

Agents Information Kit

Great Commission Opportunity
for Your Business



thinking outside the square



WHO WE ARE

Total Marketing Solutions (TMS) was born from the frustration clients had in accessing and controlling marketing products and services. All too often graphic designers are in love with their art and couldn't keep to time frames or IT boffins stole the project and turned it into a massive project with an invoice that matched.

Clients told us that they simply didn't have the time to run from one supplier to the next collecting all the different marketing tools and paraphernalia you need to successfully market a business in a very busy world. Some of the items they were looking for included:

- Brochures;
- Printing;
- Graphic design;
- Web site design;
- Merchandise;
- Marketing Plans;
- Advertising;
- Public Relations Campaigns;
- Photography; and
- DVD's.

And...then if you find a supplier, how do you know if they are any good?

We at TMS understand business and bring a performance based perspective to every project we undertake. We have taken the work out of managing the Marketing process by assembling a certified group of marketing professionals which can achieve all these marketing objectives and more by the most cost effective means. We have checked them out so you don't have to.

You simply have one professional point of callit couldn't be any simpler!!

Now that's "thinking outside the square"

WHY BECOME A TOTAL MARKETING SOLUTIONS WEB SITE AGENT?

Being a Total Marketing Solutions Web Site Agent has many benefits:

- Its so simple: All you need to do is email or fax a letter of interest;
- Great Commissions;
- Add an Income Stream without overheads;
- Grow your product offering and business exposure;
- Sell more to existing customers;
- Increase your customer positioning as a business solution provider;
- Increase customer loyalty;
- Free training session so you can be confident in what you say; and
- Great product, great process...your clients will thank you.

SUPPORT

We provide you with all the support and training you need along with a stylish pull up banner for your shop and brochures to take prospective clients through every step of the process.

QUALITY

We have gone to extraordinary lengths to assemble a range of website providers which we can use to suit any business and every business situation. Your customers are guaranteed to receive the highest quality web site. We can not stress enough how much quality and maintaining a great relationship with clients is to us.

SERVICE

We walk your client through every aspect of the process. Our Integrated Website Success Program means that the client is in control every step of the way.

The client will decide the look and feel of the website, the functionality they require and the level of interactivity they want.

We can design and write the copy for them or simply teach them to load up their words through our simple to use Content Management Systems.

Our Website Optimization Software will ensure they will always be situated in the best position for Google and other search engines to find.

Our prices are second to none due to our buying strength. We challenge you to find a better priced website with the functionality a Total Marketing Solutions website offers. We have taken the guess work and confusion out of website buying, design and deployment.

SALES AND COMMISSIONS

Generating sales could not be easier. Simply display the stylish banner and train your staff to ask your customers, "Are you satisfied with your current website".

Studies reveal that 89% of your customers are going to say they are not.

Once your client has expressed genuine interest simply ask if it would be ok for someone to contact them and walk them through the offer.

Once they say yes your jobs done...simply email or fax through their details on the form supplied and sit back and wait for your commission.

Commission returns are 20% of the profits from that website. So if you refer a business which subsequently develops a website valued at \$15,000, and design costs \$4,000 your commission is \$2,200...not bad hey!!

Commissions are paid as soon as we receive final payment from the client.

TABLE OF COMMISSIONS

Website Profit	Commission Payable
\$25,000	\$ 5,000
\$20,000	\$ 4,000
\$15,000	\$ 3,000
\$10,000	\$ 2,000
\$8,000	\$ 1,600
\$5,000	\$ 1,000
\$3,000	\$ 600

GETTING STARTED

Once you have completed and signed the Agents Registration Form located at the back of this kit, you will receive:



- A Free half day training session should you wish;
- A Total Marketing Solutions stylish pull up banner;
- Information sheets and brochures; and
- A supply of the relevant forms both hard copy and an electronic version to either email or fax. The forms will also be able to be downloaded from our website.

10 FREQUENTLY ASKED QUESTIONS

The following are frequently asked questions prospective Agents ask Total Marketing Solutions:

1. Will I have to sell and explain the website to my clients?

No all you need to do is ask the question, "Are you happy with your current website?" and provide some back ground knowledge which you will have following your training. Your clients will be put through the Integrated Website Success Program (IWSP) where they will actually get to identify their needs and see what it is their website will look like. They then get to choose.

2. Can my clients keep their current domain name and email addresses?

YES!!....The client actually owns the intellectual property of their domain name and email addresses. We will take care of the move across on their behalf should they wish.

3. Will my clients get a written quote?

Yes; following the IWSP they will receive a full written quote with the options they chose fully documented. It is then up to them as to whether they proceed or not. If they are truly qualified prospects the offer is so compelling most will proceed.

4. Who will write the words for the website?

We can write the words (copywriting) on behalf of the client or they can.....it is up to them. A separate quote will be supplied for this service which does not attract commission.

5. Who will take the pictures for the website?

Again this is up to the client...they can either take them themselves and we will assess the quality or we can identify a professional photographer from our preferred suppliers list.

6. Will they be able to manage the content themselves?

Yes; all Total Marketing Solutions websites come complete with an easy to use Content Management System.

7. What other features are available on a Total Marketing Solutions Website?

Our core package comes complete with:

- Content Management System;
- E Marketing functionality;
- Newsletter applications;
- Shopping Cart;
- Restricted Access Intranet;
- Database management; and
- Site Optimization software.

8. Who will train the client?

Total Marketing Solutions will supply all the training manuals which will enable the client to easily and practically use the website at no extra cost. We are able to provide training however this will be subject to a further proposal and does not attract commission.

9. Will they need to continually go back to Total Marketing Solutions to update their website?

No!!....the web site package is set up so that if they are able to use a word document they should be comfortable in using the Content Management System.

10. Will I be required to do anything after I have sent off the form and how long does it take to produce?

No...sit back, relax, and wait for the commission as we take the client through a buying system integrated with their marketing to ensure a fantastic result at a great value price. We shall notify you once the client has signed on. We are able to get the clients website up and running in **ten business days** and then it is up to them how long they take to put together and upload the copywriting and photographs.

PERFORMANCE MANAGEMENT

We have a minimum sales target of one website per month. This target is an easy target to reach. Should you require extra training or assistance we are only to happy to work with you in a **genuine strategic alliance** and help you get going.

TRAINING

As part of the offer, Total Marketing Solutions will take you through a half day training session. This session will not only equip you to be able to confidently talk to your clients about our offering but also provide you with some valuable tips and secrets which will make the discussion you have with your clients effortless.

We believe we have the **best businesses website product on the market** and once you learn about the features of a Total Marketing Solutions website we are sure you will too!!



Agents Agreement

This agreement is made the _____ day of _____ 20__

Between:

1. Total Marketing Solutions Pty Ltd ABN 73 131 453 346

21 Cusack St Wangaratta Vic 3677

And

2. (Insert Agents name)

Of (Address) _____

RECITALS:

- A. Total Marketing Solutions is engaged in the business of supplying websites, marketing services and associated products (the product) to small to medium enterprises in Australia and internationally (the business).
- B. The Agent has requested Total Marketing Solutions (TMS) to grant to his/her the right to promote and identify prospective, qualified clients for "the product".
- C. TMS and the Agent have entered into this agreement to record the terms of this Agency.

OPERATIVE PART

- 1. TMS appoints the Agent for the promotion and qualification of prospects subject to the terms and conditions of this agreement.
- 2. TMS shall provide the Agent with a promotional banner, brochure, training and support in the marketing of "the product". Any other promotional material used by the agent must be approved in writing by the Managing Director of TMS.

3. The Agent will use at all times their best endeavors to promote and extend the sale of "the product".
4. The Agent shall promote the product by ensuring that the prospect is a qualified prospect and only forwarding those expressions of interest forms where they believe there is a genuine intent to purchase "the product".
5. Prospect forms shall be forwarded either by facsimile to (03) 5721 2810 or attachment to an email to chris@totalmarketingsolutions.com.au. No other form of correspondence will be accepted.
6. The expression of interest must be completed on the prescribed form.
7. TMS shall pay the Agent commission in accordance with the attached schedule.
Commission payments shall be made as soon as practicable from receipt of total client payments having been received.
8. TMS shall be responsible for the enforcement and collection of all outstanding moneys.
9. TMS may at anytime and without notice to the Agent alter or change "the products" available and at its discretion and upon reasonable grounds decline to accept an order from an Agent.
10. The Agent shall comply with all government laws, regulations and practices in relation to the conduct of the agency by the Agent.
11. The Agent shall keep a register of customer complaints and shall refer all such complaints to TMS immediately. A failure to observe this obligation shall constitute a breach of this agreement by the Agent.
12. The Agent shall not during the term of this agreement or anytime after the conclusion of this agreement manufacture, promote or sell goods which are comparable, competitive or substitutable with or for "the products".
13. The Agent may promote and sell any non website products which TMS offers with the written consent of the Managing Director of TMS.
14. The Agent shall not undertake to perform any of the copywriting or photographic works required to create a website and must defer this offering to TMS.
15. The Agent shall not assign, transfer, and charge their rights under this agreement.
16. If either party breaches any of the provisions of this agreement the other party may immediately terminate this agreement providing written notice to the offending party. In addition, TMS may terminate this agreement if:

- A trustee in bankruptcy is appointed to the Agent;
- The Agent enters into a part X arrangement in accordance with the provisions of the Bankruptcy Act 1966 (Cth); or
- The Agent threatens to cease to carry on its business or is unable to pay its debts.

17. The parties are not partners or joint ventures and the Agent is only able to act as agent of Total Marketing Solutions as authorised by this agreement.

18. The laws of the State of Victoria (Australia) shall govern this agreement. If any provision of this agreement or part thereof is held illegal or unenforceable, that provision shall be deemed to be severed from this agreement and the remainder of this agreement shall continue in effect.

Executed as and Agreement

**Executed by Total Marketing Solutions (TMS)
(Australia) Pty Ltd in accordance with its constitution:**

Executed by (Agents name)

Agents Client Booking Form

Website Client Expression of Interest Form

Please complete the following form and forward to Total Marketing Solutions as outlined on the bottom of this page. A follow up call shortly afterwards to reception to ensure arrival on (03) 5722 3810 would be greatly appreciated.

1. Name of Referrer:	
2. Company Name of Referrer:	
3. Preferred Telephone contact of Referrer:	
4. Email address of Referrer:	
5. Name of Prospect:	
6. Company Name of Prospect:	
7. Current website address of Prospect:	
8. Preferred telephone contact of Prospect:	
9. Preferred meeting times and dates (provide 3):	
a. 1st Preference:	
b. 2nd Preference:	
c. 3rd Preference:	
11. Any background information on this prospect that may assist in our preparation for the meeting:	

Please either

a) FAX this form back to (03) 5721 2810 Attention Christopher Green;

or b) SCAN and email to chris@totalmarketingsolutions.com.au

Contact Details

Christopher Green

Managing Director

Total Marketing Solutions Pty Ltd

ABN 73 131 453 346

T: 61 3 5721 7545

F: 61 3 5721 2810

E: chris@totalmarketingsolutions.com.au

www.totalmarketingsolutions.com.au

Schedule

The agent shall be compensated at 20% of the total profit of the website after design and deployment costs.