



I. PROCESS TO PROVIDE COMPLETED SALES READY TO BUILD & COLLECT!!!

ITEM I.

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WE SELL...CLIENT'S BUILD & COLLECT

Explanation of Our Business Model

The Easiest & Most Productive Process to Provide

Completed Sales for Contractors Introduction: Most complex processes are brought into existence by their designers for the sole purpose of addressing a problem or responding to simple situations and/or circumstances. In this case, this document describes the process of providing a most elegant solution to a specific category of businesses issues; Selling Opportunities...sometimes referred to as Sales Leads converted to Sales!!!

The term engenders simply supplying of partial information that is acted upon by a salesperson. In bygone days, which would be correct; however, today reaching customers directly with a face-to-face salesperson has become extremely hard to do. People, aka potential customers are:

1. afraid
2. to reach
3. not willing to allocate time, and they
4. smarter shoppers.



The most effective means of selling, in our categories, is one-to-one, with a set dated timed, confirmed appointment. Property conducted by a highly skilled Sales Professional trained and equipped with the latest processes to effectuate a SALE.

All companies that produce their sales in the categories described in this document clearly understand that providing a First-Class Solid Sales Lead is critical and VALUABLE.

This document briefly introduces the History and Reasoning for the Value Proposition i.e., Investment in the Selling Process or NOT vs. Things that Mostly Do Not Work.... to deliver steady profitable business enough to grow a Contracting Business, they are:

1. Relying on The Phone to Ring or Referrals
2. Minor Advertising/Marketing
3. Profit Splitting Schemes with Sales Staff...this does not work because if they care Good or Great, they will want to Sell ONLY and NOT produce Sales Opportunities, Example: Canvass, Phone Contact or Otherwise produce their OWN Leads.... they simply want to Sell, Sell and Sell, as they should.

Remember, Good to Great Salespersons are hard to find...once found, they need to be treated as if they are Valuable and Well Paid in Order to Keep Them LOYAL!

So, a smart and professionally managed Contractor will find a way to provide the Leads, Marketing, PR and all the other mechanics that drive Leads.... Then Produce enough to justify the cost as reflected in the Sales & Profits...It is NOT easy to find a Vendor who provides this product and even harder for the Contractor to provide the facilities to satisfy the potential of a Good or Great Sales Staff.

Well...SellingSystems, Inc. has solved this PROBLEM.... We will provide all the needed facilities to create the correct number of Sales Opportunities to Produce the required Number to Sales at the Correct Pricing to EARN the PROFITS Necessary to GROW the Contractor.

Now You Say: SellingSystems, Inc. Guarantees the NUMBER of SALES and GROSS SALES VOLUMN ORDERED AND PROVIDES THE SALES STAFF AND ALL NECESSARY FACILITIES TO CREATE THE RESULTS AGREED.

This Document will explain in detail the how and the how much!

We are offering ALL aspects of making the Sales for our Clients that are necessary and best of all... with one company.



The Client need only hire SELLING SYSTEMS, INC. is a division of Wolfson Corporation who in-turn TechMedia, Inc., WTC Financial, Inc. and WCI Analytics, Inc. all support it. All three (3) of these organizations work in synchronization to provide the technical expertise required, media experience, salespersons fully trained and qualified to perform.

Of course, like many simple-sounding processes, it is complete and dependable. No need to look elsewhere the “magic” is to provide all that is necessary to accomplish this day-after-day in multiple locations.

1. With the guidance and resources of WOLFSON CORPORATION, plus four (4) of its operating divisions (see Organizational Charts following for understanding) this straightforward process of selling IS reaching the latest and most sophisticated level.

The Client receives all the following services and facilities under One Agreement with One Source which Guarantees Performance with a Money-Back Guarantee. The Pricing is broken up into two (2) Sections:

Research Fee-See Pricing Guide in this Document

The Process starts with Deep and Through Research Answering these Questions:

1. What are the Production Capabilities of the Client?
2. What is the Growth Potential of the Client?

Then, SellingSystems, Inc. will commence the following processes to evaluate carefully and effectively:

3. Production Quality of the Target Market Area?
4. The Media and Technical Facilities Required
5. The Political and Governmental Obstacles, if any and then formulating a Plan to overcome and/or interact to satisfy all parties.
6. Commence Media Exposure to support Campaign...TV, Radio, Newspaper, Local TV & Radio Appearances of Client Owner, Internet Exposure: Google Ads, Modification of Client Website of Supplication at no additional Cost of SellingSystems, Inc. Client Branded Website.



Sales Production Agreement -See Pricing Guide in this Document.

1. The guarantee is to provide the agreed number of Sales at Specific Retail Dollar Value over a specific period.
2. The Client need only to produce the product or service which were sold on their behalf, by the Salesman.

Many small businesses are fully capable of supplying the Labor and Material of their craft or skill; but, not so good at the: Marketing, Selling, PR, Media, Financing, providing a Financial Guarantee of the Work Backed up the Performance Bond, Service Guarantee, Governmental Interfacing, Client Targeting, Website Design, Internet Marketing, Application Building and much more...The items & services above, along with others are provided by the following:

1. Fully Trained and Educated Professional Salespersons Setup with Fully Qualified
2. Appointment/Sales Leads
3. A carefully selected Demographic Analysis of a Target Sales Area in Preparation of upcoming Campaign
4. Provides Pre-Campaign Media, PR: Newspaper, Radio, TV, and more.
5. Interface with all Governmental Agencies for Clearance of Campaign including Permits, required
6. Permits, and other licenses
7. Insertion into the Campaign fully trained, uniformed Canvass Teams using the latest location and data Apps.
8. Financing for each sale, guarantee of our Client to Completion and Factoring of Our Clients Accounts Receivable, if needed because of INCREASED SALES.
9. Full-time Customer Service Staff to oversee any Complaints or Concern

Background & History

There exists a never fulfilled "need" within specific Businesses, i.e., Roofing Contractors, Siding & Window Contractors, Remodeling Contractors, Storm Damage & Rehabilitation Contractors, Asphalt Paving Contractors, and Tree Trimming Contractors



The “need” for a constant stream of new Customers or Clients, as Projects/Jobs are completed is a daunting and difficult problem... the Contractor realistically works themselves out of a job....meaning; that Customer or Client Tasks are complete... now, to stay in business, they need or must have another Customer or Client....otherwise, they are technically out of business....so the need is real, dynamic and great.

In the beginning, to fulfill their Sales needs and requirements Contractors and Professionals relied primarily on their resources.... i.e., Word of Mouth, Newspaper Ads, TV Guide Ads, Billboards, then TV Ads and modalities of these timeframes 1950s-1960s.to fill their need for new business.

What became understood by these businesses seeing and experiencing the growth of Major Corporations was that they relied on Professional and Experienced Selling & Marketing Organizations, thereby relieving them of a burden they were NOT prepared to undertake, nor able to afford the unknown costs.

This awakening produced the Advertising & Marketing Business as a needed and “stand-alone” industry. Bigger organizations have departments that interface with major advertising & marketing groups, relying on the “Hired Specialists” to drive business to the Client.

The process has become the “bed-rock” of Major Corporations' growth. Think of it, almost any product you buy in a store, on TV, from Newspaper Advertising, Radio, or the Internet have been strategically designed by professionals who draws you to their advertising materials and to re-act hopefully to become a buyer.

Advertising and Marketing Works if someone does them right and in an effective manner.

Why is this Important:

The previous background was necessary because it distinguished the Organization with enormous experience as to how and why the business strategy of WOLFSON CORPORATION is viable and capable of helping them to significant growth. Before Advertising and Marketing was proved effective as to an industry unto itself, most advertising was done by the respective company through an advertising department. It was simple, you placed Newspaper Ads, built a Catalog, Advertised on Radio, and then came to TV in the 1950s which was so impactful that it changed the advertising & Marketing processes of the time.

From Company Departments to utilization of a “new” business:

Advertising and Marketing Specialists.



How Has This Impacted our Target Clientele?

The answer is simple: smaller businesses cannot afford the major costs to produce Sales from High Volume Advertising that WORKS; even worst, it is extremely hard to track the Most Effective Cost for any business which relies on a Constant Stream of New Customers.... Remember:

How much does it cost to produce a Sale?

Why is it so Important to Know this Cost?

The answer to this question is the key to understanding the why and what of the strategy the Wolfson Corporation is undertaking. This is particularly important because this process along with its actual production of Finished Sales is VERY marketable to our target Clientele economically viable to businesses that do NOT need to know the Cost per Sale.

By Example: Take a Department Store -- usually, a High-Volume Advertisers relying on high traffic, which are produced by high-cost advertising to drive shoppers in the store to produce a1. High Volume Advertising and Marketing does produce sales and volume, but that is only if there is high volume of sales. In general terms, the higher the volume, or as it is often called "traffic," within higher sales.

So, for the Department Store, the Advertising and Marketing worked as it produced a high volume of Sales. The Store received the return they needed on a Macro Scale. In this example, the Department Store does not need to know, nor do they care what the cost of each sale was.... they do know that we spent "X" and we sold "Y" in total sales. Specific items were sold at cost or below to help drive traffic. This Business Model was tailored around the Macro Numbers. If the relationship between "X" and "Y" is in line with their Macro Formulas, then the Department Store is running well.

If not, they adjust the volume of dollars spent and the price of the products to respectively drive more traffic by marketing more and advertising sales, thereby selling for less. This formula works in the Big Department Store business as well as many other Big Businesses.

There is no need to delve further into the specifics of the Big Corporations, because, the Clientele of Wolfson Corporation sells their products or services at a fixed cost, with little or, in specific cases, no price flexibility.

Finally, our Clientele MUST know the cost to obtain a Sale to be able to determine what profit, if any can and will be made from the supplication of the product sold or service delivered.



What is the Actual Service that is Provided

The answer to this question is the reason our approach and why are unique.

It starts with the pricing structure for the products, or a service offered by the Clientele Wolfson Corporation seeks to serve.

The Clientele are Contractors Professionals that sell a product at a FIXED price.

Example: When a contractor does a Bid to repair your Roof the pricing fees are set; however, the cost for the Contractor is NOT set... the cost may vary based on the job, time, weather, and other factors.

Sure, you know much of what it costs to apply a new roof, but something can vary...not so much on the application side, but the "Selling Side" (what the Customer will pay).

The biggest unknown is not the cost to do the work, but the costs to pay overhead, advertise, obtain selling opportunities, i.e., Sales Leads/Appointments, cost of Salesman Commissions, and Marketing Costs in the promotion of your business.

All these item's prices are set to some degree; however, if they have split over ten jobs per week their cost assignable to the fixed cost of the job sold are lower than if they were broken up over three jobs per week.

Remember, the Contractors do not know all their costs and they sell the product or service at a fixed cost. Whereas the Department Store knows the exact cost of the product that will be sold and can be determine if what their profit may be, or they can use it as a "lost leader" in advertising to drive volume into their Store.

When the Contractor does not know the cost to make each Sale complete. There is NO WAY to know the profit, if any, at the end of a job or assignment.

THAT RISK IS WHAT SELLINGSYSTEMS, INC. IS MITIGATING...

OUR CUSTOMERS WILL KNOW EXACTLY WHAT THE COST PER SALE WILL BE.

WE GUARANTEE IT!



ITEM II

TIMELINE TO SUCCESS!!!

SellingSystemsInc

Description of the Process

SellingSystemsInc is the result of the HUGE need that, so far, has NOT been addressed in the Contracting industry. The Need is MORE Sales.

Most Contracting Companies employ their own Salesmen. Those Companies must maintain a minimum certain Sales Volume/Sold Jobs to keep their workforce employed or they will quit finding a more dependable Company.

In Contracting Work all things...the Office Force, the Field Workers, the Supervisory Force, the Material Suppliers, and the Management rely on ONE thing.... that is Sales.... Nothing happens until a Sale is Made.

Unfortunately, many Contracting Companies do not grow and are not as profitable as they could be because they simply DO NOT, or CAN NOT sell sufficient to grow.

Most Contractors are particularly good at producing their respective line of PRODUCT(S); they may have been working in the Trade of GREW UP in the business. So, they know the Craft.

Another CONSTANT with Contractors is they DO NOT have a great deal of Sales & Marketing Expertise. Most still think, if they are good tradesman, they will get work by word of mouth, signs, truck signs, "some" marketing or the fall back with is-hiring a Salesman and splitting the profits in some fashion. The problem with this the Contractor can only grow as big and successful as them Salesforce. Worst, this process is un-dependable and many time these Salesman are prone to finding a "Better deal" and moving on...and then that leaves the Contractor with NO Salesman or who knows?

The entire Business Model of SellingSystemsInc. revolves around solving the SALES Issue with Guaranteed Sales. Our plan is geared towards delivering to our customers the number and dollar volume of Sales they Order. If we do not provide the Sales Ordered, we do not get paid.

SellingSystemsInc will undertake a complete and very comprehensive research analysis prior to starting to be certain of the results of our commitments.



A full review of this Business Plan will provide many more details to convince the reader of the excellence of our Service.

Expanded explanation of the Step-by-Step Process is presented on the following pages. Please proceed to review.

