

HOW IT WORKS



SELLINGSYSTEMS, INC.

A DIVISION OF WOLFSON CORPORATION

SINCE 1985/VETERAN OWNED

I. DEVELOPING AN AGREEMENT

II. THREE (3) IMPORTANT PARTS

III. selling on behalf of client contractors



I. DEVELOPING AN AGREEMENT

To Market, the Services of SSI, specialized training will be carefully extended to seasoned & experienced Client Salesmen to hone their existing skills to be VERY familiar with the POWERFUL SSI PROGRAM and Client History & Reputation.

Each Salesman in the cadre will build their client rooster that they are charged to CARE FOR as the SINGLE POINT OF CONTACT with SSI. Said another way, the Client Salesman is the Problem Solver representing their Client to SSI. Clients need only make ONE (1) inquiry. Salesman follows every step to conclusion and then contacts the Client advising them of resolution & satisfaction

One (1) Phone call or send one (1) email advising of a PROBLEM...from that the Client Salesman is responsible to solve satisfactorily immediately. Maintenance of the Client is #1 Task!

Client Salesman will be trained and become expert at finding, soliciting, and offering the VERY unique services of SSI to pre- selected Contractors that management believes can understand the cost and the benefits of the SSI Process. These Salesmen will be DEDICATED to the “careful maintenance of the relationship” of existing Clients and who are skilled in discussing the Services of SSI with potential Clients and encouraging them to join with SSI.

Wolfson Corporation, the Holding & Management Corporate Owner of SellingSystems, Inc. has been involved in the Nationwide Marketing of Sales Leads for over forty (40) years. In order to provide VERY HIGH-QUALITY SALES LEAS all of the processes that are embodied in the SellingSystems, Inc. processes have already been perfected by Wolfson Corporation for the past forty (40) years.

Very often, what was recognized in Selling High Quality, Expensive, SET, DATED, TIMED, DOUBLE CONFIRMED APPOINTMENT SALES LEADS was they were not treated by the Sales Staff of the Client. The result of that was two (2) fold:

1. Left many Sales Opportunities-Unsold as they were:

- Never Run
- Poorly Presented
- Killed at the Door

2. As a result, costs were substantially increased for the Contractor Owner, as it took more Leads to make fewer Sales. Nonetheless, almost NO Clients of Wolfson Corporation quit, they seemed to “tread water” more-or-less keeping sales volume the same.... the result of that is obvious; they did not earn as they could.

3. The Question is answered by understanding that most Exterior Contractors (Roofs, Windows & Siding, maybe Decks), Solar Contractors or Storm Renovation Contractors were once either a Carpenter/Installer himself or a Salesman for another Contractor.

4. So, amazingly, they empathize their weakness, and they take on, one (1) of two, ultimately, self-defeating profiles:

- A Salesman that needs Installers/Carpenter to Build the Project, or,
- An Installer/Carpenter that needs Sales...to have something to build.

So what has been observed and understood is that most Contractors make a living at their business, they struggle to sell jobs or struggle to complete jobs....Worst, they remain like that for a long time, and some are never able to do both Selling & Building because there are so lacking in either of the two (2) {Selling vs. Building} each that does not complement the other, as it should; worst, the counterpoint harms the other.

Is there a Solution to this VERY REAL Situation? Yes...It is to guarantee Sales generated by the SellingSystemsInc process, by:

- Minimum # of Sales
- Dollar Volume of Total Sales

So, SSI will provide a Money Back Guarantee if the contours of the Agreement to produce are NOT fulfilled. The Guarantee is to provide as ordered the Number of Sales and Gross Dollar Volume of those Sales within each Ninety (90) period, i.e., provide profitable Sales in Scope and Dollar Volume to expand our Client Contractors business by Assigning ALL aspects of Selling by awarding and assigning those duties to SellingSystemsInc.

This is a description of the Services Provided

1. As previously described, SSI provides ALL the services necessary to set the stage for SSI Trained Canvass Teams to Enter the Target Area. Preceding the Canvass Teams there will have been substantial Marketing.
2. SSI will generate IN-Bound calls or "hits" to SSI Internet Locations that will be presented using the Contractor Clients Name and an SSI Local Phone Number for receiving the IN-Bound traffic.
3. This extensive pre-sale Marketing (Radio, TV, Newspaper, Google Internet Ads, Facebook Ads, other Popup Ads, and the pre-sale Public Relations lays the foundation for receiving IN-BOUND interest that is converted by professional Office Based Telemarketing Staff who receives IN-BOUND inquires and then Sets the Sale Appointment.

NOTE: IN-BOUND interest is overwhelmingly preferable to "cold" solicitations. Potential Customers are responding by demonstrating their interest as evidenced by the inquiry about an Appointment to send a Salesman on an Appointment.

Very few if any local Contractors will compete with the Marketing SSI will provide

4. The Quality, Expertise, Training and Knowledge of a Salesman from SellingSystemsInc compared to the majority of current Contractor Salesman is overwhelming.
5. Employing ONLY Expert Salesman who each embody real talent and commitment to remove mistakes and mis-figuring, each will be held to a clear standard of performance.
6. Each Salesman will take extensive photos, make drawings of the project, inventory the equipment, accomplishing this with EXTREME HIGH TECH I-Guide Camera photographing the entire interior and exterior will be digitally inventoried with using Artificial Intelligence Methods. This new 3D digital camera takes exact dimensions, inventories everything in the room and will be integrated into a Cad Program to auto draw the existing floor plan.
7. Then after the field work, the Salesman will bring back to the SSI office the data, field drawings, and signed Contract.
8. Then, this will be converted in to Shop Drawings or Plans as necessary by submitting to a Wolfson Corporation Division and "sister company" WCI Analytics, Inc. (WCI) who will produce an Xactimate High Quality line-by-line Estimate of cost and then, and very Importantly the Estimate will compute the Mark-up that has been pre-agreed between SSI during the Pre-Selling Process explained in Section IV of this Business Plan. Doing this will assure the Client Contractor that his pre-agreed Margin/Profit will be used to sell ALL projects.
9. From that number SSI will add its selling service charge and obtain the appropriately priced Sale Contract between the Homeowner and the Client Contractor.
10. Now, explaining the earlier statement about pricing and margin. All of that was negotiated and designed prior to starting actual sell to the Public. In addition, SellingSystems, Inc. receives NO payment for selling until a Contract is submitted to the Client Contractor.
11. Importantly, that entire Deposit is returned, incrementally as sales are generated, to the Client Contractor over the Ninety (90) day active period of the Selling Contract.
12. If NO sales or less than the needed number of Sales are made then any remaining balance of the Deposit will be returned ten (10) after the end of any ninety (90) day period.



sales territory map

YEAR ONE 2022	YEAR TWO 2023	YEAR THREE 2024
St. Louis, MO	Boise, ID	Seattle, WA
St. Louis, IL Side	Denver, CO	Portland, OR
Kansas City, MO	El Paso, TX	San Francisco, CA
Kansas City, KS	Abilene, TX	San Francisco, CA
Nashville, TN	Laredo, TX	Los Angeles, CA
Austin TX	Fort Worth- Dallas, TX	Los Angeles, CA
New Orleans, LA	Wichita, KS	Los Angeles, CA
Atlanta, GA	Omaha, NE	San Diego, CA
Jacksonville, FL	Little Rock, AR	Las Vegas, NV
Richmond, VA	Minneapolis, MN	Salt Lake City, UT
	Chicago, IL	Cheyenne, WY
	Lansing, MI	Albuquerque, NM
	Detroit, MI	Phoenix, AR
	Cleveland, OH	Jackson, MS
	Columbus, OH	Columbia, SC
	Cincinnati, OH	Philadelphia, PA
	Indianapolis, IN	Buffalo, NY
	Louisville, KY	Rochester, NY
	Birmingham, AL	New York City, NY
	Baltimore, MD	New York City, NY
	Raleigh-Durham, NC	New York City, NY
	Charlotte, NC	New York City, NY
	Orlando, FL	Boston, MA
	Tampa, FL	Oklahoma City
	Miami, FL	Montgomery, AL

Map legend

Executive profiles – A company is only as strong as its executive leadership. This is a good place to show off who's occupying the corner offices. Write a nice bio about each executive that includes what they do, how long they've been at it, and what got them to where they are.



II. THREE (3) IMPORTANT PARTS

Three (3) important parts

1. Guarantee of Client Contractor Performance

A part of each Sales Agreement is a “Financial Guarantee” Offer to the Homeowner for failure of the Client Contractor to finish a Project that SSI has Sold.

By virtue of the Sales Process the Homeowner can, at their option and a fee of 5% on Contract prices of < \$10,000, 3.5% on Contract Price of < \$25,000 and 2.5% above \$25,000.

The Fee is outlined as an Option in the Contract it helps with the Selling Process which results in more Jobs for the Client Contractor. It is like a Homeowners' Warranty or Auto Warranty all are designed to give peace and comfort to the Homeowner.

If WTC Financial, Inc. Finances the Project the FEE can be added to the Loan Amount.

2. Financing Offered

An Important feature to attract Client Contractors is the Financing SSI brings into each relationship. Through the Financing processes of WTC Financial, Inc. each of the following are offered to Client Contractors.

A. In-Home Customer Financing

Consumer In-Home Holder in Due Course Financing, i.e., Installment Financing offered direct by the Client Contractor through the SSI Salesman right in the home and as a part of the Sale.

Homeowners can, based on their Credit History finance their Project on the SPOT. No Money down, payments to begin 30 days after completion of the Project.

A Commission is payable to the Client Contractor for each Loan.

B. Factoring Accounts Receivable

Factoring: A Process that a Client Contractor can pledge their completed receivables in order to assist their cash flow and help cover expanded sales financial obligations as a result of growth in sales volume due to hiring SSI.

§ Factoring Accounts Receivable-Continued

Brief Description of the Factoring Process: After the Completion of a Project and the execution of a Completion Certificate from the Homeowner WCT Financial, Inc. is willing to enter into a Written Factoring Agreement that agrees to accept a transfer/assignment of the proceeds of one (1) or more completed Projects Sold by SSI. Upon acceptance, WCT will advance 75% of the Contract Sum to the Client Contractor, once the Funding from Financing or Final Payment from the Homeowner is received, WCT will deduct its fees and interest on each Contract it accepted. Fees and Interest are variable and will be added to each Factoring Agreement when issued.

The purpose of this Financing is to increase the financial liquidity of the SSI Client Contractors so they have the ability to increase the Production Volume, thus earn more.

3. The Cost of SellingSystems, Inc. - Services

The GOOD NEWS is that the Cost to the Client Contractor is ZERO

A part of the Relationship Building Process is the Pre-Selling Research Period. During this Phase SSI will perform all the Research that has been previously described in this Business Plan.

SSI Offers to complete all this work which is invaluable to the Client Contractor in-that the research sets the stage for the delivery of High-Quality Sales Opportunities for the SSI Salesman who are EXCLUSIVELY Selling the High Quality Sales Appointment Leads to Close Sales on behalf of the Client Contractor.

How it Works:

The Client Contractor enters into a Research & Development Agreement that will ultimately produce a REPORT Estimating the Realistic Possibilities of Selling and what those Opportunities can produce in terms of # of Sales and Estimated Dollar volume of all Sales, which then can be averaged to Average Sale Contract

The Client Contractor Cost for the Report is \$7,500.00 for each Study, Payable ½ Down and the final payment of ½ on Completion.

It is from this Report that all Marketing, Advertising, Media, Public Relations, Permitting, Canvassing will be performed.

SSI agrees to complete a VERY DETAILED COMPREHENSIVE REPORT within 30 Days

If the Report produces a Positive Outlook for the Planned Campaign, then SSI will commence Sales within 30 days in conformity of the Contract as to # of Sales & Dollar volume.

The Agreement provides for 90 days to complete the Agreed Sales and is auto renewable by either party with 60 days written notification.

THE ENTIRE COST OF THE RESERCH - \$7,500.00 WILL BE REPAID TO THE CONTRACTOR FROM THE REVENUE SSI COLLECTS ON THE SELLING OF EACH SALE, UNTIL FULLY REFUNDED.

The sum of 5% will be deducted from each Sale until fully paid. If NO sales are completed or only partial sales are completed to retire this sum, as described any remaining will be refunded with 30 of the ends of any Sales Project.

Finally, SellingSystems, Inc. will price all Projects in accordance with its Client Contractor Pricing Regime, taking into consideration that they are NOT providing any of the Services that SSI is providing.

SSI will add to that pricing 25% and that will become the Price Sold.

THUS, NO COST TO CLIENT CONTRACTORS FOR THE SSI SERVICE



III. SELLING ON BEHALF OF CLIENT CONTRACTORS

Selling on Behalf of Client Contractors

A. Explanation of Process

Homeowner Salesman must reside in or be willing to travel and stay in or locate to the designated area of the Client Contractor. These Salesmen must have had years of experience and understand the value of setting for them to a SET, DATED, TIMED and CONFIRMED, IN-BOUND SOURCED Appointments.

These Salesmen will be wearing an ID identifying them as Agent the Client Contract by virtue of the Agency Agreement with the Client Contractor; however, they are paid and employed by SSI.

The Client Contractors is paying SSI a substantial Sum for each SALE and as such, the work in the field SELLING must be EXCELLENT

Once a Sale is made the Salesman becomes the Supervising Representative from SSI on each of their Jobs...They MUST contact each Client and ALL of their "running" jobs until the work is completed and paid for daily to determine the "state of mind" of the Homeowner and to field and solve problems...if and when problems are found they are to write a quick report and send it to the Client Contractor and then call behind to discuss. In addition, a copy of each MUST be sent to SSI who will administer mitigation from the Office and working with the Salesman and the Client Contractor steadily until any problem is fixed to the satisfaction of the Customer/Homeowner.

It is a responsibility of all SSI Staff to make SURE that all Projects are completed as agreed. Management of any Division of Wolfson Corporation will NOT tolerate any upset or dissatisfied Customers, Vendors, Employees, Contractors, or the Public. Management has a 100% satisfaction guarantee for any one or any company that does business with any Wolfson Corporation Division. By standing up a Satisfaction and Time Guarantee SSI will have complete authority to dismiss the Client Contractor and finish a Project A. Process.

MARKETING, Radio, TV, etc.

The Canvass Teams are staffed by Team Captain and 4-8 Team Members. Each is Highly Trained prior to the start of a Campaign and then daily refreshed enlightened. SSI will maintain a Passenger Van with the Client Contractor Name and a Contract Phone & The Website, Facebook and other Media presenting our Client Contractor information. All Team Members will be in Uniform, will be carrying picture ID cards and will have the SSI Canvas App loaded. This App is their direct like to the Canvass Team Manager who is with the Team ALL Day. They start the day at the Rally Point Office and from there travel to the Canvass Location spending all day and when possible into the early evening canvassing for our Client Contractors.

IN BOUND CALLS AND INQUIRIES ARE 8-10Xs as likely to result in an Appointment for one of our EXPERT Salesman to Sell a "JOB" for our Client Contractor's.

Remember, ALL communication, Marketing, Advertising, and Documentation used by SellingSystems, Inc. while working for a Client Contractor will ONLY be present if SellingSystems, Inc. acts as an Agent of the Client Contractor. By doing this the "good will" of the Marketing directly promotes the Client Contractor.

B. Cost -The Cost of our Service is Realistically Free!

Explanation: SSI service is FREE. Meaning, unless SellingSystems, Inc. performs its Contracted Duties there is NO cost!

Sales Staff can sign a conditional Sales Contract with Homeowner at any time during the following process to "cement" the sale. However, if the project necessitates some or all the following steps will be performed.

SSI acting on behalf of Client Contractor makes all Sales with NO money down. Payments under Contracts are either:

Upon Complete Installments Agreed Upon by Client Contractor.

So...The Offer that SellingSystems, Inc. makes to its potential Contractor Clients is:

#1. SSI will use all its Facilities, as has already been explained in this Business Plan, to Sell on behalf of our Contractor Clients, under an Agency Agreement, projects in their respective Construction Specialties and within the Designated Boundaries of the Target Area(s) they select.

#2. Projects are exclusive to SSI Client Contractors.

#3. Salesman will be Highly Trained and fully capable of completing a Sale by either:

In-Home Sale Process

Virtual Sale Process

#4. Prior to the Sales Appointment SSI will perform the following:

Obtain complete data on the Subject House:

All Data from Public Sources

Listen to all Recorded Phone Interaction between SSI Agents

Photos-

Exterior or Roof/Yard-Provided by various data sources Interior- a Canvass Member will have spoken to the Homeowner, Face to Face and will fill –out a scope of work and photo the interior of house logging the possible other areas needing attention after the current project.

#5. Prior to Appointment Date the SSI staff will contact the Homeowner and introduce Salesperson, send email with Pic so the Homeowner is prepared for the person arriving.

#6 The Salesman will carefully document the project with more pics, and detailed drawings, if necessary.

#7 The Salesman is encouraged, where appropriate, to offer Financing for their Project from WCT Financial, Inc. WCT will remain competitive with competition in the marketplace. In all cases, even Sales with Installments required, i.e., project above \$20,000 as WCT will advance Installments to its Client Contractor under a Factoring Agreement.

#8 The Sale... can complete via:

Face-to-Face Meeting

or

Virtually in the case Covid-19 worries.

NOTE: From the Sale Document and any Sales Photo or Drawings SSI will open a Project File to complete the following procedures.

#9 From all the aforesaid information, the WCI Analytics, Inc (WCI) will prepare, if needed:

·Shop or Sales Drawings of the Project

·Xactimate Estimate of Costs with a Mark-up of All Costs to complete Project of a minimum of

31.25% with will produce a Margin of 25% of the Retail Price

A complete priced Material Costs Estimate from local sourced supplier

#10 Salesmen will review final “Package” being sent to Client Contractor to verify accuracy and integrity

#11 Salesman in conjunction with Accounting Department of Wolfson Corporation (WC)will deliver to Client Contractor electronically the Project Documentation and the Invoice from SSI. Payment is due from Client.

