



## **Business Opportunities**

**IS THIS THE PERFECT BUSINESS FOR YOU?**

**Are You Looking for a Business That Will Help You Achieve  
a Better Quality of Life?**

**A Business that will provide both Personal Fulfillment and  
Financial Rewards?**

**BUILD FOR THE FUTURE – INVEST IN YOURSELF**

**A business of your own may well be your best  
retirement plan.**

**Investment: \$US 25,000**

**Ongoing royalty fee: \$US 2,500 per annum**

- Become a licensee/ Value Added Reseller.
- Requirements: Computer with internet connection.
- Ideal candidate: Sales orientated individual with ability to communicate with Corporate/ Business Management.
- Nature of Business: Customer Performance Management.
- As a Customer Performance Management Consultant you'll provide your clients with proven rapid impact solutions specifically designed to retain maintain and grow their existing sales in order to increase the overall profitability of their business.
- This will be achieved by surveying their customers using unique Customer Performance Management Survey Instrument on a contract or project basis.

## Become an Evalu8r

Evalu8r will allow you to quit your current job and be your own boss!

### Invest in Your Future – There's Never Been a Better Time to Own an Evalu8r License.

The best aspect of **our low overhead business model** is that you have the ability to work wherever you want, whenever you want, and you can potentially earn the kind of income that most people only dream of.

Consider these advantages over almost any other type of franchise or license:

- **Exceptional profit margins** means Evalu8r licensees make money and have margins to grow their business.
- **Multiple recurring revenue streams .**
- **A low initial investment. Low start up costs. Exceptional Return on Investment.**
- **Rapid startup**
- **Low overhead and no inventory.**
- Limited credit risks.
- No previous experience required.
- The flexibility to operate from home or an office.
- Ideal family business.
- Excellent add-on business to an existing business.
- Comprehensive training and support.
- No territory restrictions – work with clients anywhere in your country.
- No sales quotas – set your own performance goals.
- Minimal overhead – operate from a home or an office.
- Highly expandable and scalable.
- Grow at your own pace – Licensees can choose to grow this business and appoint management or staff to run it. No employees needed if licensees choose to run this business themselves.
- Proven marketing and sales plan means Evalu8r licensees have the road map to lead them to their business goals.
- Sales and Marketing Support including a Customer Web Site, google advertising and public relations to help licensees generate business.

- 24 hour per day support .An on line support program means that Evalu8r licensees are never further than an electronic message or e mail away from getting questions on the job from being answered.
- Ongoing training insures Evalu8r licensees are constantly on the cutting edge of the information in their industry.
- Daytime and weekday hours.
- Professional, business-to-business concept
- A service that most medium and large sized businesses can use.
- Longevity and continuity. This is not a fad.
- **As a Customer Performance Management Consultant you'll benefit from operating a recession-resistant business**

## A Turnkey, Complete Business Awaits You

We are fully committed to help you build a Customer Performance Management Consulting firm through our proven, time-tested materials and marketing systems.

In today's competitive business environment, businesses large and small are looking for an edge. Hiring independent specialist consulting professionals has become the norm.

Whether your background is in general business or sales and marketing, if you follow **Evalu8r's** proven system you will build and expand your client base and achieve recurring revenue streams. **Evalu8r's** successful business, marketing and Internet solutions are driven by proprietary tools, methodologies, products and comprehensive operational and marketing support.

Like many things in life, you get out of it what you put in to it. Success will require a lot of hard work and commitment from you. However, the rewards are great and the **business can be very lucrative**. Successful licensees could comfortably expect to earn US\$120,000 a year as a lone operator and this can be built up to as much as US\$500,000 a year if sales and operational staff are employed.

## A Business Model that is Recession Proof

With the current credit crunch that we are living in, there **cannot be a better time to enter into this business**. The business model that you will learn is very successful in good economic times but also thrives in weak economic conditions.

The majority of business owners are currently concerned about retaining and growing their customer base. This is not a phase or trend. You will probably work **from a home office or a small office** or even an existing business. You will spend time working directly with their clients, and their client's customers.

You will build long-term relationships with business owners as you help them achieve their business goals and targets. You will enjoy the freedom of working with your clients and making a positive impact on their businesses.

Are you ready to become an **Evalu8r Customer Performance Management Consultant** and make a difference, while **building your wealth, equity and security for you and your family?**

Do you seek a lifestyle and an income with the personal satisfaction that comes from helping others?

As a **Customer Performance Management Consultant** you will provide your clients with proven rapid impact solutions specifically designed to retain maintain and grow their existing sales in order to increase the overall profitability of their business.

### **Our ideal candidate will be:**

A typical **Evalu8r** licensee is expected to have a superior professional track record and often will come from business management, marketing or sales disciplines. They will share many traits of an entrepreneur- a willingness to accept responsibility for their future.

**With Evalu8r, Your Success Does Not Depend Upon Your Prior Experience. In Fact, All You Truly Need Are Four Things:**

- The desire to be your own boss.
- The willingness to learn.
- The ability to manage business relationships.
- The passion to be successful.

**Evalu8r** will provide you with everything else you need to successfully own and run your own business.

# What is **Evalu8r** ?

**Evalu8r is a web based Operational Management Tool that enables businesses to successfully retain, maintain and grow sales from their existing customer base.**

**Evalu8r** is Customer-driven and provides all Management with critical information to help them assess the performance of their departments. In particular it provides Sales Management with the vital information required to manage, coach and mentor their Sales Representatives. It highlights strengths and weaknesses as well as training requirements.

It is also an extremely useful tool for CFO's and other financial managers. This is the most effective system available with proven success and is totally unique.

## **What it offers to Clients**

- **Allows Clients to be customer-focused:**
  - Listens to the voice of the customer
  - Measure performance of business through the eyes of the customer by all classifications, for example: by KPI's, Region, Department, Sales Executive etc...
  - Measures Customer Satisfaction levels- qualitative and quantitative
  - Develop action plans for all weak/ danger areas
- **Benchmarks performance against competitors**
- **Identifies which customers are at risk/ secure as well as their financial value**
- **Measures Customer Loyalty & Retention and determines risk profiles and financial implications**
  - Individual qualitative and quantitative score cards on every customer contact, Sales Executive, classifications (region, branch, department etc...) with a leader board
- **Track performance monthly/ quarterly**
- **Gather critical and useful marketing & sales intelligence**

- All forms of information gathering, market analysis, perception and branding surveys
- **Real time Reporting**

## **Benefits to Clients:**

- Increased sales and profitability
- Better customer retention
- Improved business performance
- Improved performance of your Sales Representative
- Better customer relations
- Customer-driven culture throughout your organisation

## **ADDITIONAL USAGE:**

### **Customer Loyalty and Climate Surveys**

#### **Target Market:**

- In particular B2B businesses
- Corporate, large and medium sized businesses
- Government and non-profit organizations

**Customer retention is not only a cost effective and profitable strategy, but in today's business world it's necessary. This is especially true when you remember that generally 80% of your sales come from 20% of your customer and clients.**

#### **Revenue Stream/Model**

##### **Typical fees:**

- Face to face interviews: **US\$ 300** per interview
- Telephonic interviews: **US\$ 50** per interview
- Electronic interviews: **US\$ 1** per interview

##### **Monthly Income**

To generate an income of approximately **US\$ 13,000** per month a licensee would need to conduct surveys on one or on a combination of the following basis.

- 50 Face to face interviews x US\$ 300 = **US\$ 15,000**
- 300 Telephonic interviews x US\$ 50 = **US\$ 15,000**
- 15000 Electronic interviews x US\$ 10 = **US\$ 15,000**

A license holder could quite comfortably have the capacity to conduct as many as **70 Face-to-face** interviews or **450 Telephonic** interviews single handedly. If the licensee chooses to hire staff to conduct the interviews then these numbers can be increased substantially.

A licensee is **restricted to a cap of 200,000 interviews per annum**. Thereafter additional fees apply.

## Costs

If the licensee chooses to work from home, the only direct expenses incurred would be for Web/e-mail hosting fees from their service provider. Telephone and petrol expenses would also be incurred and additional minor office expenses.

Expenses including annual License fee could vary between **US\$ 500** and **US\$ 1,000** per month.

## Where are we seeking Licensee's?

Initially English speaking Countries:

- Australia
- Canada
- New Zealand
- South Africa
- United Kingdom
- United States

