

Welcome to the Agency Team, Sales Agent!

Thank you for applying !

Let us introduce ourselves !

**Please open your camera.**

# What is Hawthorne Consultancy ?

- ▶ Hawthorne Consultancy is a marketing solutions company that accepts outsourced marketing work from medium-sized companies.
- ▶ Hawthorne Consultancy allows companies to access its expertise only when needed at the budget they can afford, without compromising the skills and qualifications they need to get the job done. Companies can outsource their marketing requirements to us which will allow them to focus on their core operations.
- ▶ We are a network organization --- we do not have many direct employees, most of our worker-affiliates are independent freelancers, consultants and/or entrepreneurs to whom we collaborate with in different projects. This ensures that we get the best expertise in every field to better service our clients' unique business needs for every specific project, which varies each time.

Interim Website Address: [www.cavantconsultancy.com](http://www.cavantconsultancy.com)

# WHAT IS THIS?

This is a **Sales Agent Freelance work** for acquiring new accounts.

It's commission based but it will give you passive income.

# WHAT IS THIS?

**This is not a "hardworking" job.**

You will not be reporting for work.

You will not be doing paperwork.

No educational background needed.

No work experience needed.

**You are simply turning your  
CONTACTS into MONEY.**

# This is your ticket to Passive Income !!!

HOW?

Once the account is opened, you will continue to receive a monthly 3% commission as long as the client is live and paying even when you are not doing anything anymore. This is because **your commission is co-terminus with the contract**. As long as the contract is live, you get “free” money while sleeping. Because, you don't have to do anything anymore after the account is opened even though you are receiving monthly commission income.

# What's the Possibility?

- ▶ You can earn as much as **Php15,000 pesos a month free money for a year\*** without doing anything if you open 5 accounts with a 100k package.
- ▶ Now, if you were able to open 10 accounts, **that's a monthly passive income of Php 30,000 free money for a year\*** without doing anything.

\* Since your monthly passive income is co-terminus with the client's contract, this is the amount if the contract is for one year. But if it's for two years, then you earn that passive income for two years! **Two years of freedom --- receiving money every month without doing anything.**

# How is this possible?

Let me explain through an example.

# How is this Possible?

- ▶ An Agency sales agent is in charge of acquiring new accounts who will avail of Hawthorne's services:
  - ❑ Social Media Management (fixed pricing)
  - ❑ Customer Service Management (non-voice e-mail, only) (variable pricing, but with minimum 50K NET for the basic package)
  - ❑ O-Desk Packages (variable pricing, but with minimum 50K NET for the basic package)

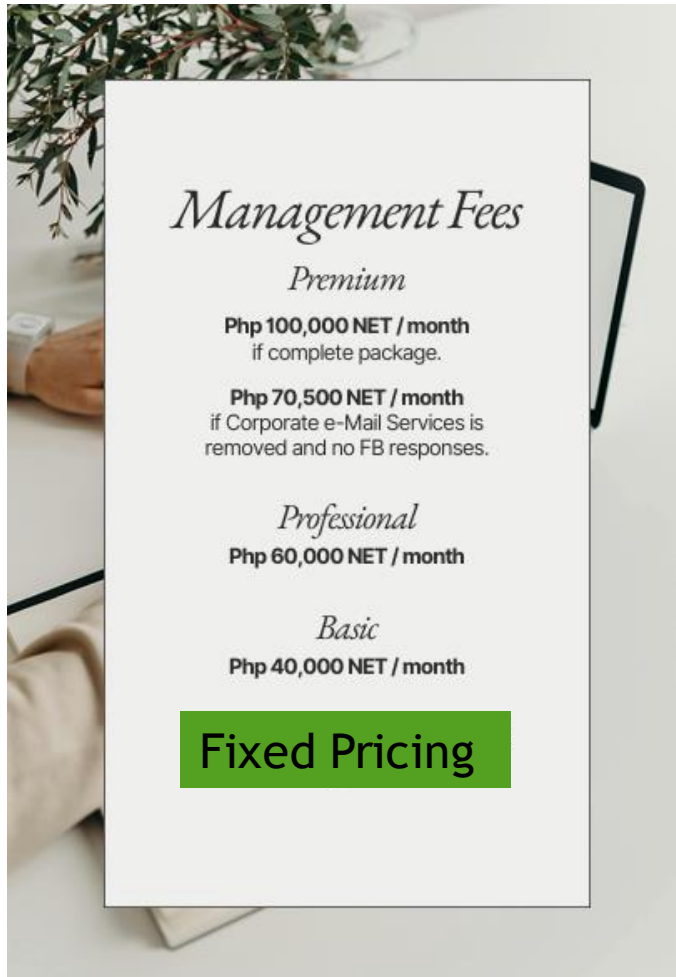
Since the packages above are all monthly subscriptions, client payment is monthly recurring and so is your commission, even after you have stopped working on the account and is not doing anything anymore.

- ▶ Sales reps can also sell the company's other services, but other services only incurs for them a one-time 9% income on commission, thus, it is not recurring. However, some of these can run into the hundreds of thousandths.
- ▶ Complete price list available in the website and package proposals.

# How is this Possible?

- ▶ A sales agent is hired on freelance basis. There is no fixed salary.
- ▶ However, once an Agency sales agent acquires an account for subscription, he will be receiving a pre-determined share of the income **every month as long as the contract he/she acquired is in effect** even after the account has been turned over to the Consultant for servicing. **This is passive, monthly recurring income that is co-terminus with the contract although the Agency Sales Agent is no longer working on the account.**
- ▶ The sales agent's monthly share income is termed as Admin Fee and the amount is dependent on the package the client availed of ---- for social media management, it can be Basic, Professional or Premium Package. O Desk and Customer Service starts at 50k NET but is highly variable depending on client specifications.
- ▶ Each package has a set of inclusions, these are detailed in the package proposals.

# Example Fee Structure of the Social Media Management Packages



- ▶ Your income is **15% of the monthly fee in the first month** and **3% in the succeeding months** from the second month until the end of the contract.
- ▶ Let's take for example the 100k package, that means the sales agent will receive Php15,000 commission for the first month and Php 3,000 every month thereafter starting on the second month until the contract is finished. **THIS IS ONLY FOR ONE ACCOUNT.**
- ▶ Remember that **this is a monthly recurring, passive income**, wherein even after you have closed the sale, you will still enjoy receiving passive income eventhough you are no longer exerting any effort and could just be sleeping at home.

# Example Fee Structure of the Social Media Management Packages

- ▶ Now, still using the same example of a Php100k package, since you will be opening more than one account, ofcourse, let's say, you were able to open 5 accounts, that's **Php 75,000 commission for the first month and Php 15,000 pesos a month free money for a year\*** without doing anything.
- ▶ Now, if you were able to open 10 accounts, **that's Php 150,000 commission for the first month and a monthly passive income of Php 30,000 free money for a year\*** without doing anything.

\* This is if the contract is for one year. But if it's for two years, then you earn that passive income for two years! **Two years of freedom --- receiving money without doing anything.**

# Here's a Tip:

Even if you are not rich, **you are SURE to know someone.**

Maybe you have a rich relative, or a friend who has achieved success in a company.

You are bound to find a potential client who can grant you a meeting.

**You just have to review all the people you know or is related to.**

OR, it does not have to be someone you know directly but  
a **referral from someone you know.**

Your father's college roommate. Your sister's boss. Your brother's batchmate.

Your neighbor's uncle. Your bestfriend's boyfriend.

# Come to think of it...

This income source requires very little from you, but can potentially give you so much.

Your investment is just your “talkies”, *“laway lang investment”*.

*And yet, if you are successful, you will get passive monthly income for a year or more even while you sleep.*

# AGENCY AFFILIATE PROGRAM MANUAL

Details about the Agency Affiliate Program

## Orientation Outline

Let's organize our thoughts !

We have to align our goals, rules and norms. Read this thoroughly so you are guided on how to go about **TURNING your CONTACTS INTO INCOME.**

This part-time work offers so much potential for easy money if you are the right person. And yet, it requires so little in effort or qualifications. Give it a chance.

- ▶ Next Steps to Join Us
- ▶ Client Prospecting
- ▶ OUR SERVICES
  - ❑ The Sales Agent's Flagship Product:  
Social Media Management Packages
  - ❑ The Sales Agent's 2<sup>nd</sup> Flagship Product:  
0 Desk Packages
  - ❑ The Sales Agent's 3<sup>rd</sup> Flagship Product:  
Customer Service Management
  - ❑ Other Services to Sell

## ▶ Next Steps to Join Us

### ▶ Client Prospecting

### ▶ OUR SERVICES

#### ❑ The Sales Agent's Flagship Product:

##### Social Media Management Packages

#### ❑ The Sales Agent's 2<sup>nd</sup> Flagship Product:

##### 0 Desk Packages

#### ❑ The Sales Agent's 3<sup>rd</sup> Flagship Product:

##### Customer Service Management

#### ❑ Other Services to Sell

## Orientation Outline

Let's organize our thoughts !

We have to align our goals, rules and norms. Read this thoroughly so you are guided on how to go about **TURNING your CONTACTS INTO INCOME.**

This part-time work offers so much potential for easy money if you are the right person. And yet, it requires so little in effort or qualifications. Give it a chance.

# Next Steps to Join us

Here's what you have to do to start earning passive income

# Next Steps to Join:

If you are interested, you may do the following:

- Send a scanned copy in color of your government ID **with a picture** and signature and filled up **Biodata to the company email [admin@cavantconsultancy.com](mailto:admin@cavantconsultancy.com)**
- If you did not graduate from college, no problem ! No need to send diploma or transcript.
- There are two teams, Team Optima and Team Alpha, and you will initially be assigned to the Team Leader who oriented you. You can always transfer to the other team if you are more comfortable with that TL or if their meeting schedule suits you better.

# Next Steps to Join:

- ▶ **ACCREDITATION:** For you to be fully engaged as an Agency Sales Agent, you should be able to do **ALL** of the following:
  - ❑ Submit the required government ID and Biodata.
  - ❑ Be able to attend the ZOOM recruitment meeting (this is just one time for new recruits)
  - ❑ Register for membership in the Virtual Office, Study the e-Learning Module in “The Training Room” and pass the Sales Training online test through the link.
  - ❑ Be able to attend the ZOOM Sales Training (this is just one time for new recruits after passing the online test).

If you cannot do any of the following above, you will not be fully engaged as a Sales Agent although you submitted the government ID.

- **MAINTAINING YOUR MEMBERSHIP:** After being engaged as a Sales Agent, you have to be able to coordinate well with us virtually through the following means:
  - ❑ Be able to attend your Team Leader’s ZOOM coordination meetings on Weekdays (except Fridays) that are held every now and then after 5:30 PM or later. This is not a regular meeting, only when needed. The specific weekday may still vary depending on Team Leader preference.
  - ❑ Be quick to respond via Viber. You have to have Viber access and be responsive via Viber most of the time. Most announcements are made through Viber.
  - ❑ Be contactable via e-mail.

▶ If we cannot contact you or coordinate with you properly, you will be disengaged even after full accreditation.

# Choose Your Team Leader

There are two Agency Teams, Agency Team Optima and Team Alpha You can opt to join the team whose TL's schedule suits you better.

**NOTE:** Team Leaders are also like you, they work on commission and they have no fixed salary. They are part-time freelancers. Their commission is based on a portion of the combination of all their Sales Agents' commission.

	TEAM ZENA (Girls)	TEAM ALPHA (Boys)
Team Leader Name	TL May Asuncion	TL Carina Lavarias (Noreen)
Team Leader e-mail	<a href="mailto:marieness.asuncion@gmail.com">marieness.asuncion@gmail.com</a>	<a href="mailto:carinalavarias1986@gmail.com">carinalavarias1986@gmail.com</a>
Viber Number	09285152885	09913860120
TL PICTURE		
Usual Meeting Sched	Mondays, 5:30 PM or later May still vary but usually 5:30PM	Wednesdays, 5:30 PM or later May still vary but usually 7 or 8PM

## Orientation Outline

Let's organize our thoughts !

We have to align our goals, rules and norms. Read this thoroughly so you are guided on how to go about **TURNING your CONTACTS INTO INCOME.**

This part-time work offers so much potential for easy money if you are the right person. And yet, it requires so little in effort or qualifications. Give it a chance.

### ▶ Next Steps to Join Us

#### ▶ Client Prospecting

### ▶ OUR SERVICES

- ❑ The Sales Agent's Flagship Product:  
Social Media Management Packages
- ❑ The Sales Agent's 2<sup>nd</sup> Flagship Product:  
0 Desk Packages
- ❑ The Sales Agent's 3<sup>rd</sup> Flagship Product:  
Customer Service Management
- ❑ Other Services to Sell

# Client Prospecting

Here are the answers to the common prospecting questions.

# About Selecting Target Clients:

1. The target clients are generally limited to Metro Manila clients because a face-to-face meeting with the Lead Consultant is required for the contract signing.
2. If you have potential clients outside of Metro Manila that is commutable via nearby land transport, we might be able to accommodate that provided that the following are followed:
  - ▶ They are signing a contract for a package that makes the travel cost-efficient (in time and peso value). If Social Media, at least 100k monthly package, same for customer service or retainer services.
  - ▶ Outside of Metro Manila, we are limited to offices in the nearby Laguna area, within easy access from SLEX.
  - ▶ The office is near enough for a day trip, strictly no overnight.
3. Areas outside of Metro Manila that is commutable only by plane are excluded. Likewise for boats because the Lead Consultant does not ride boats.
4. Projects that can be secured online through remote job boards belong in a different program that is due for launch late next year, not right now. This is because contract signing is difficult to do face-to-face for foreign clients and the possibility of misrepresentation and fraud is higher for remote clients. There will be none of this right now.

# IMPORTANT Reminder:

Below is the standard notification you have to incorporate in all your official e-mails.

**NOTICE IN ALL EMAILS:** All Hawthorne payments are only accepted through deposit to the authorized Hawthorne passbook-only Savings Account Number (3731027071). Payments can be made Over the Counter, via online banking or fund transfer, but it has to be deposited to this bank account only. Cash and/or Cheque payments paid in person will not be accepted, it has to be deposited to the authorized Hawthorne bank account. Payments through other payment channels will not be accepted. Likewise, also note that ALL Hawthorne payments including all its brands do not accept payment in any of our websites because all website payments are disabled. This Hawthorne bank account number is indicated in the contract signed by the Lead Consultant and only the Lead Consultant is authorized to sign any contract or issue any receipt in behalf of Hawthorne Consultancy and these contracts are signed only by the Lead Consultant on-site in a face-to-face meeting. No other representative has been authorized to accept any payment in behalf of Hawthorne nor execute any financial transaction in behalf of Hawthorne. This payment rule applies not only to the Hawthorne Consultancy business but also to the following Hawthorne brands --- Clerica, Canterbury Academy, Lingua Franca, Biblioteque, Maldita Speaks, Power Tutorial. There is only one authorized bank account for all Hawthorne payments for all its brands.

There are only two modifications to this payment rule which is in the case of Power Tutorial and MOD, wherein for these two only the twenty-five percent (25%) downpayment - which serves as Consultant's Fee - is paid to the Hawthorne bank account, because the 75% balance payment is paid directly to the tutor ( for Power Tutorial) or client ( for MOD).

Note that PowerTutorial is a microsite temporarily housed in the Biblioteque domain but Biblioteque is a totally separate brand from Power Tutorial and therefore, all of the fees for payment in Biblioteque (unlike Power Tutorial) is for the full account of Hawthorne Consultancy only. Biblioteque has no affiliates, partners or other service providers, unlike Power Tutorial.

**RECEIPT POLICY:** All company-issued official receipts in Hawthorne Training Consultancy are treated as accountable forms and are subject to controlled issuance. Each official receipt bears a unique serial number, and blocks or ranges of these serial numbers shall be assigned to specific clients and this series is indicated in the notarized client contract signed both by Hawthorne and the client. Once assigned, receipt series shall be used exclusively for the designated client and must not be transferred, reassigned, or reused under any circumstances for another client. Should the serial number range of the receipts indicated in the client contract be depleted, an appendix to the contract will be prepared indicating the new block of the receipts' serial number series that will be designated for the said client and this addendum should be notarized and become a part of the original contract. The assignment of receipt series per client is intended to ensure traceability, prevent duplication or unauthorized issuance, and establish clear accountability for every transaction recorded.

Further, each Hawthorne-issued receipt is only valid if the details and notes are handwritten by the Lead Consultant in blue ink, including the printed name and signature. Furthermore, it should always bear the paid amount both in words and in figures. There are no other signatories for the receipt apart from the Lead Consultant.

This notice is communicated in all Hawthorne materials---website, contracts, e-mails, mobile messages, receipts and all marketing materials such as brochures, letterheads and proposals.

## Orientation Outline

Let's organize our thoughts !

We have to align our goals, rules and norms. Read this thoroughly so you are guided on how to go about **TURNING your CONTACTS INTO INCOME.**

This part-time work offers so much potential for easy money if you are the right person. And yet, it requires so little in effort or qualifications. Give it a chance.

- ▶ Next Steps to Join Us
- ▶ Client Prospecting
- ▶ OUR SERVICES
  - ❑ The Sales Agent's Flagship Product:  
Social Media Management Packages
  - ❑ The Sales Agent's 2<sup>nd</sup> Flagship Product:  
0 Desk Packages
  - ❑ The Sales Agent's 3<sup>rd</sup> Flagship Product:  
Customer Service Management
  - ❑ Other Services to Sell

▶ Next Steps to Join Us

▶ Client Prospecting

▶ OUR SERVICES

## Orientation Outline

Let's organize our thoughts !

We have to align our goals, rules and norms. Read this thoroughly so you are guided on how to go about **TURNING your CONTACTS INTO INCOME.**

This part-time work offers so much potential for easy money if you are the right person. And yet, it requires so little in effort or qualifications. Give it a chance.

❑ The Sales Agent's Flagship Product:

Social Media Management Packages

❑ The Sales Agent's 2<sup>nd</sup> Flagship Product:

0 Desk Packages

❑ The Sales Agent's 3<sup>rd</sup> Flagship Product:

Customer Service Management

❑ Other Services to Sell

# Social Media Management Packages

These are the details of the Social Media Management Packages

# Social Media Management Packages:

- ▶ Social Media Management packages have a fixed price if it is being sold by the Sales Agent. Only the Lead Consultant's direct accounts can negotiate for a different price for Social Media.



## Premium Package

### Content Development

- Facebook
- Instagram
- LinkedIn

### Video

- Two (2) Capcut cut-to-cut video per week
- One (1) commercial-level, professional video every other week in the first 6 months, then every week starting on the 7<sup>th</sup> month.

### Website Content Development

- One (1) new material every other week in the first 6 months, but on the 7<sup>th</sup> month it will be one (1) new material every week.

### Corporate e-mail Management

- 24 to 48 hour Turn-Around-Time commitment.
- Counting only working days, excluding weekends and holidays.

### Optional FB responses

- Counting only 8-hour working days, excluding weekends and holidays.

## Professional Package

### Content Development

- Facebook
- Instagram
- LinkedIn

### Video

- Two (2) Capcut cut-to-cut video per week.

### Website Content Development

- One (1) new material every other week in the first 6 months, but on the 7<sup>th</sup> month it will be one (1) new material every week.

### Corporate e-mail Management

- 24 to 48 hour Turn-Around-Time commitment.
- Counting only working days, excluding weekends and holidays.



## Basic Package

### Content Development

- Facebook
- Instagram
- LinkedIn

### Video

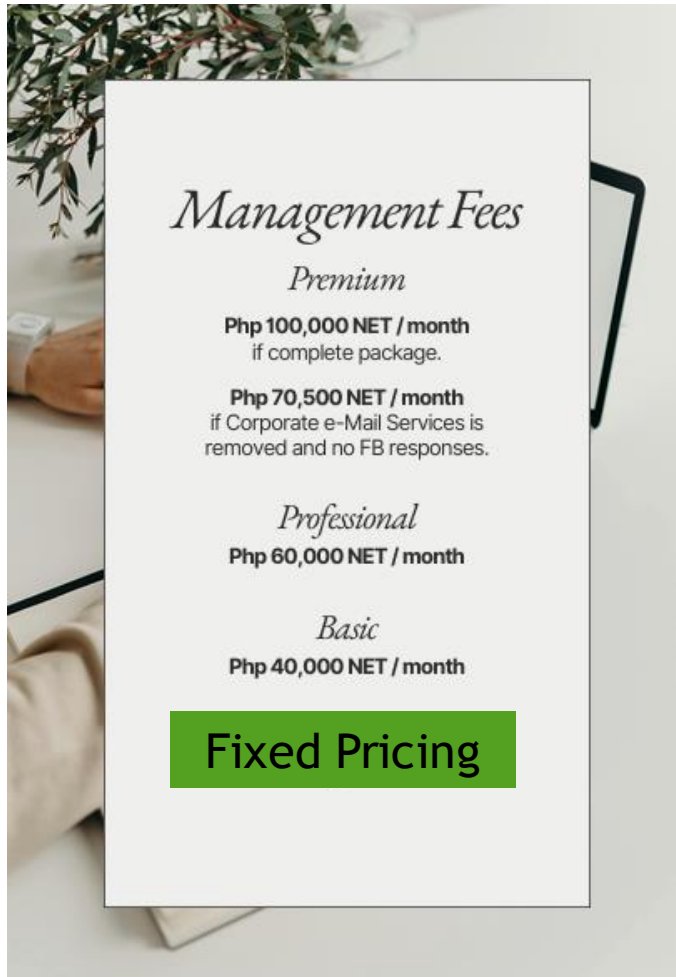
- One (1) Capcut cut-to-cut video per week.

### Website Content Development

- One (1) new material every other week.



# Social Media Management Packages:



Remember:

Your income is **15% of the monthly fee in the first month** and **3% in the succeeding months** from the second month until the end of the contract.

The bigger the package the client availed, the better. Because your commission is a % of the package amount, not a flat rate. So, your commission increases in proportion to how much the package availed is.

The longer the contract the client signs, the longer you will receive passive income. Because, you will earn without doing anything for a longer period of time since your monthly passive income is co-terminus with the contract. You will receive your passive income as long as the account is live.

# Customer Service Management

For this service pricing will vary, depending on client specifications and client's product. Different products have different risks, requirements and category of response, which affects costing and thus make pricing highly variable.

For now, we will individually negotiate with each client regarding their customer service requirements. Your commission for customer service is the same % as the social media management services and it is **also recurring/with monthly residual income**. So, the higher fee the client agrees to, the higher your passive income. The longer the contract is, the longer you will receive passive income since your commission is co-terminus with the contract.

Most basic subscription package is 50k per month.

# O Desk Packages

Hawthorne will build a marketing team for a client business to deliver an agreed-upon set of metrics upon contract signing. The manpower count and budget will vary, depending on the nature of the client's business, its qualitative and quantitative objectives, and their KPI requirements. Cost of subscription packages vary.

- Complete O Desk Package
- Project Management
- Product Innovation & Business Development
- Professional Retainer
- White Paper Services
- Branding Services

# Hawthorne's Other Services

Unlike Social Media Management, O Desk and Customer Service, the next few services do not provide recurring income.

It is only one-time 9% commission.

# Other Services:

- ▶ These are our other services, you can also sell it but for these services, **UNLIKE Social Media Management, O Desk and Customer Service Management**, you will only receive a **one-time 9% flat commission** across all these services. It is not a recurring income, but you may want to offer it if you have the network.
- ▶ For more details, visit our website.

Service	Pricing
Corporate Training	Package A - Php 100,000 Package B - Php 60,000 Package C - Php 30,000
Market Research	Variable, depends on client specifications. But usually 100k for basic research, higher for more complex projects.
Ad & Copywriting	Variable, depends on client specifications.
Digital Marketing	Variable, depends on client specifications.
Creative Services	Variable, depends on client specifications.
Marketing Mastery Workshops	Similar to Corporate Training rates.

Take note, however, that some of these services can cost six figures or more, depending on the scope of the project.

Thus, it can be a big commission even with just a one-time fee.

# Questions?

You may send a viber message to or e-mail your chosen Team Leader.

	TEAM OPTIMA	TEAM ALPHA
Team Leader Name	TL May Asuncion	TL Carina Lavarias (Noreen)
Team Leader e-mail	<a href="mailto:marieness.asuncion@gmail.com">marieness.asuncion@gmail.com</a>	<a href="mailto:carinalavarias1986@gmail.com">carinalavarias1986@gmail.com</a>
Viber Number	09285152885	09913860120
TL PICTURE		
Usual Meeting Sched	Mondays, 5:30 PM or later May still vary but usually 5:30PM	Wednesdays, 5:30 PM or later May still vary but usually 7 or 8PM

# Notice

The following freelancers are no longer affiliated with us.



April Ann Denise Bautista



Izza Mae Padillo



Julie Rojas

# Notice

Cavant Consultancy is now Hawthorne Consultancy. We are transitioning to this new company name, for full launch on August 2026.



The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, layered effect. The rest of the slide is a plain white background.

**Thank you!**

Happy Selling !