presence of a web site, rather like "C/O - Care Of" in traditional street address.

Hyperlink: Text or images which when clicked link users to another spot on the same or another page, or another Web site entirely. They normally appear as blue underlined text and are frequently viewed within articles and selling messages to indicate another source of information can be accessed by clicking on the blue text.

Hypertext: Text documents that are joined together by hyperlinks.

Internet: The Internet is a global system of networks joining computers and effectively allows individuals and companies to talk to one another electronically and allows information to pass between millions of Internet users - public, private and commercial - all over the world.

Internet Explorer: A popular web browser developed by Microsoft.

IP Address: This number refers to the location of a specific web server, in the same way as a domain name.

IRC: Internet Relay Chat. Like a Chat Room but often using other forms of technology.

ISP: Internet Service Provider. This is a company that provides access to the internet through a dial-up, ISDN or leased line connection. Usually provide additional services such as email and web hosting.

Keyword: A word that describes the subject or content of a page that is typed into a search engines to find relevant pages. (e.g. software)

Java: An application language designed by Sun Microsystems to work on any platform (Windows, Mac, UNIX, etc) and to allow applications on different platforms to talk to one another.

JavaScript: A simple version of Java developed by Netscape for Web page controls (such as buttons that highlight when you click them).

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Keyphrase: This is the same as a keyword but uses a phrase to describe or find relevant pages. (e.g. web design software)

LAN: Local Area Network. A computer network located in one physical location.

Leased Line: A phone line permanently connected to the internet and paid for by fixed costs line rental - not by usage charges.

Link: An image or text on a web page, that takes the visitor to another page when clicked on. Also known as a hypertext link.

Mailing List: A means of sending messages to specifically targeted groups without 'talking online' as in discussion groups and without leaving the message on a board. Instead the letter is sent to a mailing list's e-mail address and is posted individually to all members of the group.

Mailing List Manager: A programme that collects and processes e-mails to members of a specific group.

Meta Tags: Listings surrounding key words entered when submitting a site to one or more search engines.

Modem: a telecommunications device for connecting a computer to the internet or other computer through the phone line.

Navigate: The method of moving freely around the Internet.

Net: Abbreviated and colloquial term for the Internet.

Newbie: A newcomer to the Internet.

Network: A number of computers that have been connected together to allow the transfer of data between them. This ranges from small office networks right up to the internet itself

Newsgroups: An area where individuals leave messages on specific subjects, say business and writing effective press releases, freelance writing, dogs and other household pets, travel, jobsearch, and so on. Because interests are so closely defined, newsgroups have long been regarded as the best place to turn for a carefully targeted audience of people one hundred per cent interested in your products and services.

Packet: A single, contained amount of data.

Page Impression: The number of times a page has been viewed. Much more specific than hits. This is a useful measure of the popularity of a site. A high number of page impressions is attractive to advertisers.

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Ping: A signal sent out to test connection to another server. Named after the (metaphorically) similar procedure in submarines.

POP3: Post Office Protocol 3. An email delivery system.

Post: To place a message, on Bulletin Board Systems, in newsgroups, by e-mail, or other means of communicating over the Internet.

Post-order Confirmation: An email sent to confirm shipping of an order.
Protocol: A technology-based communication standard.

Public Domain: Information and software given in the public domain is available to anyone and does not have to be paid for to use for personal or commercial gain. For example, many early texts, now out of copyright, can be used almost verbatim and even sold if the individual or company sees fit. Some items, such as reports given freely by authors to promote their own goods and services, though not strictly in the public domain, can also be received free of charge and sold for financial gain. In such a case, authors and providers normally indicate conditions on which their works may be used, typically by insisting the resource box containing their business and contact details remain intact at all times.

QuickTime: Apples popular video format. The recently released version 4.0 adds streaming media as a capability.

Realtime Inventory: The ability to check the availability of items before purchase through a website.

RFP: Request For Proposal. An invitation to tender for outside services.

Search Engine: A large directory of words, phrases and concepts which guide the user through the web when keywords are used to describe the required location. Some search engines focus on web sites while others also target newsgroups and even entries in telephone directories.

Server: A server is the computer that links other computers and allows links to other Internet sites. The terms, Server, indicates a service provided to users. Hence a service provider is a company that specialises in giving access to users, typically paying subscribers.

Signature File: A personal tag line used at the end of messages, typically e-mails. Normally the signature file invites recipients to enter another web site for more information, or may invite phone or fax communications direct to the sender.

SMTP: Single Mail Transfer Protocol. An email delivery system.

Spam: E-mail posted in bulk to all and sundry regardless of who or who has not requested information or agreed to receive bulk mailings. E.g, using Postmaster Direct mailing services, mail is only posted to people who have requested information on specific or general subjects. Hence the reason Postmaster Direct mailings begin something like: 'This mail is never sent unsolicited É'

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SSL (Secure Sockets Layer): A technique that helps prevent private information, such as credit card details, being exposed beyond their intended use.

Streaming Media: A method of distributing audio or video across the Internet that does not pre-download the whole of a media file (such as movie or a piece of music). Instead the file is played as it is being downloaded. This is particularly good for large files that would take along time to download or for continuous broadcasts (for example, of radio or TV programmes).

Traffic: People visiting a specific site, often described by number or hits during a given time frame.

Upload: The transfer of data such as pages, text, images and other files from your desktop to your webserver,

URL (Uniform Resource Locator): Simply an Internet address, normally a specific site.

User ID: A unique identifier for online communication and transactions.

W3C: The World Wide Web Consortium. This is a non profit organisation, that sets the standards for internet technology such as programming languages.

WAN: Wide Area Network. This is a computer network that is located in more than one physical location. The internet is the largest WAN in existence.

Web Host: A company that offers web space on their servers to other companies. The web host can either be an ISP or specialised commercial hosting company

Webmaster: Person managing a web site.

WWW: World Wide Web. This is the largest part of the internet consisting of hypertext (HTML) pages that can be accessed through a web browser such as Microsoft Explorer or Netscape Navigator.

FREQUENTLY
ASKED
QUESTIONS

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Here are some more frequently asked questions for your reference:

Question :- How much does it cost to get started?

Answer :- There are a number of different approaches to take to this business, so this will vary but for advertising and stationary, you can get started from around £500.

Question :- Do you give advice on how much to sell your services for?

Answer :- Yes, you'll receive 30% off trade price, please visit www.outsourcemyim.co.uk

Question :- What sort of profit margin/mark up should be added to our cost prices?

Answer :- Typically this is evaluated on a company basis.

Question :- Do I need to get finance to start in this business?

Answer :- That will depend on your personal circumstances. The business can be started for £500 or even lower with some methods so it's not essential.

Question :- Do I need to register for VAT?

Answer :- It isn't essential but is recommended as you'll be able to claim back VAT on printing, advertising and other expenses which can cut your costs considerably. Plus it will give you more business credibility.

Question :- Do I need to get a limited company?

Answer :- It's not essential, but it does give your business added credibility and also limits your liability for debts.

Question :- How long before I start making any profits?

Answer :- This will vary based on the promotional method you use, which services you are selling and your initial investment and target market. However on average you should be making good profits after 3 months at the latest - but can be making profits within a matter of weeks.

Question :- Is it possible for clients to update their own sites?

Answer :- Clients can update their sites if they have ordered a CMS package.

Question :- Can I make changes to my website?

Answer :- Yes you can update your site using the online control panel

Question :- How can I update pages myself?

Answer :- You can update your site using the online control panel

Question :- Is my website personalised with my details?

Answer :- Yes, you have complete control over all the content. So you can personalise as much as you wish.

Question :- Who's name is the domain registered under?

Answer :- It's registered under your name or clients name – you choose what name to register it under.

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Question :- Do I need any computer experience?

Answer :- A working knowledge of computers and the internet is required – so you know how to use them, but technical knowledge isn't really required as you are focusing on the business benefits of the internet and not technology.

Question :- Do I need any internet experience?

Answer :- A working knowledge of computers and the internet is required – so you know how to use them, but technical knowledge isn't really required as you are focusing on the business benefits of the internet and not technology.

Question :- Do I need any sales experience?

Answer :- Sales or marketing experience is useful but not essential as that is taught in the online training materials

Question :- Do I need any marketing experience?

Answer :- Sales or marketing experience is useful but not essential as that is taught in the training materials

Question :- Do I need any consulting experience?

Answer :- Consulting experience is useful but not essential as that is taught in the training materials

Question :- How long before I start making any profits?

Answer :- This will vary depending on how you run the business, On average it usually takes around 3 months from when you start. However the new template based applications just launched will allow you to make profits straight away.

Question :- Is it an advantage to know web design?

Answer :- As in any consulting business, the more you know the better, so it will be helpful, for understanding the broader picture. However as you'll be focusing on the business benefits of the internet rather than the technical aspects, it's not essential.

Question :- Does limited computer/internet knowledge put me at a disadvantage?

Answer :- All you require is a basic working knowledge of computers and the internet, so you feel comfortable using them. This is about the same level as most of your clients will be so you need to be on the same level. If not then you should spend more time using a computer or the internet until you feel comfortable.

Question :- Do I need a computer?

Answer :- Yes, you'll need to be able to setup and manage your clients sites using the online control panel as well as send and receive email from your clients.

Question :- Do I need a laptop to do presentations?

Answer :- No this isn't essential. Print outs will be fine and help keep the client focused on their business requirements rather than being distracted by a flashy presentation. However once your business expands it would be a good investment.

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Question :- Can you guarantee the quality of work?

Answer :- Yes, definitely. Each stage of the project is approved and signed off by the client before moving onto the next. If they are not happy with it we will make any necessary alterations within the scope of the brief until they are satisfied. In this way we get approval at each stage and can offer a satisfaction guarantee.

Question :- How can you offer a guarantee – isn't that risky?

Answer :- Each stage of the project is approved and signed off by the client before moving onto the next. If they are not happy with it we will make any necessary alterations, within the scope of the brief until they are satisfied. In this way we get approval at each stage and can offer a satisfaction guarantee.

Question:- Will a thorough quality control check be done on projects?

Answer :- Yes, all projects include full project management, before being presented to the client for final approval and sign off.

Question:- How will you deal with changes requested by the client?

Answer :- The client can preview the work done or request changes at the end of each stage of the project. Any changes requested that are within the scope of the brief will be done until the client is satisfied.

Question :- Who is responsible for project management and quality control?

Answer :- We provide full project management and quality control before being presented to the client for final approval and sign off.

Question :- Do you use templates or do you design sites from scratch?

Answer :- We offer full web design packages from scratch.

Question :- Can the business be operated part time?

Answer :- Yes. One effective way to do this is make use of a virtual office service to handle calls in your company name and take on commission based sales consultants to handle the meetings. The virtual office service can direct calls to the sales rep, who can then arrange a consultation. You just handle the advertising to generate leads. Alternatively you can just operate online.

Question :- Would operating the business part time create any problems?

Answer :- No this won't be a problem if you set up the business in the right way. The best way to run this business part time is to use a virtual office service to handle calls and take on commission based sales consultants to handle the meetings. The virtual office service can direct calls to the sales rep, who can then arrange a consultation. You just handle the advertising to generate leads. Alternatively you can just operate the business entirely online.

Question :- Hasn't the market for web sites become saturated?

Answer :- Definitely not – it's never been so busy. The market has matured and businesses realise the internet is not just a gimmick – but a serious business tool. In fact research predicts that the market for website services will grow to six times it's current size over the next few years.

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Question :- How many developers/web designers/programmers do you have?

Answer :- We have over 50 contract offshore developers and can take on more a very short notice.

Question :- How experienced are your developers/web designers/programmers?

Answer :- Very experienced. The developers are selected based on qualifications, experience and talent. Most are educated to degree level, and have several years experience and proven skill.

Question :- Are there any limits on how many email addresses we can setup on a domain?

Answer :- No there are no limits you can setup as many as you like through the online control panel.

Question:- What is the best method of getting clients?

Answer :- There are many methods to use which are taught in the training material. Our favourite method is direct marketing using full colour mailing cards, directing prospects to call a freephone number to receive a free report, information pack or consultation. However there are many other methods that have proved effective including telemarketing, advertising, direct mail and joint ventures.

Question :- Can I realistically earn £50,000 per year?

Answer :- If you put in the required effort and run the business in a professional manner. Some people will earn more than this others will earn less, but £50,000 is definitely achievable. However this isn't guaranteed. We provide a tried and tested sales and marketing system, a superb range of products and full support – the rest is up to you.