

Welcome to the Team, Sales Agent!

Please open your camera.

It is assumed that you reviewed the orientation material BEFORE the meeting, as advised in the e-mail.

Who 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.

Website Address: www.hawthorneconsultancymanila.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.

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.**

When you come right down to it, You really just have TWO things to do...

#1 Set an appointment.

#2 Get the verbal agreement/approval from the client AFTER the appointment.

Note that **you don't have to do the client presentation** or selling, it is the Lead Consultant who will do that.

You just have to **set the appointment** and **follow up** after the appointment.

Once you get a verbal agreement from the client that they are going to sign, the Lead Consultant will simply finalize the details of the agreement via e-mail/virtual meeting then set a face-to-face contract signing date with them to document the agreement after the client makes the downpayment.

This is your ticket to Passive Income!

HOW?

Once the account is opened, you will continue to receive a monthly 3% or 4% 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. I say this because, you don’t have to do anything anymore after the account is opened even though you are still receiving monthly commission income.

- 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.**
- * 15 thousand pesos a month is for a 3% commission. If it's 4%, it's 20,000 pesos a month.

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 retainer services:
 - ☐ O-Desk Packages (retainer service, variable pricing, but with the usual minimum of 50K NET for the basic package)
 - ☐ Digital Marketing Management (retainer service, fixed pricing)
 - ☐ Customer Service Management (non-voice e-mail, only) (retainer service, variable pricing, but with the usual minimum of 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 single-pay services, but Single-Pay 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 thousands.
- 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 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 Social Media Management, Digital Marketing Professional or Total Marketing Communications Package. O Desk and Customer Service usually 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 uploaded in the website.

Example Fee Structure of the Digital Marketing Packages

Management Fees

Premium

Php 100,000 NET / month
if complete package.

Php 70,500 NET / month
if Corporate e-Mail Services is
removed and no FB responses.

Professional

Php 60,000 NET / month

Basic

Php 40,000 NET / month

* Can be 4% in certain cases.

- 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.** Once you acquire 5 accounts, that's when you get the 15k monthly passive income.
- Remember that **this is a monthly recurring, passive income**, wherein even after you have closed the sale, you will still enjoy receiving monthly passive income even though you are no longer exerting any effort and could just be sleeping at home.

Example Fee Structure of the Digital Marketing 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.**

Special Note on Fee Structure

Retainer Fees are variable

- Retainer Fees are variable. **Retainer fees can go as low as Php 10,000 a month** although usually for that fee, it only covers one (1) full day face-to-face consultation plus a few online consultations for the whole one month.
- Although the Consultant does not go outside her base rate, additional services can be added as a BONUS, effectively increasing the value a client receives for that base rate. But the add-ons and perks depend on client specifications, the product's risk factors, manpower hours consumption, nature of professional engagement, etc.
- **Note that Hawthorne has two type of services.** The first category of services are **On-retainer Monthlies** and the second category are **Single-Pay projects. Monthlies are contracts that run usually for a year with a set monthly subscription fee while Single-Pay are one-time payment projects.** Monthlies offer Sales Agents the passive income while Single-Pay are just one-time earnings for Sales Agents. This distinction is indicated in the website.

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.

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

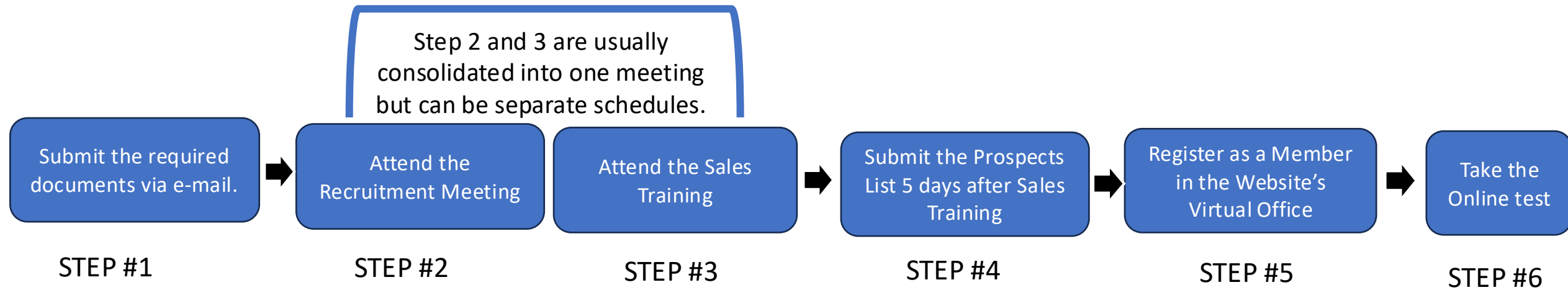
Your investment is just your “talkies”, *“laway lang investment”*.

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

Next Steps to Join us

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

Flowchart of Application Process



Starting Step # 2, every step is sequential. The preceeding step is a prerequisite to the next, meaning you cannot move to step #4 if you are not done with step #3.

Step #5 in particular requires prior submission of prospects list, government ID and Biodata.

LOGIC BEHIND: If you don't have a prospects list, you don't have any use for the sales kits and sales guides in the Virtual Office Training Room. Sales Process starts with THE CLIENT PROSPECT LIST. Don't worry, it will be explained to you how this Client Prospects List can be put together.

Steps to Join as a Sales Agent

- Usually combined.
- 1) **SUBMIT THE REQUIRED DOCUMENTS.** Send a scanned copy in color of your government ID **with a picture and signature** and filled up **Biodata** to the freelance assistant at stephanie.freelancerartist@gmail.com
 - 2) **ATTEND THE RECRUITMENT MEETING.** Attend one of the three virtual meeting schedules e-mailed to you. That will give you a detailed account of this freelance work and let you know if you want to push through or not. Most of the time, the Sales Training is also conducted right after the recruitment meeting to streamline the schedule.
 - 3) **ATTEND THE SALES TRAINING.** Pay attention to the prospects list creation – what it is and how to make it. After this training, you will be expected to provide it **five (5) working days after your training.**
 - 4) **SUBMIT THE PROSPECTS LIST.** **Even** after the training you are not yet accredited, you are “**conditionally accredited for a trial period**” and you have to submit your **Sales Prospects List five (5) working days after your training.** Your registration as a Member will only be approved once you provided a satisfactory prospects list.
 - 5) **REGISTER AS A MEMBER.** Go to www.hawthorneconsultancymanila.com and register/sign-in as a member in our company website. Wait for the approval. We will just check if you submitted the **prospects list**, the **biodata** and **government ID**. If you did, we will approve your membership request. If you haven't, your registration will remain pending.
 - 6) **TAKE THE ONLINE TEST.** Once your membership is approved, you may now enter the Training Room under the Virtual Office tab in our company website. Once you are able to access the training room, do your self-study e-Learning Training. Read all the reminders, protocols and announcements in the Training Room including all the attachments, then take the brief online test. The link to the test is in the Announcements section in the Training Room.

Next Steps to Join

If you are in the Sales Training right now, submitting the prospects list is your **NEXT STEP**

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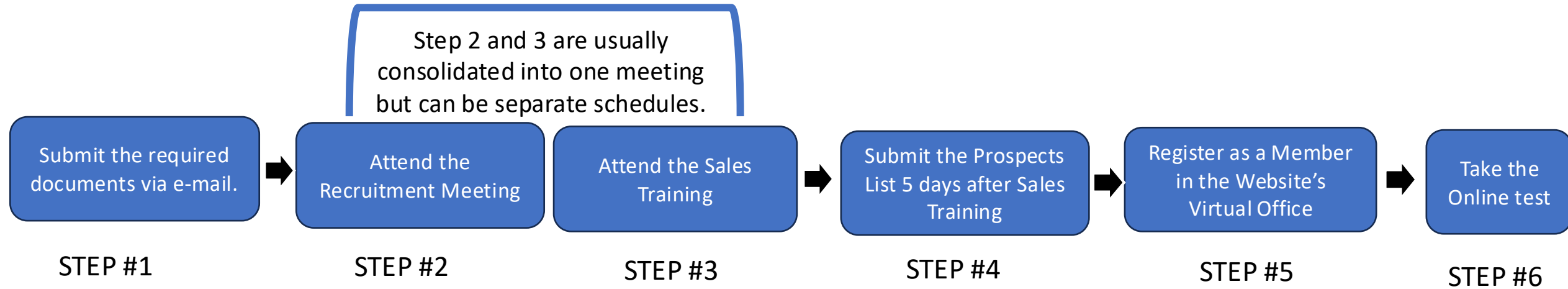
Maintaining your membership

➤ **MAINTAINING YOUR MEMBERSHIP AS A SALES AGENT:** After being engaged as a Sales Agent, you have to be able to do the following and coordinate well with us virtually through the following means:

- ☐ Be able to **submit a prospects list** to the Lead Consultant at least a week or five (5) working days after accreditation/sales training.
 - ☐ Be able to attend your Team's online coordination meetings that are held every now and then after 5:30 PM or later. This is not a regular meeting, only when needed. Meetings are usually on Friday nights.
 - ☐ 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 or if you are unable to provide a prospects list, you will be disengaged even after full accreditation.
 - Most importantly, **you have to acquire one retainer account within eight (8) months** from your Sales Training. If you cannot, you will be disengaged. The retainer account can be as small as 10k or 15k a month, but it has to be a retainer account, not a Single-Pay project.
 - Sometimes, extensions are given.

Flowchart of Application Process

Again... remember,



Starting Step # 2, every step is sequential. The preceeding step is a prerequisite to the next, meaning you cannot move to step #4 if you are not done with step #3.

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LOGIC BEHIND: If you don't have a prospects list, you don't have any use for the sales kits and sales guides in the Virtual Office Training Room. Sales Process starts with THE CLIENT PROSPECT LIST. Don't worry, it will be explained to you how this Client Prospects List can be put together.

Business Associate Status

- **FULL BUSINESS ASSOCIATE STATUS:** Full BUSINESS ASSOCIATE Status is only given to Sales Agents when they are able to acquire at least one (1) Retainer Account. Until this happens, their membership remains “**conditionally accredited for a trial period**”. This retainer account, however, does not have to be worth Php100k, it can be as low as 10 or 15k a month.
- **PROSPECTS LIST:** Without the prospects list, you cannot begin selling, so Sales Agents who are unable to provide a prospects list cannot move on to the next stage which is member registration in the website. Sometimes, though, short extensions can be granted.

Remember that a Prospects List is a “working document” It is constantly being revised and updated, changed and modified. It is never “final”, so, submitting a draft is totally fine.

- **DISENGAGED BUSINESS ASSOCIATES:** If you are disengaged because you are unable to provide a prospects list in five working days or because you were unable to acquire a single retainer account in eight (8) months, don't fret ! You can always hit us up in the future, refer and still earn, you do not need to undergo the same application and training process if you are finished with it. However, the recurring monthly commission will not be perpetual, meaning it is not 100% co-terminus with the client's contract. You will only be receiving the monthly passive income on the first 50% of the contract's lifetime. But the first month one-time % income is the same %.

Thank you!

Happy Selling !