

webinthebox®

The independence you want. The support you need



WEBINTHEBOX® - GET INVOLVED AS A SALES PARTNER

Becoming a Webinthebox® Sales Partner is a way that you can use your business acumen, contacts and people skills to add web site design to your product portfolio without any specialist technical knowledge. You do the things you are good at and we support you. Today, running a business with no web presence is becoming as unthinkable as not being in the phone book a few years ago.

The internet is fast becoming the world's first choice when looking for information, businesses and potential suppliers. You can be a part of this huge growth industry. Webinthebox® is specifically aimed at small to medium businesses, which account for over half the UK's economy.

Food for thought:

- Internet use in Europe has increased 263.5% since year 2000
- Internet penetration is still only 47.7%, so there is plenty of room for growth
- Further growth approaching 30% is predicted by the year 2010
- Europe has over 382 million internet users - nearly 1.5 times the USA internet population
- Every 24 hours something like half a million new sites are registered
- In the same period, some 150,000 sites expire and 170,000 are transferred. There is constant change generating business opportunities
- On average, a basic Webinthebox® site sale will generate £250 to £600 gross profit

WEBINTHEBOX® SALES PARTNERS - THE OPPORTUNITY

In some areas, where we don't have franchisees in place, there is an opportunity to get involved even if you can't dedicate the time, resources and money needed to set up and run a full franchise. Perhaps you are already committed to other non-exclusive sales agencies and want to add another string to your bow? Perhaps you have a young family and can only work part-time. Becoming a Webinthebox® Sales Partner may be just right for you.

AREN'T TIMES SUPPOSED TO BE HARD AT THE MOMENT?

Yes, they are. Everywhere you look there is a newspaper headline predicting financial gloom, doom and disaster. What they don't tell you in the papers is that we are not in the business of giving up in this country. As long as there are people there will be markets, and as long as there are markets there will be entrepreneurs working hard to make a living in them. What is happening is that the people in business are looking more closely at value than ever before. As a business person yourself, we probably don't need to tell you that.

In advertising and promotion terms this is driving a realisation that the internet, quite apart from being the first place that many people are currently looking is a very economical place to put your message. There is huge capacity available, set up costs are not high and the annual renewals are certainly a lot less expensive than conventional directories and local or national press advertising.

WHAT'S SO DIFFERENT ABOUT WEBINTHEBOX®?

Where can we begin? Compared to any other DIY or low cost website on the market, its capacity is huge. Without getting too technical, there are 20+ pre-formatted pages for purposes like galleries, guestbooks, product catalogues and newsletters, along with an additional 10 pages that can be turned to any purpose your customer desires. This is expandable without limit and each page can contain the contents of a novel as well as images and headers.

Size isn't everything though. The real power of Webinthebox® is the built-in content management system that allows users to keep their content up to date, change the appearance of their site and manage the enquiries that come in. Even users with very little computer experience can maintain a site for themselves. On the subject of enquiries, Webinthebox® comes as standard with a built in email page for quick contacts, or a fully customisable enquiry form. These are not just links to your e-mail client either, the pages place information into the site database and send an email confirmation. Built in security measures keep out spambots and make sure that only genuine humans contact your customers.

And if that is not enough, the architecture of every Webinthebox® site is designed with search engines in mind just as much as the human visitors. You can be sure that your customers will get their sites found when you have gone to all the trouble of selling it to and setting it up for them.

DO I NEED TO BE A TECHNICAL WHIZZ-KID?

Absolutely not! The ideal profile of a Webinthebox® Sales Partner is someone who has been in business or sales and marketing, and relishes the challenge of working with people to help them achieve their own business objectives. In short it is about business and people, not about bits and bytes. Applications from IT professionals are rejected immediately. This may seem a bit harsh, but it is our way of keeping the differentiator that we enjoy, Webinthebox® is sold by people to people.

HOW DOES ALL THE TECHNICAL STUFF HAPPEN THEN?

So glad you asked. When you become a Webinthebox® Sales Partner, you become part of a 'Virtual Franchise', set up with 100 empty websites just waiting for words and pictures to make them complete. When your customer gives you the go-ahead for their site, you just fill in one form online to allocate a particular site to their domain. We do the rest. From registering or transferring the domain, dealing with changes of ownership and setting up mailboxes and admin users, you don't have to worry about a thing. As the 'Virtual Franchise' grows with more sales partners and more customers, we simply add new servers with modules of 100 sites on each.

CAN I MAKE MONEY FROM WEBINTHEBOX®?

As with all sales roles, what you get out is related very closely to what you put in. In turn this may be governed by how much time you have at your disposal and how much or little of the site setup you want to get involved in. What we can tell you straight off the bat is that you will receive generous margins of 40% on all your sales of new sites and 30% on sold options and extras. The average order value for our 2007-8 sales so far is £994. You are absolutely free to earn additional profits by carrying out work like copy writing, photography or graphic design for your customers directly. If you feel that you would be better served by getting us to do that while you use your time selling more new sites, that is great too. We always try to adopt the most flexible approach so that everyone gets a good deal - customers, sales partners and us.



WEBINTHEBOX®

GET INVOLVED

Web presences have been no problem for large companies over the years, with money and resources to utilise, but now every business needs to have a professional website. That is where Webinthebox® comes in. With a very low initial cost, site owners can decide how much content management they want to do for themselves and how much they want done for them. Even the smallest business can now have a professional web presence that is powerful, flexible and easy to keep up to date.

As a Webinthebox® Sales Partner, you will benefit from a generous margin on the original sale, then gain additional profitable work setting up and supporting websites for your customers. There are optional extras to upsell and each new site represents an ongoing revenue stream through annual hosting renewals.

Working with Webinthebox® feels great too. You will be making a real difference to the business of all your customers and the variety is endless. Boredom is never an issue with Webinthebox® .



GETTING STARTED

Getting started couldn't be easier. Firstly we process your application to make sure you have the skills and background that will ensure success in this thriving market. Then you are enrolled on our intensive five-day training course - exactly the same as for our franchisees. On the course you will learn all you need to know about finding customers and how to set up new sites.



PROFIT OPPORTUNITIES

From day one in the field you will have websites ready to sell. On the most basic sale you will retain a margin of £198, but that is just the beginning. You can add options, sell your time to upload initial content, create graphics, photographs and more. For customers that require a custom layout, we handle the design, you pick up the sale at a generous margin.



GROWING YOUR BUSINESS

Initial setup of a Webinthebox® site takes only a few minutes, and there is a healthy market. As your customer base grows, word of mouth referrals accelerate. We rarely find any need to advertise. You may even find that after a period as a Sales Partner you want to upgrade your business status to Franchisee. Provided there is an area available, this is very easy.



THE WEBINTHEBOX® DIFFERENCE

There are many DIY websites available but Webinthebox® has one extremely important difference - the people that sell it. Webinthebox® is only ever sold face to face, which is highly important in the marketplace for which it is designed. It is

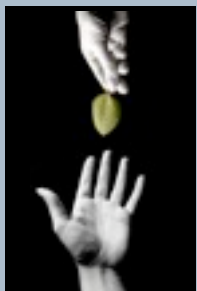
precisely because our customers are small businesses with little or no IT experience that this human contact is the vital first step. No Webinthebox® customer is palmed off with a FAQ page when they want information or help. They can call a real person instead and that real person can sell them the services that they need.



Tools



Training



Support



Independence

THE WEBINTHEBOX® SALES PARTNER PROGRAMME

WHAT IS INCLUDED

Ready made business with all the products, training and promotional materials that you will need to start earning right away

Share of a 'Virtual Franchise' with a dedicated server holding 100 latent websites ready to go

Unlimited expansion of 'Virtual Franchise'

Full training to help you recognise and profit from the wealth of opportunities that your new web design business will bring

Generous margins of 40% on new site sales and 30% on optional extras and custom work

Freedom to profit from support sales, either from your own portfolio or resell our own services

Future profit opportunities from updates and site maintenance

OPTIONS (AT COST, £POA)

Supported seminars for site sales and user training, help with local promotions and advertising material.

Enrolment and first year's membership to your local BNI (Business Networking International) chapter.

Apple Macintosh computer system with all the editing tools you will need

Copy of current version iCaramba! database

Promotional material, corporate clothing, brochures, flyers, leaflets and exhibition stands

Upgrade to full franchise dependent on availability of sales area

THE WEBINTHEBOX® HOSTING PLEDGE:

- We will never host more than 100 sites per server
- We will never host non-Webinthebox® sites on our servers
- We will never place Webinthebox® sites on other shared servers
- We will never issue server access codes to any non-Webinthebox® employee

To apply for the Webinthebox® franchise in your area, simply complete the attached application form and return it to us with your cheque for £50 processing and admin fee to get the ball rolling.

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