

Sales and marketing concept

Our partnership

Let me first explain the structure of our partnership between you as a marketing & sales representative and our Digital Marketing Platform. Our Digital Marketing Platform is not a dealer - we are an **Internet Service Provider** (ISP) like GOOGLE ADWORDS. Entrepreneurs can buy services such as from us or from GOOGLE ADWORDS and resell that service to their clients.

Our Digital Marketing Platform is a german / cypriot company with a german / cypriot office like GOOGLE ADWORDS is an US company with an US office.

Our digital services

We offer 4 different services:

1. **Basic**
2. **Premium**
3. **Premium plus**
4. **Premium plus plus**

Basic

Flat rate for lodges for an annual fee of **80,- EUR** that's **11,300 KES**

Premium

Flat rate for all services & website & SEO for an annual fee of **240,- EUR** that's **34,000 KES**

Premium plus

Premium service & real estate for an annual fee of **480,- EUR** that's **68,000 KES**

Premium plus plus

Premium plus service & digital signage for an annual fee of **960,- EUR** that's **136,000 KES**

Sales and Marketing activity

You as a marketing & sales representative should find new clients, explain our service, create a company presentation and a website for new clients and support and maintain existing clients.

The prices are calculated in EUR due to the stability of the currency, but can be paid by the client in KES.

The sales target is **10 new clients per month**. The minimum target is **4 new clients in the first month, 6 new clients in the second month and 8 new clients in the third month**.

We help you to be a successful marketing & sales representative

We provide you with the necessary skills and knowledge to be successful in marketing and sales. **You don't need any money**, but you do need a lot of energy and dedication to build up the knowledge you need. We offer a free but rigorous and challenging Online Sales Training (OST).

Are You Up for the Challenge?

Our Online Sales Training (OST) is tough, with only 5% of participants successfully completing it. If you are motivated and intelligent, you might be among those who succeed. Are you still interested?

Online Sales Training (OST)

We offer you a free 2-week Online Sales Training (OST). In the first 3 days you have to study 5-6 hours to pass the intermediate exam. Then you have 1 week to find 3 test customers. For the final test, you have to study for another 5-6 hours over 3 days. And this is how it works:

First week:

- Study the first 5 lessons.
- Take the intermediate test after 3 days.

Second week:

- If you pass the intermediate test, you must find 3 test clients within the next 7 days.
- Have a sales conversation with these clients and create a website for each of them. The clients receive a free account, making it easier for you to find them.
- Lesson 4 of the OST will teach you how to create a website.

Third week:

- Study the next 5 lessons.
- Prepare a professional sales pitch.
- The final test will be a sales conversation between you and the CEO of our company.

All tests are conducted via video interviews. If a video interview cannot take place due to unpunctuality, a poor internet connection, or inadequate answers, the OST is automatically cancelled.

Income expectation with base payment

You get a **base payment** of **400,- EUR** that's **57,000 KES** and 10% commission for each **new client**. For **10 new clients** monthly the commission is **240,- EUR** that's **33,000 KES**.

The minimum sales success is 4 new clients monthly only in order to receive the base payment.

The **monthly compensation** is:

for **4 clients**: **496,- EUR** that's **71,000 KES**

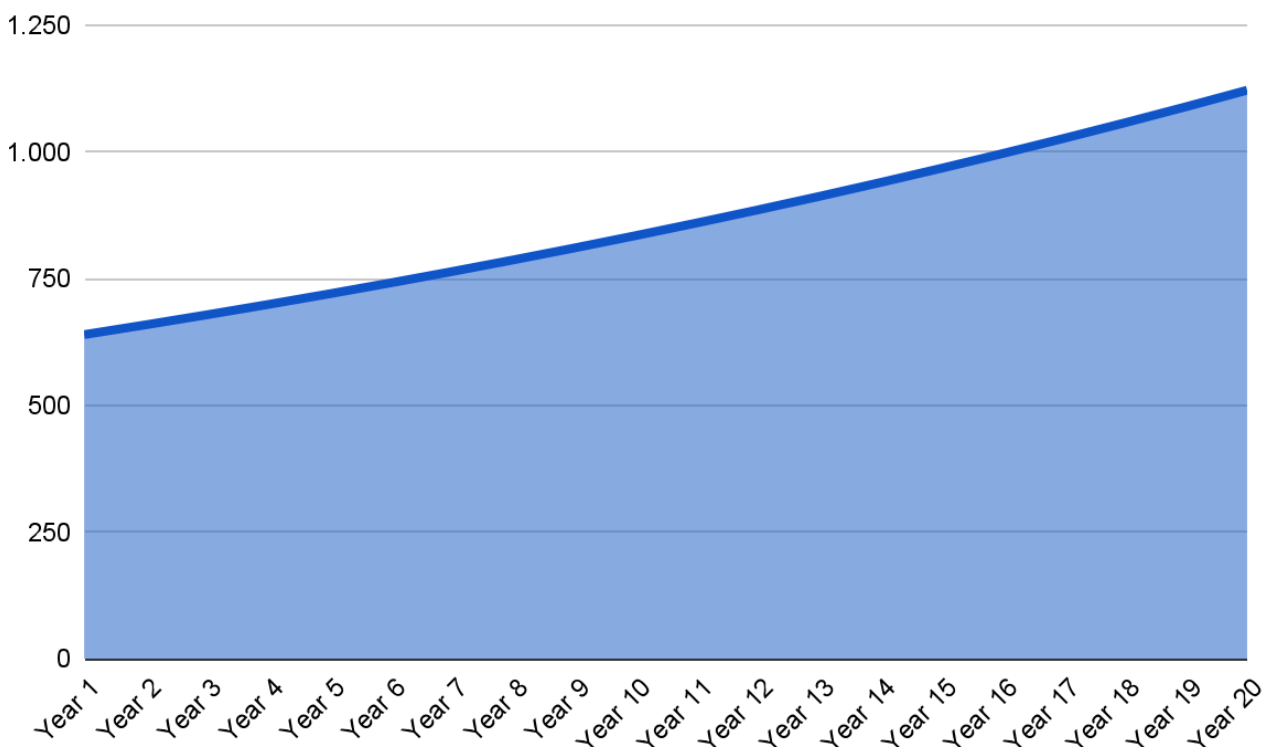
for **6 clients**: **544,- EUR** that's **77,800 KES**

for **8 clients**: **592,- EUR** that's **84,600 KES**

for **10 clients**: **640,- EUR** that's **91,400 KES**

for **12 clients**: **688,- EUR** that's **98,200 KES**

The monthly compensation increases within 20 years to **1.100,- EUR** that's **150,000 KES** based on **base payment** and **10 new clients** monthly.



This calculation is based on the **Premium** service (annual fee of **240,- EUR**). Selling the **Premium plus** service (annual fee of **480,- EUR**) or **Premium plus plus** service (annual fee of **960,- EUR**) would of course increase the monthly compensation.

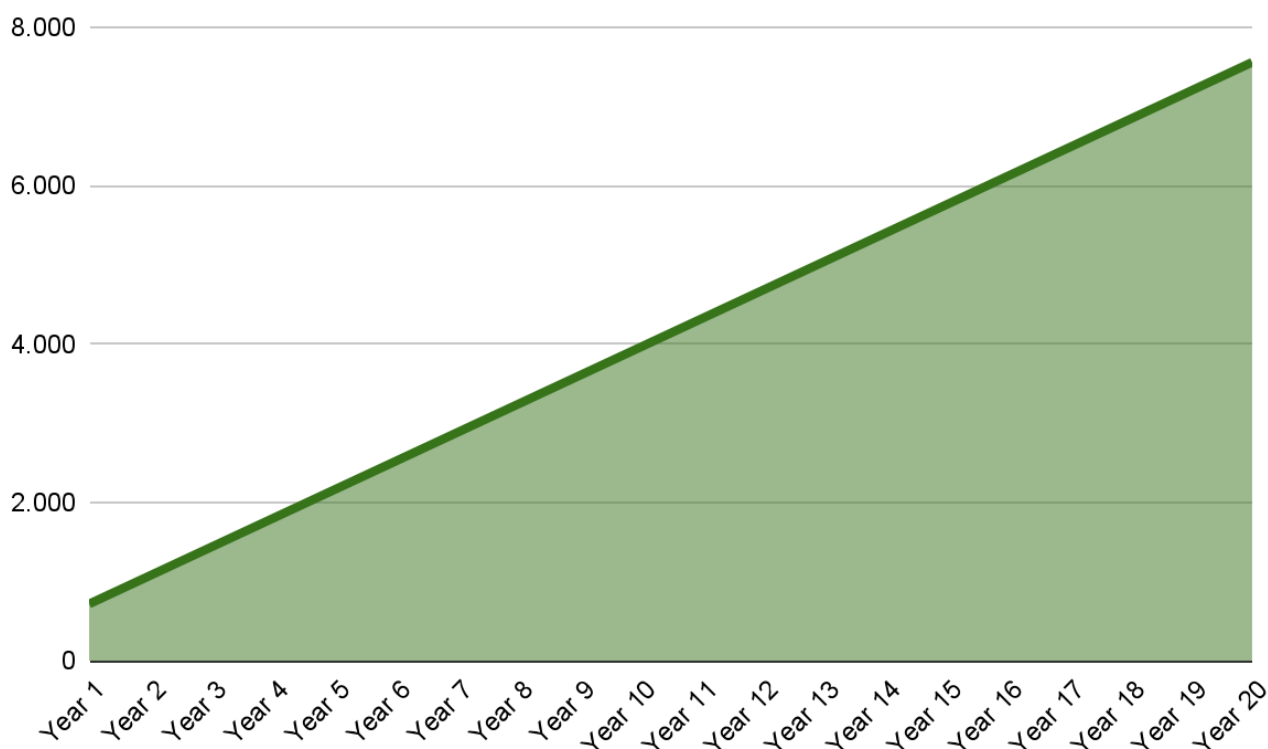
Income expectation with commission based payment

After a successful Online Sales Training you will start already with a monthly revenue of **720,- EUR** that's **101,000 KES** getting **10 new clients** monthly and an average annual increase of 50% because of the **passive income mechanism**.

After **10 years** the monthly revenue amounts to **3.960,- EUR** that's **550,000 KES**.

After **20 years** the monthly revenue amounts to **7.560,- EUR** that's **1,000,000 KES**.

Here you can see how the monthly **commission based payment** on **10 new clients** monthly and 50% passive income based on your **old clients** is increasing within **20 years**.



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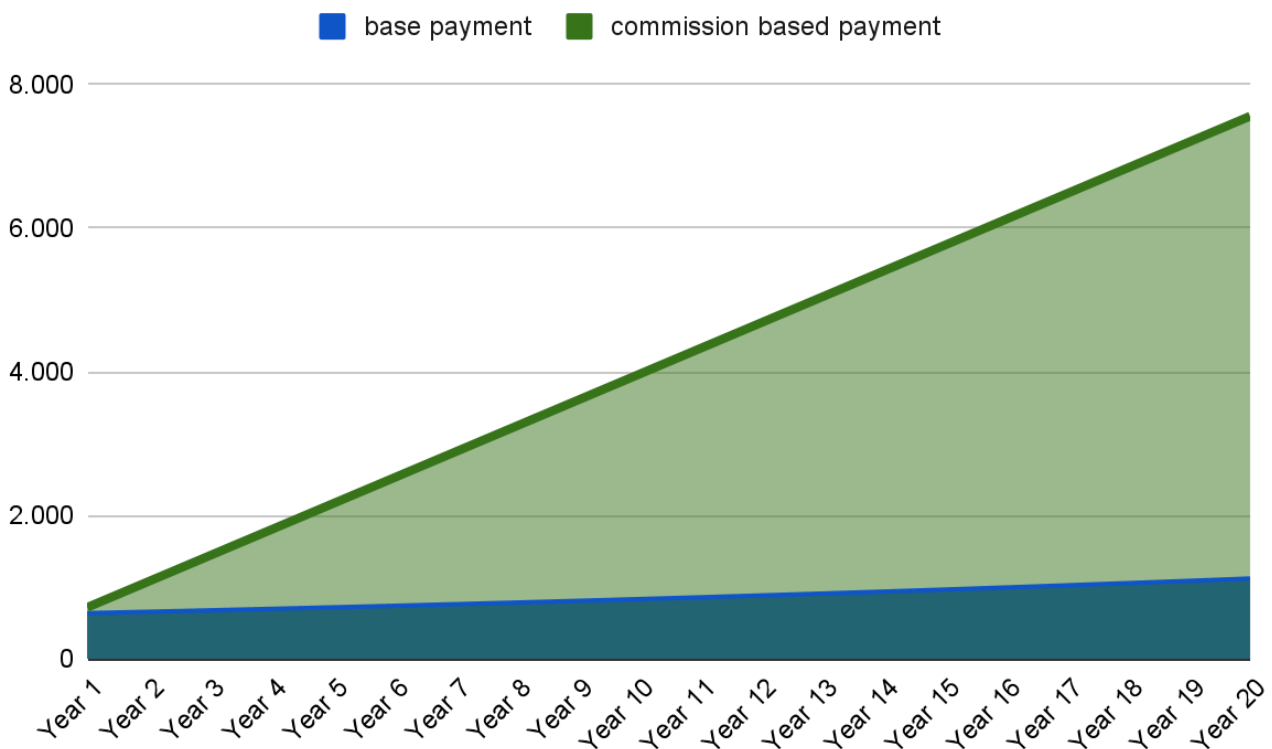
Comparison of the two income expectations

Let's compare the two income expectations by summarising them in a diagram.

The **blue area** is the income you will earn in the next 20 years with **base payment**.

The **green area** is the income you will earn in the next 20 years with **commission based payment**.

As you can see, the big difference is not the starting income, but the disproportionate growth in income.



Below we explain in detail the commission based income, why it is growing so strongly and what the passive income mechanism is.

Choose your way of payment

After doing the Online Sales Training (OST) you can choose between two ways of payments. **This is a lifelong decision. It cannot be changed. So decide wisely!**

- A. **Base payment**
- B. **Commission based payment**

Commission based payment

As we already know the sales target is **10 new clients per month**. The minimum target is **4 new clients in the first month, 6 new clients in the second month and 8 new clients in the third month**.

The commission is **30%** on new clients and **30%** on old clients.

The new client commission for **10 new clients per month** is **720,- EUR**.

The old client commission for **5 old clients per month** is **360,- EUR**.

Development of commission based payment

The monthly **commission based payment** is made up of the commission for **new clients** and 50% **old clients**. Because the number of **old clients** increases every year if you look after them well, the monthly commission also increases every year.

Monthly commission 1. year: **720,- EUR** that's **101,000 KES**

Monthly commission 2. year: **1.080,- EUR** that's **152,000 KES**

Monthly commission 3. year: **1.440,- EUR** that's **202,000 KES**

Monthly commission 4. year: **1.800,- EUR** that's **253,000 KES**

Monthly commission 5. year: ...

Commission based payment in the first 3 months

In the first 3 months it is of course not easy to find **10 new clients** a month.

On the one hand, you as a marketing & sales representative do not yet have the necessary experience and on the other hand it takes a few days or even weeks between the presentation to the client, the signing of the user contract, the receipt of payment and the transfer of the commission.

This is why there is a special arrangement for the first three months.

For the first **2 new clients** in the first 3 months the commission is not **30%** - the commission is **80%**.

Monthly commission with **2 new clients**: **384,- EUR** that's **54,000 KES**

Monthly commission with **4 new clients**: **528,- EUR** that's **74,000 KES**

Monthly commission with **6 new clients**: **672,- EUR** that's **94,000 KES**

The Passive Income mechanism

You get paid for **new clients** and for **old clients**. The **old clients** we call **Passive Income**.

Passive Income 3. year: **1,000,000 KES** because of **100 old clients**

Passive Income 5. year: **2,000,000 KES** because of **200 old clients**

Passive Income 9. year: **4,000,000 KES** because of **400 old clients**

Lifelong Passive Income

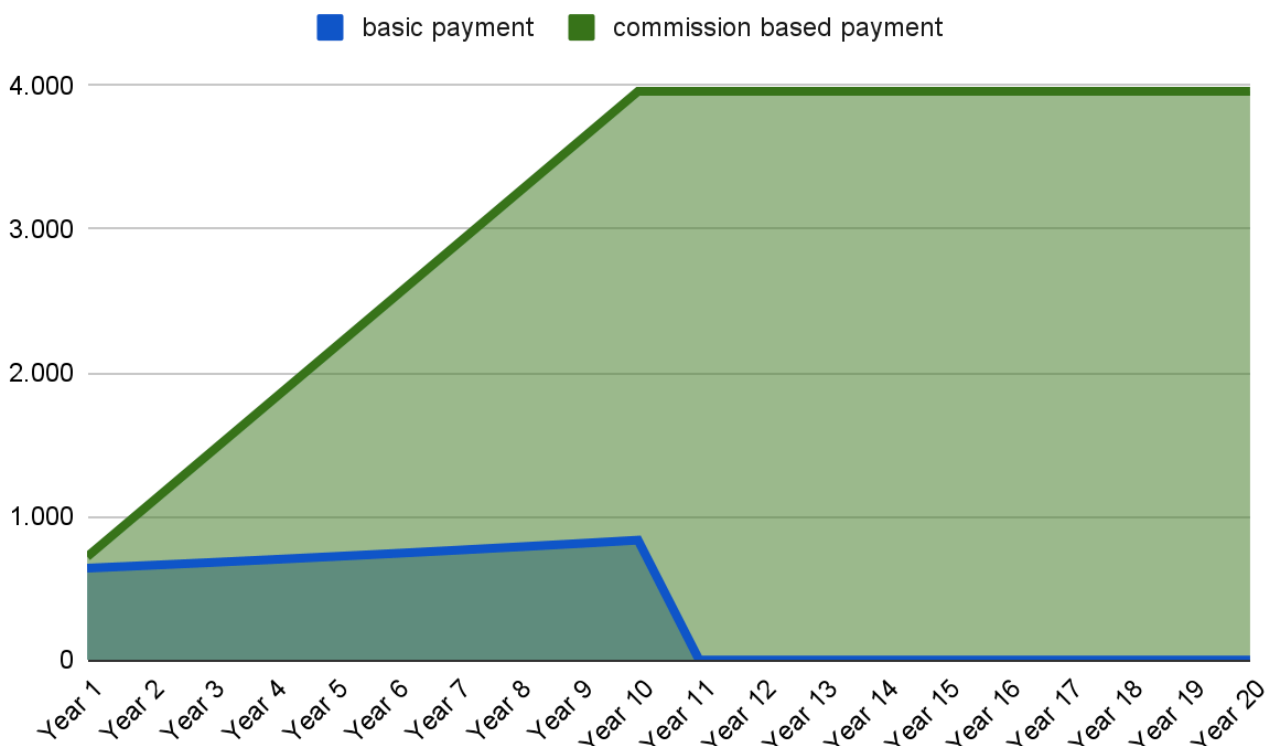
When you have collected **500 old clients** - this can be after 8-10 years - you can stop working for the rest of your life and live off your **Passive Income** of **36.000,- EUR** that's **5,000,000 KES**.

Even if you don't make any more sales and sit on the beach every day and enjoy the sun, you will receive monthly around **3.000,- EUR** that's **422,000 KES**.

Difference between base payment and commission based payment

Let's say two salespeople, both **25 years** old, one of whom has chosen **commission based payment** and the other **base payment** have been working for our digital marketing platform for 10 years and then stop at the **age of 35** because they want to take a break or enjoy life.

As you can see after 10 years the **commission based payment** creates and keeps a monthly payment of almost **4.000,- EUR** that's **560,000 KES** because of the passive income mechanism based on **old clients**. Choosing the **base payment** the lack of passive income mechanism would result in a monthly payment of **0,- EUR** that's **0 KES**.



Don't forget: the way you are paid is a lifelong decision. It cannot be changed. So decide wisely!