

Agency Pack for Sales Partners

Enclosed information in commercial confidence

For more information call

Or email bd@.com

Welcome to _____

_____ is a sales lead information service provided by _____ Ltd.

_____ provides sales driven companies with a continuous supply of information and updates on new sales opportunities.

Our researchers provide detailed information about companies experiencing change – including expansions, mergers, buy-outs, recruitment drives, new investment and relocations. This information is invaluable to companies involved in providing goods and services to the B2B market.

As well as providing an overview of individual sales opportunities, each _____ bulletin also includes company contact details and key decisions makers. Our researchers specialise in identifying expanding UK companies and public sector bodies, with a compelling reason to make a purchase.

_____ is a dynamic business intelligence tool, which empowers organisations to identify new business opportunities and is the ultimate resource for new business sales opportunity information.

Sales lead intelligence

_____ researchers' specialise in discovering new builds, projects, mergers, acquisitions and recruitment drives. We overlay this data with a detailed synopsis of the companies involved and the key decision makers within each organisation. Our detailed bulletins allow business users to build a pipeline of current business opportunities quickly and easily.

_____ provides clients with market leading bulletins on companies making changes within their business, giving sight of new sale opportunities before their competitors. Whether prospect companies are expanding, moving to new premises, recruiting, investing, or restructuring –our subscribers get to know about it first, allowing them to put their name in front of qualified decision makers.

Subscribing to _____ sales lead bulletins allows clients to realise immediate benefits both in terms of instant growth to the sales prospect pipeline and from quick sales wins bringing in revenue and new customers.

Every week _____ subscribers receive over 100 sales lead bulletins about UK companies who are making changes within their organisation that makes them prime prospects for a range of services. This information allows our clients to:

Identify potential prospects quickly and intelligently.

Get sales calls or marketing material to the relevant decision makers first.

Build a pipeline of UK wide prospects that have to make a buying decision in the near future.

Each update bulletin gives an overview of the company, a summary of changes and contact details for key decision makers.

This dynamic intelligence, empowers subscribers to identify new business opportunities based on what a business is actually doing, not just where it is based.

Subscribers to _____ also get full unlimited access to two other key _____ services;

ProspectReach and CorpSource

ProspectReach – is the UK's most comprehensive business to business database. We give business sales professionals and marketers access to 2.1million site records and over 4 million senior executive contacts.

Whatever the requirement we can tailor a business list from 100 to 100,000 records. Split by vertical market, geography, job title or by any other factor that may be required. All data is verified and contacted to ensure accuracy.

We provide an efficient service and respond quickly and professionally to all data enquiries and orders. Usually all data is sourced and provided on a same day basis.

As a standalone offering our data which features contact name, executive role and full business details including address and telephone numbers sells for 30p per record on minimum orders of 5000 records.

Having ProspectReach bundled free with _____ service gives clients an outstanding value proposition.

Also included in _____ subscription is CorpSource –

CorpSource provides business intelligence reports on prospective customers and/or competitors – each report includes full company trading details, director and shareholder information along with full accounts and financial data.

These two services when bundled with _____ provide the most comprehensive sales and marketing information in the UK – these services are provided free with _____ to stimulate growth in subscriptions and have resulted in an unprecedented rise in new subscriptions.

Our agency partners are able to offer an outstanding value to any sales driven business, giving the end user client access to hundreds of new sales leads every month, along with comprehensive marketing data and business intelligence.

Commercials for sales partners

_____ is provided to subscribers on a single user license per company, additional licenses may be purchased separately.

Standard Pricing Matrix

Minimum twelve month subscription, unlimited access and weekly updates, single user access:

Regions available:

Scotland and Northern Ireland,

North England,

Central England and Wales,

South of England inc London

Pricing

One region - Annually £1995 or £195 monthly subscription

Two regions - Annually £2495 or £245 monthly subscription

Three regions - Annually £2795 or £275 monthly subscription

All of UK - Annually £2995 or £295 monthly subscription

Cost per additional user licence £250 annually or £25 per month, All pricing exclusive of VAT.

Payable annually or monthly equivalent which is payable quarterly in advance.

Agency Process

Agencies are recruited to drive new sales by either telemarketing or direct sales to business users.

Agencies are not required to sell this service – they are remunerated for generating sales interest and producing high quality sales leads. The process involves having telemarketing agents contact UK business customers, explaining how _____ can produce sales leads for them, confirming they are interested and sending them an email outlining the service.

Agency earnings;

Basic

_____ pay agencies a basic cost of \$4 per hour per agent – for six hours worked between 9am and 5pm UK time. This equates to \$24 per day per agent. This payment is made fortnightly and each agent must make a minimum of 120 calls per day and send 15 emails per day to potential clients. The agency must be able to achieve this basic level of performance.

Each day agencies must return excel data capture form showing data of companies contacted and those that are interested in receiving email.

Commissions payable

In addition to basic payment the agency will receive a share in profit from each sales opportunity that is successfully converted by the _____ sales team – current conversion rates are one for every twenty emails sent.

_____ will contact each client who has received an email and use best efforts to close sale and gain commitment from customer. _____ will return a data sheet to the agency fortnightly showing which clients have committed to purchasing _____ service.

Agencies will receive 20% payment on first quarter's revenue and 10% per quarter thereafter for duration of the agreement. On agreements which are paid annually agencies shall receive 20% of first invoice and 25% upon annual renewal.

EXAMPLE Note all examples in UK sterling (GBP)

Client subscribes to a single region they will pay £195 per month (£585 per quarter) agency receives 20% of first quarterly payment £117 and £58.50 per quarter thereafter.

Client subscribes to whole of UK they will pay £295 per month (£885 per quarter) agency receives £177 and £88.50 per quarter thereafter.

Key benefits to agency partners

Selling the best value sales and marketing proposition in the market

Full commissions paid from first quarterly payment

Opportunity to build residual income short and long term

Payments made for life of customer subscription

Sales Process

1. Outline script – Key offer and sales aid offers
2. Details required – Company and payment information
3. Sales administration – Providing sales information and records
4. Payments – Invoicing and payments

1. Outline script

Commercial confidence outline script for _____ service

NOTE – Direct experience has shown that the service usually sells as part of a two step process – where initial contact is made explaining outline of service and offering to send through a brief email explaining the service and some free sample leads. Follow up call to confirm interest and secure order or trial order.

Hello Mr

It's Laura here from _____ – we supply sales leads and data to companies.

Just a quick call, to see if your company is interested in new sales leads as they become available?

We have a team of researchers who uncover companies who are making a business buying decision. We then verify this information and get the names of the senior decision makers within the company and email it to you as a sales lead.

We generate about 300 new sales leads across the UK each month; I was going to send a free sample to let you have a look at. Can I take a note of your email address there?

Thanks, can I ask – what types of sales leads are most useful to you? Is there a certain market or region that you tend to target?

OK – I will drop an email over to you later today along with some sample leads and give you a call back tomorrow or the following day – which would be better?

Thanks I'll speak to you then.

Note – at this point the agency sends email to client and _____ –

_____ will make the follow up call and close sale.

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Details required for follow up call

To enable us to make a follow up sales call, the following information is required from the client.

Company name

Company address including postal code

Telephone number

Primary contact

Primary contact email address

3. Sales administration

Excel sheet returned daily with new sales and sales admin' information to salesadmin@_____.com with your business name in subject bar

Invoices emailed to invoices@_____.com with your business name in subject bar

4. Payments

Payments will be made first Friday of each month for previous month's sales by BACS transfer

AGENCY RESELLER AGREEMENT

DEFINITIONS

" _____ " refers to _____ Ltd.

"Programme" refers to the Reseller Programme.

"Products" refers to the _____ products and services available for resale by the Agency.

"Agency" refers to a legally certified reseller of products and a member of the _____ Reseller Programme.

"End User" refers to customer purchasing _____ products; that is the party to whom Agency resells, markets or promotes to.

Products.

TERMS

1. _____ provides business data and information which is available to the agency to market and sell to third party end users.

2 The agency agrees to market products and services in an ethical way in line with the guidelines of the Direct Selling Association

3. The Agency can sell _____ products in two ways:

A. Single invoice annual charge payable in advance by end user

or

B. Monthly equivalent. Payable quarterly in advance by end user

4. _____ accepts payment and shall issue a password to the end user to access products

RIGHTS AND OBLIGATIONS OF AGENCY

5. Agency agrees that End User shall be bound by the terms of the License Agreement accompanying each Product. Agency shall make a good-faith effort to ensure that End User is aware of and complies with all License Agreements.

6. Agency shall be responsible for all sales information and costs involved in marketing, selling or promoting products and services available from _____

7. End Users shall be considered primarily to be the customer of _____.

8. Reseller shall indemnify and hold _____ harmless from and against any and all claims, losses, or damages that may arise from the end users use of the products and the Agency marketing, selling, or supporting of any Product. Including but not limited to all claims of financial loss, disruption to business or damage to reputation.

9. Reseller shall be authorised to use certain _____ trademarks, graphics, symbols, or other content for use in promotion of Products.

RIGHTS AND OBLIGATIONS OF _____

10. _____ undertakes to pay all commission due to the Agency in a timely manner. Payments shall be made on the first Friday of the month following payment by the end user.

11. _____ shall not be responsible for Acts of God, acts by third parties, or other events outside _____'s reasonable control.

12. Nothing in this Agreement shall prohibit _____ from selling Products directly to any customer desired without involvement of or obligation to Agency.

13. Agency agrees not to, directly or indirectly, sub license, publish, distribute, disclose, disseminate, reverse engineer, decompile, copy, or reproduce Products except as provided for in this Agreement. Agency shall not use any Product as the part of the Agencies own product or service without express written approval of _____

14. Agency agrees that all of _____'s rights, including but not limited to, Intellectual property rights, trademarks, and copyrights, shall fully remain with _____. Agency shall act merely as a reseller of Products, and shall gain no rights over _____ Products.

15. ACCEPTANCE AND TERMINATION

15. This Agreement shall become effective on and as of the date of execution of the Agreement by the parties to this Agreement.

16. Once accepted into the Programme, this Agreement between _____ and the Agency shall remain in force until cancelled by either party; _____ and the Agency may cancel the Agreement by giving 30 (thirty) days written notice. Termination of the Agreement shall not relieve the Agency or _____ of the obligation to pay any monies due after termination. Upon termination the Agency shall lose all other rights granted under this Agreement.

17. Both _____ and the Agency agree that this Agreement does not establish an employer-employee relationship between the parties. Each party shall conduct its business at its own location with its own employees and resources, and at its own expense. The Agency shall not be construed to be a legal partner of _____. Neither party shall have the right to incur any obligations on behalf of the other, except as otherwise provided herein.

18. This Agreement shall be governed by the laws of Scotland. If any provision is found to be non-binding then the remaining provisions shall remain in force.

21. _____ MAKES NO REPRESENTATIONS OR WARRANTIES, EXPRESS OR

IMPLIED, BY WAY OF EXAMPLE BUT NOT OF LIMITATION, OF MERCHANTABILITY OR FITNESS FOR ANY PARTICULAR PURPOSE. _____ SHALL NOT BE HELD TO ANY LIABILITY WITH RESPECT TO ANY CLAIM BY RESELLER OR THIRD PARTY ON ACCOUNT OF OR ARISING FROM THE USE OF PRODUCTS.

22. Agency shall not assign, transfer, and/or otherwise sell their rights in this Agreement without first obtaining in the writing the express permission of _____.

24. This Agreement constitutes the entire Agreement and understanding between the parties. No term or provisions of this Agreement may be changed, waived, discharged without written approval of _____.

This Agreement is agreed to by the undersigned parties.

For _____ Ltd

Name:

Title:

Date: _____

Signature:

For Agency

Name:

Title:

Date: _____

Signature: _____