



The Marketing Rep Intranet

Henry talks to recruit and enters the new user's name, school, and SS# in the Corporate Internet Admin page. The page generates a user ID and password. The recruit logs on to the intranet which detects he's new and kicks him into Screen 3N. Established users see screen 1/2

Screen 1/2. Log In Screen

Current Rep Log In:

User ID:

Password:

Submit...proceed to screen 3.

New Recruit Log In:

User ID:

Password:

Submit...proceed to Screen 3N.

Screen 3N. Thank you and welcome to the Campus Global Net Family.

As a new representative, you will have a clearly defined roll and documented responsibilities and expectations. These are listed below. Please read them carefully and indicate that you agree to comply.

Responsible for selling to businesses

Responsible for marketing on campus

Responsible for maintaining on-line Contact Manager/Personal Planner

Responsible for helping co-reps and participating in Nationwide threaded discussions

(MM Please elaborate)

I have read the text above and understand my roll, responsibilities and expectations as a CGN Marketing Representative.

Submit

- No page from here on in the "N" section can be viewed unless the previous screen has been viewed.

Screen 4N. New Rep:

Please take a minute to enter your personnel information. This information will be used to track your commissions, performance, yadda, yadda (MM please provide)

All information will be kept strictly confidential.

Name: (Autopopulated)

User ID: (Autopopulated)

Password: (Autopopulated. Recruit has the opportunity to personalize)

SS# (Autopopulated)

Email Address:

School: (Autopopulated)

Phone:

Mailing Address:

City:

State:

Zip:

Submit

Programming: 12hrs

Page Composition/Design: 3hrs

Copywriting: 6hrs

Screen 5N. Your Local CGN Marketing Team

<Rep Name>, here are your fellow marketing reps within your college or university. These reps are your support group. They have been involved with CGN for varying amounts of time and have acquired valuable experience. Use them as a resource...

Rep 1, email address, phone, mailing address

Rep 2, email address, phone, mailing address

Rep 3, email address, phone, mailing address

- A message is generated to the Threaded Discussion under the subject "New Reps"

Screen 6N. Getting Started

In this section you will set up your initial goals and objectives and establish your business queue and contact list...

Screen 7N. Identifying your market

- Your market will consist of the following categories:

A little description of the benefits of categorizing

- Here's how it's divided up...

The number of reps per institution is predetermined by demographic information and entered by Corporate on the Corporate Admin page. The categories are divided into that many groups and allotted to each rep using a "round robin" dispersal algorithm. If a full compliment of reps is not present, the remaining groups of categories will be held for an arbitrary period of time (Corporate's discretion). Existing reps are invited to recruit needed reps. If no additional reps are available, remaining categories are divided up by Corporate.

- XX categories (prerated premium and secondary by Corporate.

Each rep gets an equitable number of premium, etc.)

Screen 8N. Researching your market

- The Rep will use www.bigbook.com (and probably others) to add as many businesses as he wishes for each category (if a business is already entered by another rep, an alert will need to show).
- The rep can add more at a later date through his Personal Manager on the Intranet.
- He will fill in business name, address, and phone number.
- This will give the rep a "queue" of businesses to draw from when setting up his weekly sales calls.
- Advice: Use the Yellow Pages to discover who is spending the most on marketing. Who spends the next most? Who already has a Web site?

Screen 9N. Mining Your Market

- Track a realistic expectation. "In order to succeed, you will need to set realistic goals for yourself within the parameters set by CGN..." Information will be solicited in order to establish quotas and suggest personal goals.

Values: Reps can visit 2 businesses/hr
 Reps can close 50%
 20% are single page ads (\$675/each)
 30% are business directory (\$100/each)
 Commission is 10%

- How many hours will you commit this week? _____
- Based on _____ hours, you should be able to visit _____ businesses.

- Based on general stats, you should close ___ businesses/month yielding \$XX/month gross revenue.
- Your quota is XX businesses/month yielding \$XX/month.

Screen 9Na. Adding Businesses to Your Action Items List

- Based on the numbers of hours you can work this week, select X amount of businesses within each category from your queue. These businesses will be added to your Action Items list and will be given a "Trial" status. They will be listed temporarily for 30 days in the Business Directory. After the first 14, you will receive a reminder in your Personal Manager alerting you that the account must be decided within 15 days. Extensions may be granted by Corporate for extenuating circumstances.

Screen 10N. The Sales Call

- Copy needed to explain the sales process (The Cold Call, The Follow Up Call, Knowing When to Say When, etc)
- Objections Page
 - I've already got a Web site
 - I've got more business than I can handle right now
 - Etc.

Screen 11N. After the Call

- Instructions on updating the Rep's "Personal Manager" on the Intranet
- Instructions on working with "Add a Business" on the Intranet

Screen 12N : Sales Aids: Ensuring Your Success

Campus Global Net provides numerous sales aids to assure your success....

Screen 13N. The CGN Marketing Rep Intranet (an overview)

- Screen 13Na. Training
- Screen 13Nb. Add A Business
- Screen 13Nc. Contact
- Screen 13Nd. Threaded Discussion
- Screen 13Ne. Reports
- Screen 13Nf. Downloads
- Screen 13Ng. Personal Manager

Screen 14N. Flipbook

Include instructions and diagrams showing how to assemble the binder (link to PDF).

Screen 15N. Order Supplies:

- Screen 15Na. Brochures
- Screen 15Nb. Business Cards
- Screen 15Nc. Folders

Screen 16N: Marketing CGN on Campus... Drawing an Audience

One of your most important obligations is to draw an audience to make your prospects to want to advertise with CGN...

Screen 16Na. Posting Fliers (link to PDF's)

Screen 16Nb. Contacting Department Heads (to promote specialized areas i.e.: Art Dept for Virtual Gallery, Journalism Dept for Sunday Morning Funnies)

Programming: 74hrs

Page Composition/Design: 19hrs

Copywriting: 18hrs

Screen 3. The CGN Marketing Rep Intranet

Welcome, <rep's name> to the CGN Intranet site...

- Corporate-wide announcements will be displayed as needed.

Links: Training
Add a Business
Contact
Threaded Discussion
Reports
Downloads
Personal Manager

Screen 4. Training

- The rep will be able to return to the "Getting Started" section from the "New User" side of the site. It will include an index so that the established user and skip around (the new user is forced to follow the logical sequence).
- This link will bypass the setup mode of the new user section.
- It will also include a section of FAQ's and a link to review the "Rolls/Responsibilities/Expectations" copy

Screen 5. Add A Business

- Record billing information and options
- Credit Card Processing (use code from CGN site)
- Cash and Check Processing (Jake's notes)

Programming: 56hrs

Page Composition/Design 3hrs

Copywriting: 18hrs

Screen 6. Contact

- The screen will be populated with the other names, mailing and email addresses and phone numbers of other reps at their school.
- There will also be a link to Corporate
- and a link to a form for ordering more business cards, brochures, folders, contracts, shirts, decals and mugs.

Programming: 12hrs

Page Composition/Design: 1hr

Copywriting: .5hrs

Screen 7. Threaded Discussion

- This section will allow users to post questions and comments to the entire population of reps. When someone responds to a specific message, it is posted as a reply on the Web page under the original message, indented and in order of receipt. A user can then scan through the topics and follow a discussion by clicking on each consecutive reply.
- There will also be a link for Net Conferencing, which will activate a Chat window. If Corporate wants to meet with a group of reps or all reps, an appointment will be emailed to all or the selected reps and those reps will meet on line in the designated Chat room.

Programming: 24hrs contingent upon the acquisition of ICHAT

Page Composition/Design: 1hr

Copywriting: .5hr

Screen 8. Reports

A blurb about the value of reports....

Screen 8a. Personal Performance

- Rep will be able to compare his actual performance with his stated goals and with the performance of his peers nationwide or by region for the year or for a stated time in terms of gross revenue generated.

Performance as compared to:

- Current Quota
- Personal Goal
- Actual
- Personal Performance rating (compared to goal)
- National Performance rating (compared to national trends)

- Rep will be able to obtain a report showing total commissions for the year or for a stated time.

Screen 8c. Hit Tracking

A blurb about how to use hit tracking...

Screen 8c1. Site Activity

- Rep will be able to view and print reports of site activity for his school's CGN site. Reports can be broken down by section and page.

Screen 8c2. By Business

- Reps can view and print reports of activity for a designated category (for those businesses who are only listed in the directory) or for a business', banner ad, single page ad, and/or level 2 site.

Programming: 80hrs

Page Composition/Design: 5hrs

Copywriting: 2.5hrs

Screen 9. Downloads

- The most current versions of the Flipbook, fliers, and any other collaterals that Corporate approves for printing on low-quality personal printers will be posted and downloadable as .PDF files.
- When new fliers are available, word will be spread by Corporate via the Threaded Discussion group and reps will download them from this page.

Programming: 4hrs

Page Composition/Design 1hr

Copywriting: 1hr

Screen 10. Personal Manager

A blurb about the Personal Manager

Screen 10a. Goals Manager:

Rep can modify personal goals originally determined in the Getting Started section. These goals determine how many businesses can be included in the call list at any one time. I.E.: "I plan to work X hours each week. The standard quota is signing up <X x .5> businesses each week. My personal goal is X+/- businesses each week." Once the Rep becomes proficient, he will want to increase the number.

Screen 10b. Queue Manager:

Rep can add as many new businesses to the Queue as he wants as long as they fall within his prescribed categories (including addresses, phone numbers, and contact names)

Screen 10c. Contact Manager:

- A complete list of everything entered through the Queue Manager with the ability to edit current status and history sortable by any field.
- Rep can populate his Action Items by clicking on a predetermined number of businesses in each category (the number is determined by the Goals Manager).
- The status of those businesses is automatically converted to "Trial" which loads them into the CGN Business Directory for a period of 30 days. After 14 days, if no change to the status has been documented, the Rep is automatically notified that he has two weeks to make the sale. If there are extenuating circumstances i.e. the owner is out of town for a month, the Rep can contact Corporate where the time can be extended. Otherwise, the status changes to "Closed".
- Statuses include:
 - Queue (Unlimited)
 - Trial (limit 30 days)
 - Pending Approval (limit 7 days)
 - Business Directory (365 days)
 - One Page Ad (365 days)
 - 2nd Level (365 days)
 - Closed (Arbitrary-the rep can designate time according to the prospect's feedback i.e. "try again in 6 months")
- The Rep can record the outcomes of meetings and change the status of a business depending on that outcome.
- If the result is a call back, it will be documented in the Action Items list.
- If the result is a sale, the rep is prompted to the Add a Business section where billing information is recorded and options are requested.

Screen 10d. Action Items:

- The Rep clicks on businesses from the Action Item list and adds them to his Daily Planner.
- The Action Item list alerts the Rep when businesses are close to expiration. (shows as red)
- Items are sortable by status, alphabet, zip code.

Screen 10e. Daily Planner

- The Rep can schedule action items for blocks of time throughout the day (15 minute increments).
- These appointments should be fully editable with respect to time slots.
- Clicking on the business name should bring up a table showing address, phone number, contact names and current status and history (drawn from the Contact Manager but shows only the one business).
- After the appointment, Rep can click on business name and edit status and history.

Screen 10f. Edit Personal Information

Programming: 76hrs

Page Composition/Design: 7hrs

Copywriting: 2hrs

Corporate Admin Page (invisible to reps)

Link 1 Contact

From this link, Corporate will be able to:

- send messages to individual reps, groups of reps, or all reps
- create messages for the splash screen.

Link 2 Personnel Manager

- Corporate will be able to add a new rep
- assign user name and password
- log commissions
- change rep's employment status
- enter evaluations/reviews
- define and edit the number of reps at a given school
- assign and reallocate categories

Link 3 Business Manager

Corporate will be able to:

- edit business status i.e.: Check received
- override Rep's entries
- override automatic triggers.

Programming: 32hrs

Page Composition/Design: 1hr

Copywriting: .5hr

Total Programming Hours: 370 (Assumes we are configuring the message board feature of ICHAT to act as our threaded discussion center)

Total Graphics Hours: 41 (in tandem)

Total Copywriting: 53.5 (in tandem)

Final Beta Test Sequence before Management Evaluation: 40hrs.

Bug Fix Session: 40hrs.

Total Time: 6 weeks

This estimate does not include approval cycles or meetings. Any modifications to specifications indicated above may increase or decrease the amount of time needed to complete the project and must be considered on a case-by-case basis. The clock begins upon final sign off from Management.