

# Sales Plan Overview



## **"Sales" means:**

- 1) 80% - Outbound contacts with prospective Service Providers
  - i. Goal is to register a company as a Service Provider in ClientPlaza
    - a) Usually immediately after a Client requests a service in a mini-market for which there is no Service Provider  
A "Mini-Market" is one Service in one Metro Area (e.g.: Auto Repair in Tuscaloosa)
- 2) 10% - Inbound conversions of inquiring Clients
- 3) 10% - Inbound conversions of inquiring Service Providers

## **Overview:**

For the first 180 days, when a Client makes a Request for Service, there may not be a well-matched Service Provider already registered in ClientPlaza in that Mini-Market.

(Example of a Mini-Market: Auto Repair in Tuscaloosa)

So ClientPlaza staff immediately reaches out to, and registers, an appropriate Service Provider in that Mini-Market.

Requests for Service are completed “organically” when appropriate Service Providers have already been registered and there is no need for active registering of a new Service provider by ClientPlaza sales staff.

The more Requests for Service are organically completed, the smaller is our cost per completed Request for Service.

As the 12,000 Initial Target Mini-Markets in Canada & the U.S. fill with Service Providers, ClientPlaza concentrates marketing and advertising in those Mini-Markets.

As our marketing and word-of-mouth develop more clients, more Requests for Service are generated in Mini-Markets without appropriate Service Providers.

Therefore, as ClientPlaza usage grows, more sales calls are required to register Service Providers.

That means ClientPlaza requires a growing number of Sales Staff, while ensuring labor costs do not outgrow the labor budget.

Later, as ClientPlaza matures and Mini-Markets fill with Service Providers, fewer sales calls are required.

Two complementary processes combine to develop more Service Providers:

- 1) Sales calls
- 2) Organic / spontaneous registrations by Service Providers

Once a Service Provider is registered, it maintains its registration with no action required by the Service Provider or ClientPlaza (there are no recurring fees).

Therefore, the number of registered, active Service Providers is always growing.

