

Prospecting in The Cloud

Prospecting is the most important phase in Network Marketing. And it is usually the most overlooked phase. Network Marketing companies have excellent tools for recruiting distributors or selling products once you bring a prospect to the tools.

Not being able to bring enough prospects to these tools is the reason that five out of every six new distributors never make a single sale and never recruit even one new distributor. Prospecting in the cloud simplifies the task. Whether you are a first timer or a time seasoned professional, the cloud can be a candy store of new business.



What is a prospect? We are not talking about leads. Leads are just people that may or may not be interested in having a business. And of the few that have a real desire to have a business, there are even fewer that will be interested in your type of business—or in your company specifically. That is why most Network Marketers have lost confidence in leads. They do not have the time, patience, or money to continually talk to people that are not interested.

You are the only one that can decide what a prospect for your business is. But a simple definition is that it is someone that has qualified for your time and effort. It is a person that you have good reason to believe will have a serious interest in your product or opportunity.

Prospecting in The Cloud lets you leverage the speed and high capacity of technology and the vast reach of the Internet to transform the potential of huge resources into income. It provides a level field for everyone to succeed without the having to invest huge amounts of money.

There are no long-term contracts or agreements. You can go month to month or you can go one month per year, or you can set any frequency you desire. The Cloud resources will always be available on the schedule that fits you best.

Simplicity is the key. There are no programs to download, no systems to learn, no complicated files to manage. You simply decide how you want to qualify your prospects let the tools in the cloud do the heavy lifting for you.

Prospecting in The Cloud makes it easier for you to concentrate on the training and relationship building that will make your business more profitable and more enjoyable.

What's in The Cloud

- ✚ Tons of potential prospects
- ✚ Lists of Network Marketers
- ✚ Your own private prospect landing page to channel exclusive prospects to you—prospects that have been qualified according to your requirements. (There is a \$350 additional charge for the landing page which includes hosting and form administration for the lifetime of your membership.)
- ✚ Email writing and editing assistance.

There are tons of potential prospects.

- There are more than 30 Million potential prospects in the cloud.
- More than 20 Million have asked to receive information about getting into their own home-based business. These files are constantly renewed. Performance Technology receives the new output generated by the largest prospect production companies in the Network Marketing area. Each month the oldest listings are replaced by the newer listings.
- The enormous size of this resource virtually eliminates the probability that you will be duplicating a contact made by someone else with the same or similar product or opportunity.
- You can download as many of the files that you want. They are organized by type and there are descriptive documents to let you know how best to use them.
- If you like calling prospects there are even sample scripts that have been created by some of the legendary “heavy-hitters” in Network Marketing.

Lists of Network Marketers. There are listings of current or past members of various Network Marketing companies. These lists are gold mines. The hallmark of every successful Network Marketer is that they are always interested in hearing about a new income stream that does not interfere with their current business.

You have a head-start on qualifying them because you never have to explain what Network Marketing is, or how the compensation plan works. They already know that this is a viable and respectable business model.

The bonus is that when you find an experienced Network Marketing professional that really likes your product or opportunity they will usually bring their core group with them when they join. Some of the highest earners in the industry put their main focus on marketing to experienced Network Marketers.

Services in The Cloud

Landing Page – Create your personal channel from the Internet to You—

This is how you create prospects that are 100% exclusive to you. It is your Prospecting in The Cloud freeway bringing custom qualified prospects to you. All landing pages are hosted on one of our dedicated web servers and maintained by our technical staff. There is a one-time fee of \$350.00 for your personal page.

Tap into the huge resource of more than 20 Million potential prospects getting your teaser advertisement out to them. You have access to research data to help you choose the email or telephone service that can deliver your ad. Then the people that are interested in what your ad says can click a link and go directly to your personal landing page.

Your landing page will tell them more about the benefits and potential of having their own home based business. To qualify for your time they will have to submit an information form indicating that they are interested in learning more about your business and giving you permission to contact them by phone and email.

When they submit the form the information is sent to your Inbox instantaneously. This is your exclusive prospect and you know exactly how fresh it is, and what information they responded to. You can structure your follow-up to make your prospect's experience seamless from original contact to the final sale.

Landing Page Details:

- Standard Landing pages are customized to qualify your prospects for interest in your specific products, services and income opportunity, whether it is Health and Wellness, Travel, Weight Loss, Alternative Energy, Water Purification, Cosmetic and Beauty products, Zero Point Energy products, Anti-Aging, Social Marketing, and more.
- Our technicians will collaborate with you to give your landing page the same look as your corporate pages or replicated website.
- Specifics of Customize Landing Pages include:
 - Use the layout and colors closely similar to your corporate website.
 - Your page will be a collaborative effort including ideas from you and our professional web authors. After the page is published on the Internet we will perform one page revision that does not involve structural or layout design changes at no additional cost. Revisions that require layout design changes or changes in form structure will be performed at an hourly rate of \$125 per hour.
 - No corporate logos, trademarks or copyrighted text will be used. The company will not be identified by name or reference. Only the benefits of the products and the income opportunity will be used.
 - Keeping the company identity anonymous eliminates the need to obtain approval from your company's compliance department.

- Using a page similar to your corporate site gives your prospects the experience of a seamless progression from the first ad to final sale.
- Examples of upgraded landing pages can be seen by visiting the page at www.smpacificservices.net/cloud, click on the link: “View a slideshow of examples...” at the bottom of the page.

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Email prospecting suggestions Our technical staff has researched companies providing bulk email services, broadcast emailing and autoresponders. The cloud gives you the result of their research and suggestion about how you could utilize the services to let technology do the heavy lifting in your prospecting efforts.

The cloud is not affiliated with these services and is not compensated in any way if you choose to use their services. We are not agents for any of the companies and our recommendations are based on our research and evaluation of the services.

Telephone Broadcasting and Robo-Calling There are a variety of vendors offering telephone services that can attract prospects to your landing page or to your personal telephone. This is a passive method of beginning the qualification without doing all the heavy lifting yourself.

Email Writing and Editing

- Our staff includes professional writers with in-depth experience composing Network Marketing email messages and advertising materials.
- They can write a winning message for you or they can edit your message if you desire.
- The subject line of an advertising email is as important as the message. Performance Technology’s professional writers can help you learn how to write powerful subject lines for your messages.

Other Cloud services from Performance Technology

1. Business Development Mentoring
2. Copy Writing
3. Phone Script writing
4. Retention Techniques
5. Lead manipulation training and tools
6. Website creation and authoring
7. Website hosting
8. Coaching for Social Media Marketing