

PORTAL TOUR OUTLINE AND EMAIL

1. Objectives- Utilization of this system in a service business location will serve as a “funnel” for your “bean jar,” allowing you to conveniently show the Shop.com opportunity to nearly your entire customer base. Presented correctly, this procedure allows distributors to simultaneously prospect and recruit business partners and Preferred Customers in a simple, duplicable, unified way, and can substantially supplement your existing business income, ultimately freeing you from your business. Ideally, you want an individual set up in your location with the express purpose of greeting your customers as they enter, offering them a small discount on your primary service for their participation, and ultimately presenting immediate Portal Tours to every customer. Leverage your time by teaching this procedure to other business owners, each of which becomes a virtual partner/BV/IBV “factory.”
 - a. Primary- Book an appointment to show the business plan. This is done by provoking the “Million Dollar Question”- “How *do* you make money?” When customers ask this question, they have asked you to see the business plan, and you didn’t have to coerce them into an appointment
 - b. Secondary- Settle for having them as a Preferred Customer. Emphasize exclusive product lines as much as possible and the Home Advisor, showing your customers how they can transfer their buying habits from “Brick and Mortar” to “Click and Order”
 - c. Tertiary- If you didn’t book them into an appointment or at least sign them up as a PC, you failed to close. Review the procedure, practice and refine your delivery, listen more closely to your customer, and do better next time

2. Preparation
 - a. Set up a dedicated online computer and presentation area, preferably with a monitor screen large enough for pleasant viewing by multiple parties
 - b. Optional: Offer coffee to customers while they go through the Portal Tour, but have Mochatonix on hand to offer samples as an alternative with “more kick”
 - c. Tabs open in browser:
 - i. Shop.com portal
 - ii. Web-based email (Yahoo!, Gmail) to illustrate the idea of ad-based revenue for free online services
 - iii. Prepared email open and ready to personalize and send at end of presentation including:
 1. Thanks
 2. Remind them about the perks of using Shop.com
 3. Offer to help the customer with any of their shopping needs
 4. Link to download Shop Buddy
 5. Personalize and add direct links to any particular products or services you may have discussed during portal tour
 - d. Have Home Shopping Lists on hand (order through back office)
 - e. Every day before conducting your first Portal Tour, check for a commonly purchased high dollar item on both Shop.com and Amazon for which Shop.com finds a lower price than our major competitor. You will use this item to illustrate Shop.com’s superiority during the Comparison

Shopping portion of the Portal Tour (At the time of this writing, both the new iPad 4 with Retina Display and the iPad mini both serve as fine examples). It is important to check every day in case prices have changed.

- f. Means to record contact info electronically or hard copy on hand (both recommended)
 - i. Always get contact info in one format or another
 - ii. Assuming you sign them up as a PC, you will have this info in your back office
 - iii. Ideally, use Microsoft Outlook or some other organizational software to keep track of contacts, calendar, tasks, notes, etc.
- g. Business cards
 - i. Make sure every customer leaves with one
 - ii. Hand write coupon or appointment date reminder on back

3. Introduction

- a. Personal Introduction
 - i. Identify yourself (Be friendly and maintain eye contact!) Ask them how they are doing, and after they reply and ask you the same, always reply with a simple, "Great!" instead of, "Pretty good," or some other weak response. Your enthusiasm will be contagious, and might just make someone's day better. At the very least, you will leave them wondering what makes your day great instead of just plain old good.
 - ii. Make sure to let them tell you as much about themselves as they feel comfortable at this time and throughout the tour- don't interrupt after you ask a question, or you may miss an opportunity to fulfill a particular need
 - iii. Edify business partners, if any
 - iv. Thank them for coming in
- b. Offer discount on service if they will "Sit down for a few minutes and let me show you how you can save a ton of money on all the stuff you already buy by buying it online instead. This is NOT a high pressure sales pitch, I just want to show you a cool new way to save money on things you *already* buy, not sell you anything extra in particular. There is no obligation whatsoever, and your personal info will not be re-distributed or sold."
 - i. If yes, proceed to "c"
 - ii. If no, offer to show them when they have more time, offer a business card and if possible, schedule another time to give portal tour
- c. Offer coffee or Mochatonix if you have it, and ask them to sit down with you
- d. Explain that as an internet marketing company, you like to collect anonymous info on consumer spending habits, and ask them to fill out the Home Shopping List, checking off things they buy on a regular basis for their household while you get the computer set up
- e. Bring up Shop.com portal and web-based email service tabs in browser
- f. Collect Home Shopping List- Glance over and set aside for use with online Home Advisor demo
- g. Ask if they have a computer online at home or work and/or a smart phone, and if they ever use it to shop. Identify comfort level with computer technology and adjust presentation accordingly
 - i. If they are not computer and/or internet savvy, avoid getting bogged down in technical details and stress the "high touch" aspect of the business rather than the "high tech" aspect
 - ii. If they do not have a computer, offer to help them find one on Shop.com and encourage them to join us in the modern world J

- iii. If they are completely computer illiterate and have no intention of ever purchasing a computer, refer them to any of our exclusive product lines
 - h. Explain the advantages of “click and order” over “brick and mortar”
 - i. Save time and money on gas
 - ii. Shop from the comfort and safety of home
 - iii. Lower prices due to lack of sales tax and lower overhead, often with free or reduced shipping
 - iv. Never run out of items used regularly by putting them on AutoShip
 - 1. “Two Minute Commercial”
 - i. Introduce Shop.com
 - 1. Product brokerage concept
 - 2. Internet and affiliate marketing distribution concept
 - ii. “Why” you have chosen it to supplement your regular business income
4. Explain how Shop.com works (Characterize the business as a revolutionary new advertising-driven concept offering a free online service and divert assumptions that MA is a multi-level marketing gimmick) [Thanks, Carl Eklund!]
- a. Explain ad-based revenue for free online services
 - i. Open web-based email tab
 - ii. Ask if they use a web-based email provider such as Yahoo or Gmail
 - 1. Point out banner ad on Yahoo
 - 2. Point out Google policy to scan personal email content for targeted advertising
 - iii. Point out that they are all similar in that they generate profit from advertisers rather than users
 - iv. “So you go here to check your email at least once, often several times a day, right? And you see this big ad (or Google scans your emails) every time, right? And then at the end of the month, they send you a check, right? Well, they should.”
 - v. Explain that Shop.com gives back that advertising money by paying its customers to shop and refer their friends, and by generating commissions for web portal owners
 - vi. “So you save money, and we make money” (This teaser will be used throughout the presentation with the goal of provoking the “Million Dollar Question”- “How exactly *do* you make money?” If, at any point in the conversation, this question is asked, offer to show them, but build suspense by quickly moving on to the next feature. Then make sure to either show them the business presentation immediately after the portal tour, or schedule into an HBP)
 - b. Explain why our partner stores love our affiliate marketing program
 - i. “For the past 50 years or so, businesses relied almost completely on TV advertising, until the invention of Tivo and DVR. Now, people come home from a long day at work, and sit in front of the TV to watch their favorite show. When the commercials come up, what do they do?” [Motion with hand to illustrate using the remote to fast forward, causing customer to do the same, thereby engaging them to actively participate in the presentation. This has a profound psychological effect that aids in generating rapport and an attitude of positive agreement, priming them to say YES.] “Right. They fast forward through the commercials. So, now companies are starting to figure out that people aren’t paying attention to TV ads anymore, and they are shifting more of their advertising budgets

to the internet. What they love about us is that we advertise their products through our web portals using hundreds of thousands of independent distributors, and they don't have to pay us anything until they make a sale. That way, they get 100% return on their advertising money, which is why we have thousands of online retail partners including Wal-Mart, Best Buy, etc. growing every day, with nearly 50 million products available. They love us for giving them a better alternative to traditional advertising, and our customers love us because we pay them to shop! It's a huge win-win situation."

- ii. Note: If they are not tech-savvy, skip this section.
 - c. "So now that you understand a little about how Shop.com works, let's take a look at the website." Pull up Shop.com home page
5. Begin Portal Tour, highlighting each of the various key features of the site
- a. Comparison shopping
 - i. "Are you familiar with Amazon.com?"
 - 1. If no, explain that we are a superior technology destined to make them obsolete anyway, and continue explaining features of comparison shopping
 - 2. If yes, use pre-selected item illustrating a lower price than Amazon and remind them that we are better simply because we pay our customers to shop and refer their friends
 - ii. Do an example product search, showing dropdown box to narrow search by department, and show how to apply filters to further narrow search results
 - iii. Show "Name your own price" feature that acts as a 24/7 personal shopping assistant that notifies you immediately by email the moment your selected item becomes available for the desired price
 - iv. "So you save money, and we make money."
 - b. Mobile App
 - i. "Do you happen to already own an iPhone or iPad?"
 - 1. If so, show them the app (if you have an iPhone- if not, just tell them about it) and how they can scan bar codes while they are out shopping in the real world to find better online prices using Shop.com
 - 2. If not, remind them that you just showed them where to get one for the best price, but let them know that if they have an Android phone, there should be an app for them soon
 - c. eGifts and Gift Registry
 - i. "Do you ever buy gifts for friends or family that are not local?"
 - ii. Allows you to personally select a range of products from multiple online retailers, from which the recipient may choose. Your credit card is then billed for the purchase, and the item is shipped to the recipient's door
 - iii. "Never worry about a returned gift again- Make sure they can choose the gift they like, and still show some personal thought while making your selections, all from the comfort and convenience of home."
 - iv. Explain how gift registry for showers, weddings, etc. works
 - v. "You save money, we make money."
 - d. Travel
 - i. "Do you ever shop online for hotels or airline tickets?"

- ii. Explain exclusive deal with Travelocity
 - iii. “You save money, we make money.”
 - e. Auctions
 - i. “Are you familiar with Ebay?”
 - ii. Explain online auction concept and show vacation packages as illustration of possible savings
 - iii. “You save money, we make money.”
 - f. Daily Deals
 - i. “Have you heard of Groupon?”
 - ii. Explain Daily Deals sent by email daily with local and national deals
 - iii. “You save money, we make money.”
 - g. Shop Buddy
 - i. Let’s you know all the available deals and coupon codes for any of our partner stores, so you never miss one
 - ii. Reminds you when you stumble across one of our partners to make sure and claim your cash back
 - iii. Shows deals from partner stores within search engine results with “S” symbol
 - iv. Tell them you are sending them a follow-up email with a direct link to download
 - v. “You save money, we make money.”
 - h. Exclusive Market America brand products
 - i. Use personal testimonials for products you or your customers already use
 - ii. Use examples from checked items on Home Shopping List (ie: If they take vitamins or nutritional supplements, show them Isotonix)
 - 1. Home Advisor
 - i. Use a handful of the products they checked off on the Home Shopping List as examples of the savings available by using the Home Advisor
 - ii. Show how it goes room to room and finds the savings already hidden in their home
 - iii. Use the comparison tables for Snap products as an ideal example
 - iv. Explain Shopping Annuity concept
 - 1. Cash Back for customers on all the things they already buy
 - 2. Commissions for portal owners
 - v. Transition into finale- “You save money, we make money.”
 - 10. Get Paid to Shop- End Portal Tour by clicking on the “Wanna Get Paid to Shop” tab on the Shop.com home page, which takes you to a page offering a nice summary and a big orange “Sign Me Up” button in the middle
 - i. Get paid up to 50% on online purchases
 - ii. Never miss a deal with Shop Buddy
 - iii. Refer your friends and get ½% Cash Back on all of their purchases forever
6. Sign them up as a Preferred Customer- If they have an iPhone on hand, help them download and log in to the mobile app

7. Personalize and send follow up email [copy is below] - Acknowledge the large amount of information you have just showed them, but emphasize that you are their personal Shopping Consultant and that you are available to help them throughout their online shopping experience. Make sure to ask them their preferred method of communication (email, text, phone, Facebook, etc.)

8. Close
 - a. Summarize by explaining the inevitability of the death of “brick and mortar” businesses in favor of “click and order” and why Shop.com and Market America are poised to become the economy of the future
 - b. If they have not already asked the Million Dollar Question, prompt them at the end by asking, “What did you find most interesting about the presentation, the products or the concept?” (If they asked the Million Dollar Question at any point during the Portal Tour, you can skip this question and remind them that they already expressed an interest in learning more about the business. Then proceed to “ii”)
 - i. If they answer, “Products,” identify which ones in particular they were interested in and make sure to follow up with another email containing links to those particular products
 - ii. If they answer, “The Concept,” or showed previous interest in the business by asking the “Million Dollar Question:”
 1. Ask them if they have time to watch a short video explaining a little more about the business
 2. Schedule an HBP or UBP
 3. If interest is particularly strong, sell them a ticket to the next NMTSS event in your area, and/or a ticket to World or International Conference
 - c. Allow them to be your customer, but present the portal in such a way as to create curiosity and enthusiasm for the business itself- Active partners are your best customers, and they lead to more partners and customers!

9. After the potential customer/partner leaves, add them to your contacts and send any further follow-ups. Keep information and detailed notes on your interactions in order to maximize the business relationship and better serve your customers. Schedule regular follow-ups to check in and see how they are doing and recommend new products based on their needs

10. Good luck! But if you follow this system, putting your own personal touch on it to suit your particular style and location, you will not need it! Grow now!

Shop.com Portal Tour Prepared Follow-Up Email Template

Hi [Customer],

Thanks for sitting down with me today to look over Shop.com! After having some time to reflect on everything we talked about, I hope you will be as excited as I am to start saving tons of money on all the stuff you already buy, simply by transferring your buying habits from “brick and mortar” to “click and order.” I know we went over a lot of information during the Portal Tour, so please feel free to contact me if you have any questions, comments, or concerns.

Here are a few reminders to help you get the most out of your shopping experience and make sure you never miss a deal:

1. Download **Shop Buddy** to your computer. Shop Buddy is your new best friend when it comes to finding the best deals online. It will run in the background of your computer so that when you encounter an online retailer that is also one of our affiliate partners (and most of them are!), Shop Buddy will pop up in the top right corner of your screen reminding you to sign in and claim your Cash Back, as well as notifying you of any special deals and coupon codes they currently offer. It also shows you a blue “S” symbol in most search engine results to indicate any Shop.com partner deals. Here is the link to download now: [<https://www.shop.com/gratefuldog/shopbuddy-t+260.xhtml>]
2. Make sure to take advantage of the **Home Advisor**. It will guide you through your entire house to find and unlock hidden savings room by room. Remember, by substituting higher quality, better value Market America exclusive products for your everyday household needs, you create a Shopping Annuity for yourself. Stop leaving money on the table every time you go to a brick and mortar store! Here is a direct link: [<https://www.shop.com/gratefuldog/nbts/%5Ft2-myaccount+260.xhtml>]
3. Don't forget to refer your friends and family to our Shop.com portal to get paid ½% on all of *their* purchases forever! Send them this link in an email or post to your favorite social media site and ask them to enter your email address for the referral when signing up as a Preferred Customer. Here is the link: [www.shop.com/gratefuldog]
4. Take your time and look over all the features on the site. There is more there than what we had time to go over during the Portal Tour, so I encourage you to do a little exploring! Make sure to contact me if you need any further clarification on any particular features, or even if you just need help finding the best deal on that new TV. As your personal Shopping Consultant, it is very important to me that you are more than satisfied with your experience. Our technology is not just cutting edge; it's the point of the knife. However, some people are not as technologically inclined as others, which is why I want to emphasize the point that I am always here to help you. Try talking to a real person at Amazon and see what happens!
5. Maximize the power of the Shop.com Shopping Annuity and create a significant ongoing residual income by *owning your own Shop.com web portal!* Ask me how!

So, thanks again for taking time out of your busy day so we could share this unique opportunity with you that I believe will radically change the way everyone shops. [Randi and I] value your business and will do

everything we can to help you save money. This is also an opportunity to have global shopping variety while keeping your hard-earned money in your **LOCAL** economy. [Randi and Grateful Dog Grooming have earned an exceptional reputation for superior customer service and a laid-back, friendly atmosphere where you and your pet can relax and feel at home. We intend to preserve and extend that commitment to all of her loyal customers through Shop.com, and we are Furever Grateful for your support!]

Best,

CONTACT INFORMATION