



HOME RESOURCE WEB
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INDEPENDENT ADVERTISING SALES REP OVERVIEW

Home Resource Web was founded to bring together homeowners with quality home improvement contractors and building material suppliers for the benefit of both the homeowner and the contractor. Homeowners were seeking a reliable-resourceful, one stop place to locate contractors and building material product suppliers for their projects.

Home Resource Web commitment to redefining the way local businesses advertise is attributed to its founders, an innovative, dynamic and experienced team of professionals. Their forward thinking approach to local business marketing has provided businesses with a unique positioning in the arena of multimedia advertising for the Home Improvement Industry.

Significance

- Since sales reps are directly responsible for generating a company's revenue, it is important that they have a thorough knowledge of their company's products. Therefore, many sales rep training programs include classroom instruction on the various products. During this training, the sales reps will learn about product features, prices, the key benefits to consumers or business customers, and how the products differ from competitive products. Sales reps will also learn about product warranties as well as the various distribution channels.

Overcoming Objections

- An important part of sales rep training includes handling objections from existing and potential customers. Sales reps must learn how to properly handle objections that relate to price, the customer's budget, or even disagreements about product benefits. Sales reps must learn that objections are not necessarily an outright refusal to buy, but in fact an opportunity to adjust your sales pitches.

Paperwork/Directory Listing

- Sales rep training will almost always include details on filling out paperwork. During their training, sales reps will often learn how to fill out call sheets, complete and process invoices, input their sales online, or email/fax orders in. Completing all paperwork ACCURATELY is crucial to the success of a Sales rep.
- Collecting the correct information for a Directory listing is critical to the sell of the Advertiser. If this is not done correctly this could be a major reason a company may not succeed with Home Resource Web.

Sales Goals

- Sales rep will be provided with weekly and monthly sales goals. It is important a sales rep focuses and strive to meet and exceed sales goals.

Territory

- Sales rep will be assigned industry territories. We do not assign geographical territories, but instead industry focused territories for example roofing, siding and windows would be one territory. One may sell a directory listing to any one company within this industry territory.

Time Management

- Sales rep should prioritize their time by having a plan of action such as:
 1. One hour each day – follow up from yesterday's potential prospects
 2. Two hours each day – research and add to your database.
 3. Three hours each day – call and email prospects
 4. One hour each day – paper work

Customer Benefit

It is important sales reps understand the customer benefit for Home Resource Web. This will allow a sales rep to explain the purpose of the company to potential clients and why it is so important they are found on our directory.

Home Resource Web will launch WINTER of 2012 and it is our goal to provide our visitors with an easy to use, and trustworthy website.

WE PROVIDE THE LIST, YOU DECIDE.

Home Resource Web DOES NOT collect homeowners information and sell it to contractors. We simply provide a FREE, online directory of contractors and building material suppliers in one place.

HOME IMPROVEMENT HUB

Our goal is to make this a ONE STOP place online, that lets:

HOMEOWNERS

- Find Contractors
- Find building materials products
- Find out the latest product trends
- Read great articles and find tips on home improvement
- Local resources for their homes

CONTRACTORS AND BUILDING MATERIALS SUPPLIERS

- Stay connected to the industry
- Build brand awareness
- Stay up on the latest product trends
- Be a part of the new way homeowners look for home improvement information in their city
- Get free professional advertising and marketing for your company.
- Increased business exposure.

Motivation

- Internal self motivation is a major requirement to being a Sales Rep for Home Resource Web. This is a position in which there is no manager watching over your shoulders to make sure you are doing your work. You control your own destiny. You must believe in your own product you are selling.

Sample Advertising Sales Pitch

“Home Resource Web is dedicated to helping local contractors and building material businesses connect with their local markets. While the Internet has changed the face of business forever, it is crucial a company is found online. Becoming part of the Home Resource Web directory will only enhance your bottom line and get your company additional exposure.

Consumers will benefit dramatically from using the Home Resource Web Home Improvement Portal, by finding logical information that relates to their project, quality contractors and building material suppliers, local tradeshow and resourceful information.

We have advertising opportunities starting as low as \$99.00 per year. I would be glad to provide you with additional information about advertising with our company. May I email you a Media Kit?”

How to Close a Sell

- Reinforce message and how HRW can be effective for their business
- Confidence in your pitch
- Encourage prospect
- Reinforce the need for Consumers

When Hitting Rock Bottom what to do

Having trouble closing sales? Well, there is only one thing to do, “MAKE A CALL” Call prospects! You must try, and not give up. Try a different method of approaching prospects. Get creative. Let us know and we will counsel you.

Top Secret Sales Question?

Tell me more about your company? The goal behind this question is collecting their answers and matching up your sales pitch or adjusting your sales pitch for the service/product you are selling. KEY: Identify personality!

Closing Ratio

What should an average Sales Rep expect to produce?

- 100 CALLS
- 25 APPOINTMENTS/INTERESTED PROSPECTS
- 30% CLOSING OF THE 25 PROSPECTS

Your goal should be 100 calls per day @ minimum.

Online Marketing Facts

It is important to inform Contractors and Building Material prospects how important Internet Marketing has become in this day in age. Traditional advertising, in today's highly competitive market, has proven to be insufficient in helping many small businesses grow. Newspaper and Yellow Page readership continues to decline, while the cost to run ads is increasing.

Why advertise in a declining market?

Why spend more money to reach fewer people?

A web presence in today's online environment is a must for business owners that don't want to die a death of attrition as old customers leave to competitors that have a web presence.

- Before calling, Google each potential client and review the results of how they are currently appearing online, if they are at all. This will give you more ammo to close a sell. Let the prospect know what comes up when you type their company name online.
- In today's society how do you buy?, How do you book your flights? How do you find a house? How do you buy a car? How do you get ideas to do Home improvement projects? People are joining the internet every day, creating a rapid growth of internet users.

70% Consumers research and locate local companies online.

- If you are not online in 2011, you may be out of business in 2012

Benefits to Advertising Online with Home Resource Web

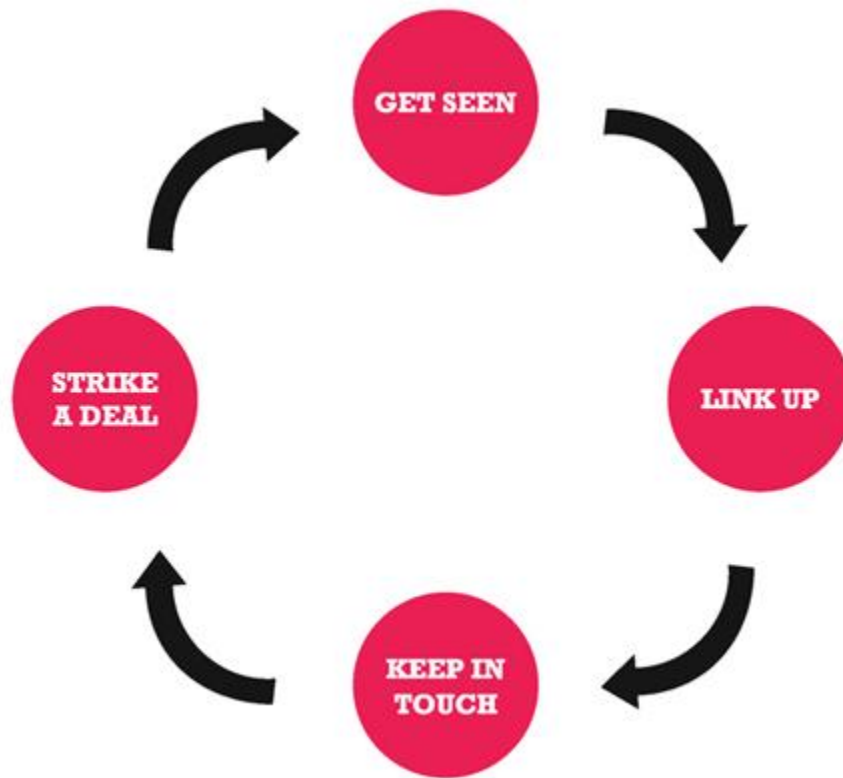
In this economy contractors and building materials companies need a more effective and affordable way to advertise. Home Resource Web provides this fascinating marketing median.

- Cost Effective – build a lot of traffic for low cost
- Easy to change content
- Easy to measure results
- Online exposure
- Target specific demographics
- Closed loop marketing opportunities (email sign up, newsletter sign up)

Home Resource Web

- Email blast – promote direct to target market, offering new product, service or promotion
- Market beyond your normal arena, allow you to expand with minimal cost.
- Direct marketing to consumers that are coming to our website with a need for your product

Sales Cycle



Stage 1. Get Seen

Perform tasks that will get your name in front of your target market.

This covers any activity that introduces new people to your work, or reminds people of it.

By itself, activity addressing this stage will potentially bring new fans, clients, advice givers, collaborators, buyers and more, to you and your work.

This can include social networking, bringing people to your website, setting up referrals, writing articles, sending out mail promos, leaving blog comments, guest blogging and so on.

Of course, there may be instances where others will do the work for you, such as featuring your work on their blog having seen your work, or someone sharing a link to your site on Twitter, for example.

It is possible for you to get work with clients or sell products through this stage alone. This is also possible at instances anywhere into the cycle. However, stopping at this stage in the cycle, will make it harder for you to secure long term work and/or sales at a consistent rate.

Stage 2. Link Up

Secure contacts that you can build a relationship with.

This is where you establish a secure link with a targeted contact that will enable you to communicate with them over time and build a relationship with them.

A secure link can be in the form of attracting a Twitter follower, adding a Facebook friend or fan, and ultimately and ideally, adding targeted people to your mailing list.

There are no risks for your contacts here. People are not expected to hand over their hard earned cash at this point. Before securing a link with the right people, it helps to demonstrate a positive reputation, credibility and value as a creative worker. This includes things like being the author of a useful and original blog, having an accomplished portfolio of work, showing client testimonials and adding good, readable content through Twitter and Facebook.

These are the things that will provide an incentive for people to secure such a link with you.

Stage 3. Keep in touch

Work on developing a trusting relationship with your contacts.

This is the stage that cultivates trust, rapport and a long-term relationship between you and your target contacts that you have already created a secure link to.

This involves tasks that maintain visibility in front of contacts at the very least, but also tasks that build trust and familiarity, and allow positive interaction with your key contacts.

Such tasks include sending blog post updates to members of your Facebook fan page, 'tweeting' through Twitter, interacting with people on social media sites, sending out status updates on Facebook and broadcasting a newsletter containing tips and new updates to members of your mailing list.

Stage 4. Strike a Deal

Create an offering that will lead to work.

The next step is to move your potential clients or buyers into the next stage of the cycle, which is in hiring your services or buying from you. Although creating an offering in this way is an element of selling products, it is also an important step to take in selling your services.

For most creatives, an offering in this way would simply involve reminding your contacts that you are available for work, and that any referrals that can be sent your way would be appreciated. 'Calls to action' in the form of a link on your site that suggests prospects ask for a quote is another example of an offering.

What your offerings are is up to you here and will depend on your area of work.

An offering to attract work, such as a discounted service, or offering tickets for an exhibition, for example, as well as discounts on any products you sell are also options here.

Straight Commission Structure

Home Resource Web pays straight commission to Independent Sales Reps. This is paid out after money is received on the 25th of Every Month. Therefore, all monies must be turned in by the 20th of each money to get within that pay period. For example,

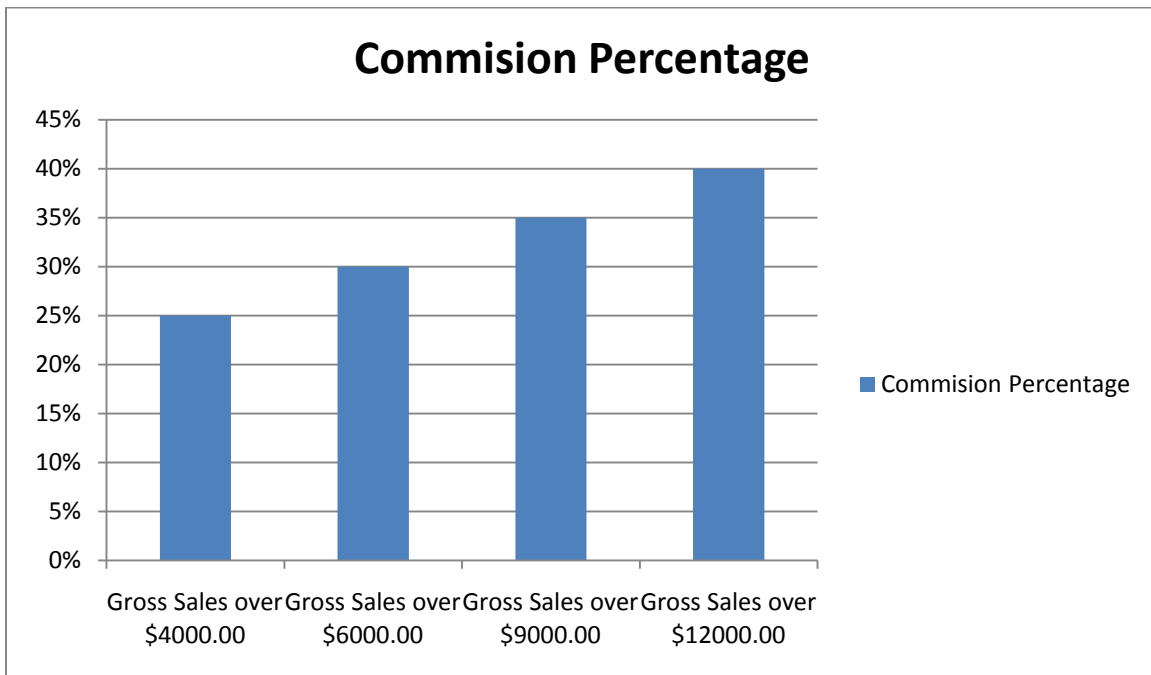
All monies received from July 21st through August 20th, commission will be paid on the 25th of August.

All commission Independent Sales Reps are responsible for the following:

- COMPUTER
- COMPUTER INTERNET
- COMPUTER SUPPLIES
- COMPUTER PROGRAMS
- PHONE LINE
- CELL PHONE
- CAR INSURANCE (IF DRIVING)

- CAR FUEL AND MAINTENANCE
- ORGANIZATION SUPPLIES

STRAIGHT COMMISSION STRUCTURE



CUSTOMER CANCELLATIONS/INCORRECT CONTRACTS/CUSTOMER REFUNDS

If we have already received monies and paid out commissions, the Independent Sales Rep will be deducted the paid original paid out commission less any prorated advertising amounts out of the following pay period.