

PayPROFIT ®

**PRSMS
Reseller
Sales Training Manual**



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1 BECOMING A RESELLER OF PRSMS

This is an exciting proven business opportunity that requires very little capital layout. You only need a telephone and a computer with an Internet connection and if you do not have the latter, a daily visit to your nearest Internet café will make it possible for you to start a viable business with great expansion possibilities. As a reseller you will earn R400 for every PRSMS you sell and our resellers sell on average 10 PRSMS per week. This gives you an average income of R16k per month.

You can very soon set up your own call center with telesales personnel that you can train when you have enough experience. You will make use of this very same sales training manual that you used for training, to train your personnel. You can split your R400 income into 2 sets of R200 and with an average of 10 PRSMS per week, a telesales operator can earn R8k per month. You will then make R8k per month from every telesales operator that you appoint.

You can also upgrade to a dealership if you have R135k to invest. R35k of this amount will be spent back into your business for marketing and advertising to ensure you have launched your dealership successfully. You can then appoint resellers that go out and resell PRSMS. As a dealer you will earn R600 per PRSMS you sell and you will give R400 of this amount to every reseller.

You can make it a very exciting career opportunity because it is a very powerful marketing tool for virtually any business, it is low cost for any business for the results obtained and it sells extremely fast. You also have an electronic engineering business as your back office support and all your client's IT needs and requests will be implemented by this back office to help you make your sale.

a. Company background

PayPROFIT (Pty) Ltd is an electronic engineering company that is located at 329 Lawley st, Waterkloof, Pretoria and has a wide range of experience in the field of electronics development ranging from electronic warfare systems to telecommunications and banking. One of our more exciting projects is a fingerprint (biometric) banking system that makes use of a fingerprint to identify a client and cellphone telecommunications to wirelessly exchange information with a server that then approves or declines a transaction that is performed on a biometric terminal. In the near future you will then not swipe your credit card or any other card on a terminal. You will then only present your finger on a biometric terminal at any merchant (shop) and the transaction will be performed. Below is a PayPROFIT® biometric terminal designed and developed inhouse by PayPROFIT which is used to perform bank transactions in a virtual banking environment.



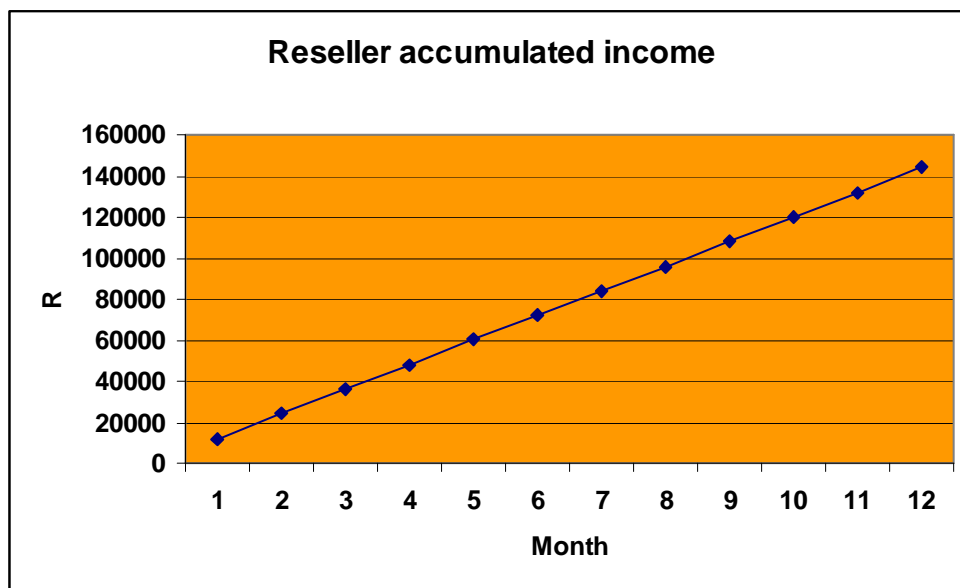
The project value is R1billion and this entire project is financed by the resale of PRSMS, so you can see why we are serious in making you successful in being a reseller. Finance is supplied as a sponsorship by an investor that specializes in commodity trading such as large volumes of cement, diesel, gold and diamonds. They supply the capital but requires security for the finance. PayPROFIT sells PRSMS for R1570 per year and a once off setup and development fee of R10 000. The investor will sponsor this R10k setup fee for up to 100 000 PRSMS and in so doing will supply the capital of R1billion. All PRSMS sold by PayPROFIT will be allocated to the portfolio of this investor as security for the capital supplied because the business value of one PRSMS over a period of 5 years is about R10k. The 100 000 PRSMS sold will provide the initial merchants where the biometric terminals will be installed and so this symbiotic relationship between PayPROFIT and its investor will create the ideal environment to launch PayPROFIT's virtual banking system.

The fact that the once off setup fee of R10k is sponsored makes it extremely easy for you to sell a PRSMS to a business because the remaining cost of R1570 per year is negligible for most businesses.

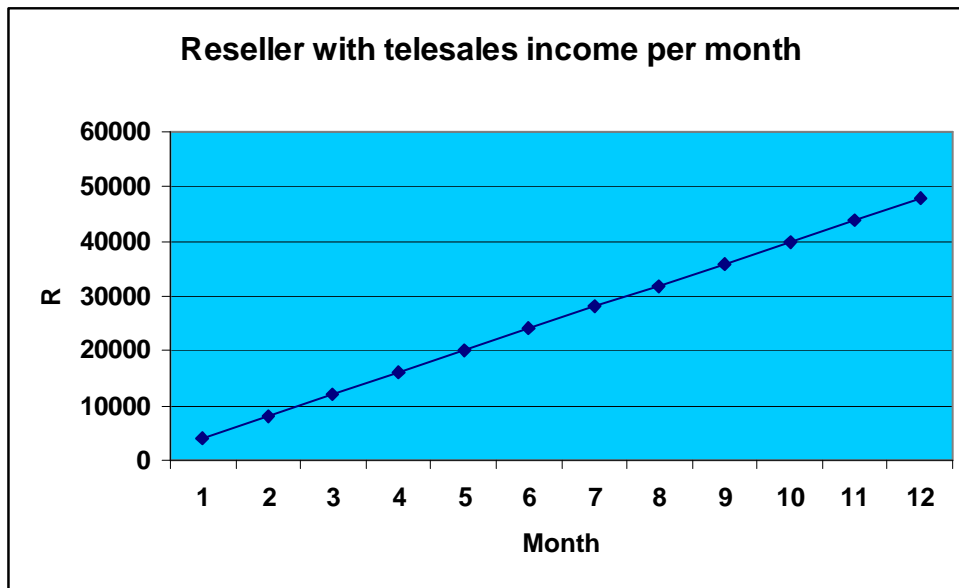
b. The income you can expect to make

As a reseller you will make R400 per year for every PRSMS that you sell. Remember that this is a yearly fee and that next year you will make R400 again when the business renews its PRSMS facility. So while you are selling PRSMS, you are actually setting up a large passive income for yourself in the future.

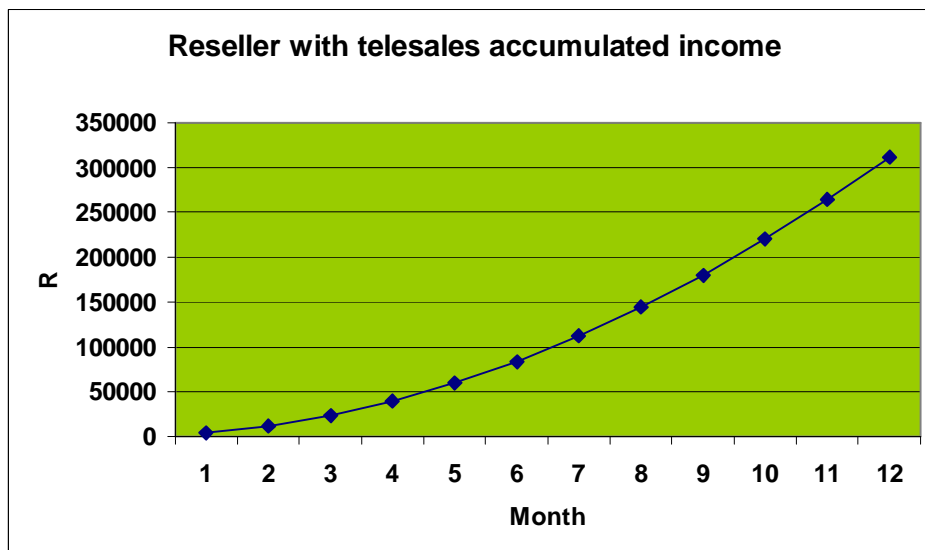
Our current real life experience is that you can expect to sell an average of 2 to 3 PRSMSs per day that will give you a monthly gross income of between R16k and R24k. Your only expense will be telephone costs and it costs roughly R50 per PRSMS to sell on average. If you budget to spend R100 of your R400 to make a sale, you can expect to make a monthly nett income of between R12k and R18k. If you maintain this pace for more than a year, the recurring income of your previous sales makes your income double every year. Below is a graph of your nett accumulated income over a one year period taking into account that you sell 2 PRSMSs per day on average and that your gross income of R400 per PRSMS results in a nett income of R300 per PRSMS.



If you decide that you want to increase your income, you could set up a telesales facility and split your gross income of R400 per PRSMS into two and give a telesales person a nett income of R200 per PRSMS. We say nett income because a telesales person will not pay the telephone charges and it will be you that pay it from your R200 gross income. Your nett income will therefore be R100 per PRSMS and if we suppose that you appoint only one new telesales person per month your monthly nett income can be at R50k per month after only one year. Below is a graph showing the growth in your monthly nett income.



Below is a graph that shows your total accumulated nett income for this one year period showing that you will have made R300k nett during this one year.



c. The amount of effort required

Like any business a lot of effort is required, so do not underestimate what is needed to be successful. Fortunately, the product is proven to be successful and the marketplace hugely unsaturated.

You can typically only contact a potential client between 09h00 and 12h00 if you want to make a successful sale. The time before 09h00 and after 12h00 can be used to do all your administration tasks such as emailing your potential clients that you have contacted already and obtaining new prospective clients. You can also use your afternoons to visit clients that want you to visit them and this usually results in more business when you see clients in person.

Mondays are used to follow up the previous week's potential sales. New sales are done from Monday to Thursday with the deadline set at Friday. The morning of Friday is used to close the potential sales that you have done for this deadline. You therefore have a very flexible schedule and you can fit all of your daily chores into your new business schedule.

d. Why it is easy to be successful

PRSMS have been made well known by television already. When you refer to how PRSMS are advertised on television in the script you use to talk to potential clients, they immediately recognize what PRSMS are and this makes your task of selling it much easier.

The fact that the setup and development fee of R10k is sponsored makes it very easy to sell a PRSMS to a business. This business still gets the benefit of having his very own specific application to be developed by PayPROFIT at only R1570 per year and no extra costs.

The very few other service providers that also supply PRSMS mainly focus on very large corporations and usually have minimum monthly SMS volumes that must be achieved by their PRSMS users. PayPROFIT has made it possible for any small, medium or large business to make use of PRSMS with no minimum incoming SMS volume restrictions at a very low price and this is why this attractive package sells so easily.

You only have to study, memorise and understand the recommended dialogue in Afrikaans and English. This script has been engineered to make a comprehensive picture of what a PRSMS is in the mind of the potential client in the shortest amount of time. Try not to deviate too much from this script as it has been specifically engineered to create a successful sale most of the time.

2 INTERNET USER MANUAL

Study this manual fully to get a good understanding of how a PRSMS user can implement a PRSMS as a business tool.

The user manual for this system can be studied by downloading it from <http://www.payprofit.net/dl/PRSMSInternetUserManual1.17.pdf>.

3 HOW TO SELL PRSMS

a. Background

A client pays R1570 per year for a shared keyword PRSMS. The client must also pay a once off amount of R10000 for us to develop his application. Currently one of our investors is sponsoring the once off amount of R10000 for a total of 100000 PRSMSs and therefore a client does not need to pay the once off amount of R10000.

We currently use this opportunity to set a deadline on Fridays to encourage clients to make a decision to purchase a PRSMS.

b. Advertising

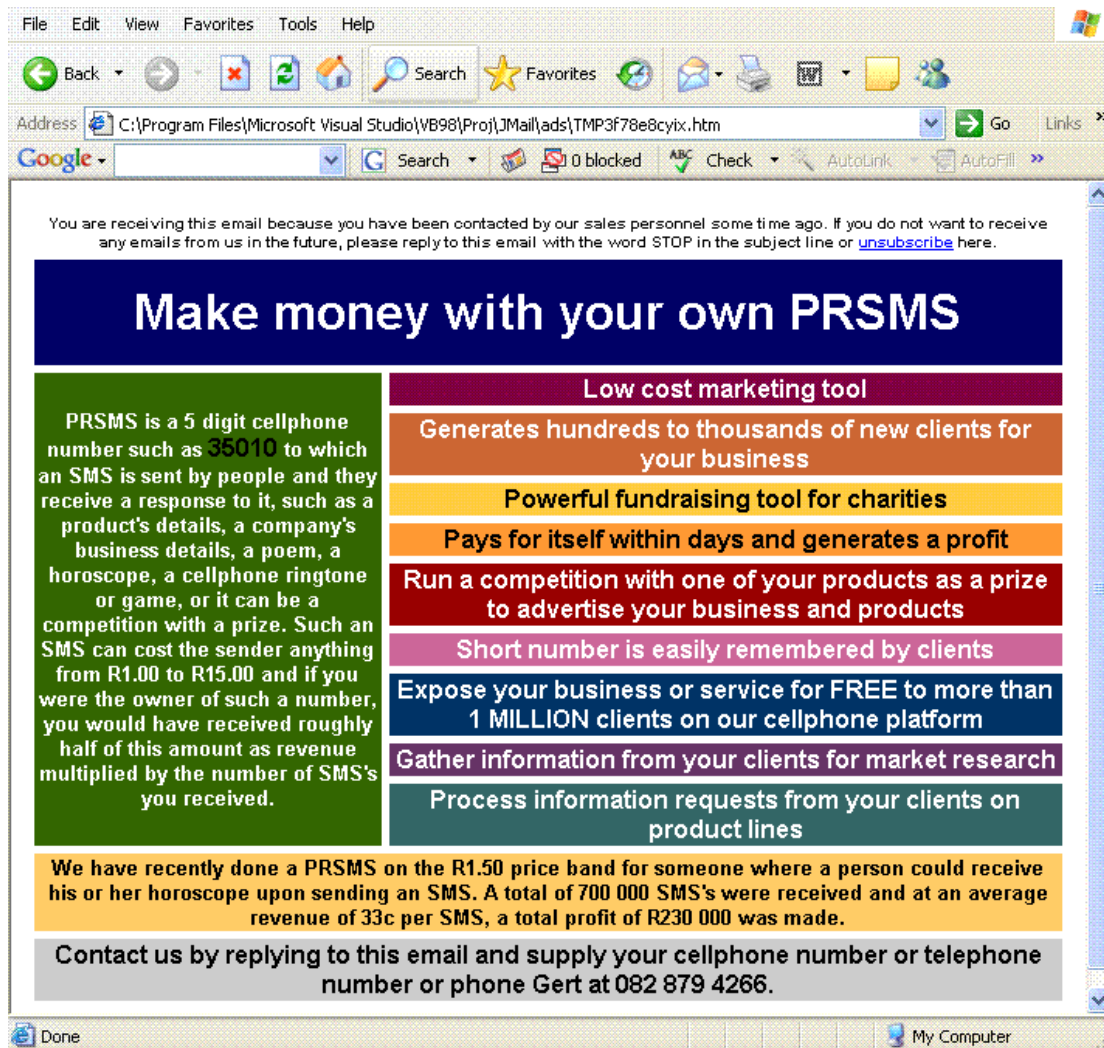
In advertising, it is important to **never** supply the price of your product. A potential client will then have to contact you if he or she is interested in your product. This will then afford you the opportunity to use the script to engineer your sale to this client.

Your initial information therefore only has the purpose of stimulating the interest of prospective clients and to obtain the contact details of those prospective clients that are interested in this product.

i. Email

This is the email that we currently send out to create interest. It is important to request that the client sends his or her telephone number so that you can contact the client. In particular it is always better to request the client's cellphone number because it is always difficult to reach the client with a landline. People simply are not near landlines anymore. You will only get a client's cellphone number if you ask for it. You must supply your cellphone number also because a small number of clients do phone you directly and it saves on phone expenses.

At the top of the advert an unsubscribe link is placed for people that is not interested in receiving anything from you in the future. Then follows the header which is the punchline. This punchline is also repeated in the subject field of the email to move people to open this email. In the left pane of the advertisement, the concept of a PRSMS is described in case somebody needs to be reminded what it is. In the right pane a few important characteristics are mentioned to stimulate interest. Towards the bottom is a sample of a project that we have done to create more interest and at the bottom is your contact details so that people that are interested can reach you directly without going to a website first.



ii. Newspaper

Your space is limited in a newspaper advert because space costs money. Below is a typical example of a newspaper advert that we run. A large number of people actually SMS the example and it is a clear indication that they are potential clients. These incoming cellphone numbers are your sales leads. A much smaller number of people will contact you directly.

PRSMS

Make money with your own PRSMS number...

Example: "SMS the letters PPS to 35010 for more information. SMS costs R3." Do your own competitions

* All businesses	* Car dealers	* Building contractors
* Guest houses	* Network marketers	* Plumbers
* Restaurants	* Equipment for hire	* Supermarkets
* Schools	* Sun heating systems	* Estate agents
* Churches	* Swimming pool shops	* Cellphone shops

Contact Gert at 082 879 4266

329 Lawley st, Waterkloof, Pretoria

iii. Cold calling

There are many business directory websites that you can use to get hold of businesses. Businesses advertising in these directories have an advertising budget and are therefore likely to invest in a marketing tool such as a PRSMS too.

These websites with there approximate number of contacts are:

Yellow Pages (104 000): www.yellowpages.co.za

Brabys (100 000): www.brabys.com

SA Findit (30 000): www.safindit.co.za

Estate agents (16 000): www.eaab.org.za

Developers and building contractors (17 000): www.nhbrc.org.za

You can also scout for business contacts that will make use of PRSMS by looking for pole ads with long cellphone numbers to contact as well as advertisements on vehicles. You can also visit businesses in malls because a lot of them are located in one location.

You must phone the businesses and attempt to locate the owner or the marketing manager. In many cases the owner is the marketing manager too. After you have located the owner or the marketing manager, it is best practice to phone them for the sale between 09h00 and 12h00 because people are most likely to make a business decision in your favor during these times. Use all the other times to locate the correct person to speak to and to visit them if necessary.

c. Recommended dialogue (English)

For this kind of business, you will have to make a conversation with the client that will typically take 5 to 10 minutes depending on how many questions the client asks you. This is a typical telephone conversation:

i. Introduction

Good morning. This is xxxxxxxx phoning in connection with PRSMS. We sent you an email regarding PRSMS and you requested some more information. Do you remember? *[The purpose of this introduction is to break the ice and to get some response from the client to ease the flow of the conversation]*

Can you talk now or are you busy?. *[Make it convenient for the client to reschedule this conversation or take your call now]*

First of all, just tell me what kind of business do you do. *[You must determine what kind of business the client does in the beginning of the conversation so that your mind can do some background processing during the conversation as to how the client can implement a PRSMS in his business because you will mention this aspect near the end of the conversation]*

Right, let me tell you what a PRSMS is and then we can look at how we can implement it in your business.

You might have seen on television that people advertise “SMS the word HOUSE to 35010 and win a house”. *[Relate PRSMSs to something that is already well advertised for us on television. We are exploiting the fact that millions of Rands have already been invested by other companies to make the concept of PRSMS well known to people]*

Now this 5 digit cellphone number is what we call a PRSMS and if you are the owner of such a PRSMS and someone sends you an SMS, then you make a few Rand income on every SMS. *[This one sentence describes the essence of what a PRSMS is]* You just have to create a reason why someone would send you an SMS.

ii. General competition

For this purpose a lot of people just set up a competition on our website, they advertise it somewhere and they sometimes receive a few hundred thousand SMSs and they make a few Rand income on every SMS, so they actually make quite a substantial income.

They then pay the prize out of this revenue and still keep a substantial profit.

So this is how you can use a PRSMS purely as a moneymaking engine. *[This paragraph still exploits what people have suspected about PRSMSs all along while seeing it on television. It also illustrates the most basic use of a PRSMS. A significant number of people want to use a PRSMS exactly the way they experienced it on television and could have contacted you for this reason]*

iii. Promotional competition

But let us suppose that you have a business with a product or a service that you would like to advertise and increase your customer base. *[Most business people want to use a PRSMS to expand their businesses and you must tell them how they can do it]*

For marketing purposes you might then also set up a promotional competition because people are crazy about competitions. They see your advertisement somewhere, they like the prize that you offer, they always have their cellphones with them and they don't mind about the R2 or R3 that the SMS costs and they send an SMS and that is why this platform is so successful.

[You are explaining to the client what the reasons are for the success of using a competition to attract potential customers]

Now when you set up a competition for marketing purposes, you must make one of your products or services the prize. *[It is essential that the client understands that the only way that he can filter his potential customers from amongst all the people out there is to use one of his own products as a prize, because no one will then enter this competition unless he or she is interested in what is offered as a prize]*

When you advertise your competition out there, the man in the street actually pays you to advertise to him because you make an income on every SMS. Therefore this kind of marketing platform always pays for itself while you are using it. *[You are illustrating an important aspect of a PRSMS, namely that it always pays for itself, and there is no other marketing platform out there that does the same]*

Furthermore, all the SMSs that come in are stored in a database that you can view on our website and you also know that these people would not have SMSed you if they were not interested in the product that you offered as a prize. *[You are re-iterating why a client should use one of his products as a prize and you are also answering a question that always arises in the minds of clients, namely that a PRSMS is managed on our website and that no other programs are needed. You are also answering another question in the mind of the client namely that he can view the potential customers that are generated]*

These people are therefore your new potential customers and you can phone or SMS them back and do business with them because you have their cellphone numbers on our system.

iv. Example

[Supply a realistic example so that the client can relate the use of a PRSMS in his or her business. This paragraph must be adapted to relate the use of a PRSMS to the client's specific business.] Let us suppose that you are in the hospitality industry and you have a guesthouse. You might then set up a prize such as a weekend stay for two to the value of R2000.

You advertise where you would normally advertise, so you do not pay any extra for your advertisement. You just add your competition line in the advert. **[Illustrate to the client that even to advertise his PRSMS needs not cost anything extra]**

Let us suppose you receive 1000 SMSs. The income on these SMSs basically pays for your PRSMS as well as your advertising. **[Remind the client that a PRSMS platform always pays for itself]**

One person wins the prize, but the other 999 people you can phone back or SMS them and inform them that since they sent an SMS and did not win the prize, they can still get this offer at some percentage discount.

You might then get roughly 10% or more of these people to become your paying customers, which is a hundred people that actually stay at your establishment and you make more than R100000 on this one advertisement run.

v. Pricing

And this platform does not cost you that much. **[Suggest to the client's subconsciously that this product is not expensive before revealing the price]** It will basically cost you R1570 once off and R135 per month. Now this amounts to about R4 a day and if you just receive one or two SMSs per day, this alone will pay off your PRSMS. **[Illustrate that even this small amount can be easily recovered]**

Furthermore, there is a once off setup fee of R10000 for us to set up and develop your application **[Explain that we develop an application for a client if needed]**, but the reason why we contacted you is that one of our telecommunications companies is currently sponsoring this R10000.

If you buy a PRSMS from us before the deadline **[Do not mention when the deadline is yet]** then they will pay us the R10000 and you do not have to pay it. You therefore save the R10000 and the PRSMS will only cost you R1570.

The deadline is this coming Friday so you still have the whole week left to think about it. **[By creating a deadline you make that the client focuses all his attention towards making a decision now whether to make use of a PRSMS in his business or not]**

vi. Conversing

[Start conversing with the client and answer any questions in between. Mention a few features about our PRSMSs to get the conversation going]

Now you manage your entire PRSMS portfolio on our website so you do not need any special programs to be installed.

You can run multiple projects, businesses or campaigns simultaneously on one PRSMS, so you do not need more than one PRSMS.

For every incoming SMS we give you one free SMS reply back to your client. You can also set up this reply SMS as an electronic business card that the client can save easily into his cellphone telephone book and you can also receive a notification email on every incoming SMS.

We can also supply you with a low cost cellphone SIM card if you buy a PRSMS from us. This SIM card runs at 90c per minute which is nearly half the current cellphone rate. If you have a cellphone bill of R1000 per month, you will save about R400 per month and you can pay off your PRSMS within 4 months.

I am going to send you an email with a lot more information that you can work through. There is also a link to the user manual if you want to read more about how you can use a PRSMS in your business. There is also a pro-forma invoice with our banking details on it if you want to make use of the offer.
[Remind the client to focus his attention to decide whether he can use a PRSMS in his business or not]

d. Variations on English dialogue

There are only 2 variations on the script and that is when you talk to estate agents and fundraising organizations. You will then basically replace the third paragraph (promotional competition) with the paragraphs below.

i. Estate agents

Estate agents use their PRSMS on their FOR SALE boards where a potential buyer can SMS the listing number to their PRSMS and receive a description of the property as well as a picture or catalogue of pictures.

The PRSMS can also be used on the side of a vehicle and the reply SMS to the client can be the business card of the estate agent.

A promotional competition can be used where a client can win the deposit on a rental transaction or the transfer fees when buying.

Clients can send an SMS to subscribe to a daily, weekly or monthly newsletter containing all the latest properties or show houses.

ii. Fundraising organizations

When someone sends an SMS, this SMS is the donation.

Someone can also send a pledge in the SMS to donate larger amounts. The free reply SMS will then contain the banking details of the org.

We have a big screen facility that can be used at fundraising events where all the donors in a hall can see the total amount pledged in real time and this psyches up the people to donate more.

The organization can also resell PRSMS to raise funds.

The organization can also use schools and churches for fundraising and share the income.

Non-monetary donations can be converted into money by utilizing the donation as a prize in a promotional competition.

Because non-monetary donations can be converted into money, the organization can now ask for such donations.

e. Recommended dialogue (Afrikaans)

Vir hierdie soort besigheid gaan jy 'n gesprek moet opstel met 'n klient wat tipies 5 tot 10 minute kan neem afhangend van wat die klient jou vra. Hier is 'n tipiese telefoon gesprek:

i. Inleiding

Goeie more. Dit is xxxxx en ek bel in verband met SMS kort kodes. Ons het vir jou 'n epos gestuur in verband met SMS kort kodes en jy het gevra vir meer inligting. Onthou jy dit? *[Breek die ys en betrek die klient by die gesprek om die vloeï van die gesprek te vergemaklik]*

Kan jy nou praat of is jy besig? *[Maak dit gerieflik vir die klient om die gesprek te herskeduleer of om daarmee voort te gaan]*

Wil jy my nie heel eerste vertel wat jy doen vir 'n besigheid nie? *[Jy moet heel in die begin van die gesprek bepaal wat die klient doen vir 'n besigheid sodat jou gedagtes in die agtergrond kan uitwerk hoe die klient 'n kort kode kan implimenteer in sy besigheid terwyl jy besig is met die gesprek omdat jy dit vir hom gaan noem naby die einde van die gesprek]*

Reg, laat ek jou vertel wat is 'n SMS kort kode en dan kan ons uitwerk hoe om dit toe te pas in jou besigheid.

Jy mag dalk op televisie gesien het dat mense adverteer "SMS die woord HUIS na 35010 en wen 'n huis". *[Verwys na die aspek dat SMS kort kodes alreeds baie goed geadverteer is op televisie. Ons benut die aspek dat ander maatskappye reeds miljoene Rande geïnvesteer het om die konsep van SMS kort kodes baie goed te bemark aan die man in die straat]*

Nou hierdie 5 syfer selfoon nommer is wat ons 'n SMS kort kode noem en as jy die eienaar is van so 'n kort kode en iemand stuur vir jou 'n SMS, dan maak jy 'n paar Rand inkomste op daardie SMS. *[Hierdie een sin som die kruks van die saak op wat SMS kort kodes betref]* Jy moet nou net 'n rede skep dat mense vir jou 'n SMS sal stuur.

ii. Algemene kompetisie

So, wat baie mense doen is hulle skep 'n kompetisie op ons webblad, adverteer dit iewers, hulle ontvang miskien 'n paar honderd duisend SMS's, en hulle maak 'n paar Rand op elke SMS, so hulle maak 'n hele klompie geld.

Hulle betaal dan die prys uit hierdie inkomste en hou nog steeds 'n stewige wins oor.

So dit is hoe jy 'n SMS kort kode kan gebruik uitsluitlik as 'n geldmaak masjien. *[Hierdie paragraaf illustreer wat mense nog altyd vermoed het van SMS kort kodes wat hulle op televisie gesien het. 'n Beduidende aantal mense wil 'n kort kode gebruik presies soos wat hulle dit op televisie gesien het en dit kon die rede wees hoekom die klient jou gekontak hef]*

iii. Promosie kompetisie

Maar kom ons veronderstel jy het 'n besigheid met 'n produk of diens wat jy graag wil bemark en jy wil jou klientebasis uitbrei. *[Meeste besigheidsmense wil 'n kort kode gebruik om sy besigheid uit te brei en jy moet hulle vertel hoe]*

Vir bemarkingsdoeleindes sal jy dan miskien ook 'n kompetisie opstel omdat mense mal is oor kompetisies. Hulle sien jou advertensie iewers, hulle hou van die prys wat jy aanbied, hulle het altyd hul selfone by hulle en hulle gee nie om vir die R2 of die R3 wat die SMS kos nie en stuur dan 'n SMS en dit is hoekom hierdie platform so suksesvol is. *[Jy verduidelik vir die klient wat die redes is vir die sukses van om 'n kompetisie te gebruik om potensiele kliente te genereer]*

Wanneer jy dan so 'n kompetisie opstel vir bemarkingsdoeleindes sal jy een van jou produkte of dienste gebruik as 'n prys. *[Dit is belangrik dat die klient verstaan dat die enigste manier om potensiele kliente te filtreer uit al die mense daar buite is om een van sy produkte te gebruik as 'n prys, omdat net die mense wat belangstel in die produk wat aangebied is as 'n prys, sal deelneem aan die kompetisie]* Wanneer jy dan jou kompetisie daar buite adverteer, dan betaal die man in die straat eintlik jou bemarking want jy maak mos 'n inkomste op elke SMS. Hierdie platform betaal dus altyd vir himsel self terwyl jy dit gebruik. *[Jy illustreer 'n belangrike eienskap van 'n kort kode, naamlik dat dit altyd homself betaal en dat daar geen ander bemarkingsplatform daarbuite is wat dit kan doen nie]*

Verder, al die inkomende SMS's word gestoor in 'n databasis wat jy kan sien op ons webblad en jy weet mos dat daardie persone jou net sou geSMS het as hulle belang gestel het in die produk wat jy as 'n prys aangebied het. *[Jy bevestig weer hoekom 'n klient een van sy produkte moet gebruik as 'n prys en jy antwoord 'n vraag wat ontstaan in die gedagtes van die klient naamlik dat 'n kort kode op ons webblad bestuur word en dat geen ander programme nodig is hiervoor nie. Jy antwoord ook 'n ander vraag wat ontstaan naamlik dat die klient na sy kliente kan kyk wat genereer word]*

iv. Voorbeeld

[Verskaf 'n realistiese voorbeeld sodat die klient kan sien hoe om 'n kort kode te gebruik in sy besigheid. Hierdie paragraaf moet aangepas word om aan te pas by die klient se spesifieke besigheid] Kom ons veronderstel jy het 'n gastehuis. Jy kan dan 'n prys opstel soos 'n naweek verblyf vir twee tot die waarde van R2000.

Jy adverteer dit waar jy normaalweg adverteer, so jy betaal niks ekstra vir jou advertensie nie. Jy voeg net hierdie kompetisielyn by **[Illustreer dat selfs om te adverteer nie noodwendig die klient ekstra gaan kos nie]**

Kom ons veronderstel jy kry 1000 SMSe. Die inkomste op hierdie SMSe betaal vir jou kort kode en jou advertensie. **[Herinner die klient dat 'n kort kode platform altyd vir homself betaal]**

Een persoon wen die prys, maar jy kan die ander 999 persone terugskakel of SMS en hulle inlig dat omdat hulle 'n SMS gestuur het maar nie gewen het nie, dat hulle hierdie aanbod kan kry teen 'n persentasie afslag.

Jy mag dan so 10% of meer van hierdie mense kry om in jou gastehuis te bly. Dit is so 'n honderd van die mense wat ingeskryf het vir die kompetisie en jy maak dan meer as R100 000 op hierdie enkele advertensie lopie.

v. Prys

En hierdie platform kos nie regtig baie nie. **[Suggereer aan die klient se onderbewussyn dat hierdie produk nie duur is nie voordat jy die prys bekendmaak]**

Dit sal jou basies R1570 kos eenmalig en R135 per maand en dit werk uit op so R4 per dag. As jy net 1 of 2 SMSe ontvang per dag dan sal dit alleen jou kort kode afbetaal. **[Illustreer dat selfs hierdie klein bedrag maklik herwin kan word]**

Verder is daar 'n eenmalige opstelfooie van R10000 wat ons gebruik om jou applikasie op te stel en te ontwikkel, **[Verduidelik dat ons vir 'n klient sy applikasie kan ontwikkel as dit nodig is]** maar die rede hoekom ons jou gekontak het is dat een van ons telekommunikasie maatskappye huidiglik hierdie R10000 borg.

As jy 'n kort kode koop voor die spertyd, **[Moenie nou die datum van die spertyd bekendmaak nie]** dan sal hulle die R10000 betaal en jy hoef dit nie te betaal nie. Jy spaar dus die R10000 en die kort kode sal jou net R1570 kos.

Die spertyd is die einde van hierdie Vrydag, so jy het nog 'n paar dae oor om jou besluit te maak. **[Deurdat jy 'n spertyd skep, veroorsaak jy dat die**

klient al sy aandag fokus om 'n besluit te maak of hy 'n kort kode kan gebruik in sy besigheid of nie]

vi. Gesels

[Begin om te gesels met die klient en antwoord enige vrae van die klient tussenin. Noem 'n paar eienskappe van ons kort kodes om die gesprek aan die gang te kry.]

Jy kan jou hele kort kode portefeulje bestuur op ons webblad so jy het nie enige spesiale programme nodig wat geïnstalleer moet word nie.

Jy kan meer as een projek, besigheid of bemarkingsveldtog gelyktydig doen op een kort kode, so jy het nie meer as een kort kode nodig nie.

Vir elke inkomende SMS gee ons jou een gratis SMS terug na jou klient. Jy kan hierdie SMS ook opstel as 'n elektroniese besigheidskartjie wat hy maklik kan stoor op sy selfoon se telefoonboek en jy kan ook 'n epos ontvang om jou te laat weet van elke inkomende SMS.

Daar is twee tipes bemarking wat ons vir jou kan doen. Ons kan bemarkings SMS'e uitstuur vir jou na ons 1.2 miljoen kliente teen 26c per SMS en ons kan eposse uitstuur in bondels van 100000 teen 2c per epos. Enige ander tipe bemarking soos koerante, tydskrifte, radio of TV gaan jy self reel.

Ek gaan vir jou 'n epos stuur met baie meer inligting wat jy kan deurwerk. Daar is ook 'n skakel na die gebruikershandleiding as jy meer wil lees oor hoe om 'n kort kode te gebruik in jou besigheid. Daar is ook 'n pro-forma faktuur met ons bank details op vir as jy wil gebruik maak van die aanbod. *[Herinner die klient daaraan om al sy aandag te fokus om te besluit of hy 'n kort kode kan gebruik in sy besigheid of nie]*

f. Variations on Afrikaans dialogue

Daar is net 2 variasies op die dialoog en dit is wanneer jy praat met eiendomsagente en fondsinsamelingsorganisasies. Jy sal dan basies die derde paragraaf (promosie kompetisies) vervang met die paragrawe hieronder.

i. Eiendomsagente

Eiendomsagente gebruik hulle SMS kort kodes op hulle TE KOOP borde waar 'n potensiele koper die lysnommer kan SMS na hulle kort kode en dan 'n beskrywing van die eiendom ontvang sowel as 'n prentjie of 'n katalogus van prentjies.

Die kort kode kan ook gebruik word op die kant van 'n voertuig en die terugSMS na die klient kan 'n besigheidskartjie wees van die agent.

‘n Promosie kompetisie kan gebruik word waar ‘n klient die deposito op ‘n verhuringstransaksie kan wen of die oordragskoste op ‘n kooptransaksie.

Kliente kan ook ‘n SMS stuur vir ‘n subskripsie van ‘n daaglikse, weeklikse of maandelikse nuusbrieff wat al die nuutste eiendomme of skouhuise bevat.

ii. Fondsinsamelingsorganisasies

Wanneer iemand ‘n SMS stuur, is die SMS die donasie.

Iemand kan ook ‘n skenking stuur in die SMS om groter bedrae te skenk. Die gratis terugSMS bevat dan die bankbesonderhede van die instansie.

Ons het ook ‘n grootskerm fasiliteit wat op fondsinsamelingsgeleenthede gebruik kan word waar al die skenkers die totaal van die skenkings kan sien en dit maak mense opgewonde om meer te skenk.

Die organisasie kan ook SMS kort kodes herverkoop om meer fondse in te samel.

Die organisasie kan ook skole en kerke gebruik vir fondsinsameling en dan die inkomste deel met hulle.

Nie-monetere skenkings soos ‘n naweekverblyf in ‘n gastehuis kan omskep word in geld deur die skenking te gebruik as ‘n prys in ‘n kompetisie.

Omdat nie-monetere donasies omskep kan word in geld, kan die organisasie nou vra vir sulke donasies.

g. Relating to various businesses

As a general guideline, if you do not know how to relate the use of a PRSMS to a specific business, you only have to ask the client **how does he make his money**. Whatever it is, you should then just convert this aspect into a prize in a competition. Some industries have specific aspects that you can explore in order to close the sale.

Read section 1.c **TYPES OF BUSINESSES THAT USE OUR PRSMS** of the Internet User Manual to study how different businesses make use of PRSMS in their industries. This will give you a good idea about how to sell PRSMS to them.

h. Follow-up information

After you have spoken to a client, you must send him or her more information. Below is what we currently send to clients.

Dear CLIENTNAME,

Thank you for your interest in this powerful marketing tool for your business.

The offer to **SAVE** the once-off setup fee of R10000 is only valid until this **DEADLINE**DATE. The PRSMS facility will then cost you only R1570 per year. At the bottom of this email is a pro-forma invoice with the banking details.

If you have paid for your PRSMS and want to activate it then you must fill in the online application form by going to www.payprofit.net. Click on **CONTROL PANEL** and follow the instructions to log in. Click on **NEW APPLICATION** and fill in the online application form. Remember to press **SUBMIT**.

You can download the [PRSMS Internet User Manual](#) for more information about how to use a PRSMS number in your business.

Regards,

RESELLERNAMEANDSURNAME (RESELLERBUSINESS)
PayPROFIT (Pty) Ltd
RESELLERCELLPHONE

PRSMS

This is a marketing tool where your potential clients actually pay for your advertising campaign. It always pays for itself within a few days to a few weeks and you get lots of new clients. Your business is also exposed for FREE to 1.2 million of our clients using our cellphone directory service, so you should seriously consider having such a marketing tool.

WHAT IS PRSMS?

A PRSMS number is a 5 digit cellphone number such as 31314 to which an SMS is sent by people and they receive a response to it, such as a product's details, a company's business details, a poem, a horoscope, a cellphone ringtone or game, or it can be a promotional competition with a prize. Such an SMS can cost the sender anything from R1.00 to R15.00 and if you were the owner of such a number, you would have received roughly half of this amount as revenue multiplied by the number of SMS's you received.

HOW IT WORKS

You must choose a price band for your PRSMS number and also a keyword that will describe your business or service. The client will SMS the keyword you have chosen to your PRSMS number and the cost of the SMS to the client will be the value of the price band you have chosen.

We set up a PRSMS number for you on our website, you advertise it where you normally advertise your business, service or product and you receive SMSs from potential clients. On every incoming SMS a reply SMS is sent back that is set up by you on our website. **This reply SMS is FREE (except**

for the R0 standard rate price band).

The cellphone numbers of all incoming SMSs are stored in a database that can be accessed by you with a password from our website. You can also set up your PRSMS number to send an email notification to you on every incoming SMS. You can use these cellphone numbers to phone back your potential customers or you can send marketing SMSs to them on a regular basis.

You can also see a summary of your profit for the month on our website. At the end of the month you just bill us for the amount we have already calculated, we bill the cellphone networks and when they pay us, we pay you. Below is a table of the amounts that are paid out by the various networks for a specific price band: (Take note that this is the amount that a network will pay out if the SMS came from their client, so you cannot choose where an SMS comes from.)

Price band	Vodacom	MTN	CellC
0.00	0.00	0.00	0.00
1.00	0.06	0.05	0.08
1.50	0.39	0.27	0.33
2.00	0.72	0.50	0.59
3.00	1.38	0.97	1.11
5.00	2.72	1.89	2.16
7.50	4.39	3.05	3.45
10.00	6.05	4.59	4.76
15.00	9.38	6.51	7.36

THE PROCESS

After you have decided to get your own PRSMS number, you must fill in the online application form after you have made your payment into our bank account. To fill in the online application form you must go to www.payprofit.net. Click on CONTROL PANEL and follow the instructions to log in. Click on NEW APPLICATION and fill in the online application form. Remember to press SUBMIT. We will then set up your PRSMS number within 2 days and inform you by email and SMS that it has been activated.

While inside the CONTROL PANEL on our website, you can then set up your PRSMS number by pressing the SETUP button. You can set up the return SMS that goes back to every client that sends an SMS and you can set the email address where you want to be notified of an incoming SMS if you want to be notified.

You can also see in real time what your profit is on each incoming SMS, as well as all the incoming SMSs and a list of unique cellphone numbers of clients that have sent SMSs to your PRSMS number if you want to phone them back.

HOW IT IS ADMINISTERED

When an SMS is sent to your PRSMS number, it arrives at our server for processing. We use the keyword that the client sent in the SMS to determine that this incoming SMS belongs to you. We then sort the cellphone number and message of this incoming SMS into your database that can be viewed by you with a password. We also calculate the profit you receive on this SMS immediately and update your monthly summary.

We then look into how you have set up the reply SMS for your PRSMS number and we return this information to the person that has sent the SMS. If you have indicated that you want to be notified by email on every incoming SMS, we also send an email to you immediately with the cellphone number and message of the person that has sent the SMS.

HOW TO ADVERTISE

You must advertise your PRSMS number in the same way that you will advertise your products namely in the newspapers, magazines, brochures, radio or television.

You can also advertise on magnetic stickers on the side of your vehicles, do pole ads, posters, display boards or on the glass or wall in front of your business. When people drive past such an advert, your PRSMS number is easy to remember because it is a short number. A potential client sends an SMS to your PRSMS number and our server will automatically reply with a business card, product details or whatever you have set up your PRSMS number for.

You can receive an email notification for every client that sends an SMS and you can contact them back. We also accumulate the cellphone numbers of potential clients in a database which you can access on our website under the SMS history.

You can also send out some marketing SMSs to your clients that you have in your own database. We can send SMSs for you at the following rates:

Volume SMSs	Price per SMS
300-1000	R0.34
1001-5000	R0.33
5001-10000	R0.32
10001-50000	R0.31
50001-100000	R0.28
+100001	R0.26

FREE EXPOSURE

Your business or the service that you render will be advertised in our cellphone directory service called PayPROFIT Finder. We have 1.2 million clients that have installed the PayPROFIT Finder application on their cellphones and it is used to locate a business or service in a specific category in a specific area. It is like a pocket directory. This service normally costs between R150 per month and R550 per month and if you acquire your own PRSMS number, you will receive this exposure for FREE!.

MULTIPLE SIMULTANEOUS CAMPAIGNS

You can set up your PRSMS number to perform a number of functions by using subkeywords. You can run multiple competitions simultaneously, send out a business card, send out directions to your premises and many more.

For instance, our PRSMS keyword is PP on 35180 which is the R3 price band. We use the main keyword PP to register the cellphone numbers of clients that bought a PRSMS number. This ensures that a client is the owner of the cellphone from which this SMS is sent. So if a client sends PP to 35180, a reply SMS will be received with the login password details to our website. To receive a business card, a client sends the letters PP B to 35180 and to receive directions to our premises, the client sends the letters PP D to 35180. The letters B and D are the subkeywords under the keyword PP and you can easily set it up yourself. The subkeywords can have any length and can be numeric and alphanumeric. Sending out directions like this saves us a lot of repetitive talking and pays our PRSMS number.

RESELLING PRSMS

If you do marketing and advertising campaigns for other businesses, then you can recommend PRSMS

as a marketing platform to them or include a PRSMS service in your marketing strategy for them. We will pay you R400 for each PRSMS number that you recommend. If you do the printing of advertising material for other businesses, you are also in the ideal position to recommend PRSMS and include it in the printed material that you do for them.

HOW TO GET YOUR REVENUE

We maintain a summary of your profits on our website where you can view it. Profits are summarised per month.

When a month expires, we bill the networks and when we receive payment, we pay your profit directly into your bank account after you have invoiced us. Include your banking details on every invoice.

THE COST FOR YOUR CLIENT

It is going to cost your client an amount that is equal to the value of the price band of your PRSMS, for instance, if you have a PRSMS on the R3 price band, then it is going to cost your client R3 for every SMS sent to 35180. This amount is then added to the client's cellphone account which is then received by the client's cellphone network.

LEGISLATION

This marketing platform is perfectly legal. However, if you want to do competitions, you must keep in mind that the law only allows promotional competitions to be done which means that you must use one of your products or services in your business as a prize.

If you are a registered non-profit organization, you can set up fundraising competitions with anything as a prize.

DURATION OF SETUP

We will set up your PRSMS within 2 days from receiving your application and payment.

THE COSTS

It will cost you R1570 per year to own a PRSMS number and then there is a once off setup fee of R10000 for us to develop and set up your application.

Currently, one of our subsidiary companies wants to reach their target of 1000 PRSMSs before DEADLINE DATE and therefore they will sponsor (pay us) the setup fee of R10000 for every PRSMS number issued before or on this date.

You then only have to pay R1570 and we still receive the R10000 to develop and set up your application.

There are no other monthly costs or any other hidden costs.

A proforma invoice is at the end of this email with the banking details on it.

WHO WE ARE

We are an electronic engineering company specialising in telecommunications projects. We design fingerprint banking systems that make use of cellphone telecommunications and PRSMS is one of our projects. We have been in business since 1987. You can contact the owner at any time.

RESELLERNAMEANDSURNAME (RESELLERBUSINESS)
RESELLERCELLPHONE

PayPROFIT (Pty) Ltd
www.payprofit.net
329 Lawley st
Waterkloof
Pretoria



PayPROFIT (PTY) LTD

Reg: 2006/031981/07

329 Lawley st, Waterkloof, Pretoria, 0181

Tel: (012) 3461634

P.O. Box 2217, Faerie Glen, 0043 Email: support@payprofit.net

Software and electronic engineering excellence in telecommunications

PROFORMAINVOICEDATE

Proforma Invoice

For the supply of one shared keyword on a PRSMS number::

1x	Once off setup fee @ R10000	R 0-00
1x	Annual administration fee	R 1570-00
Total		R 1570-00

Please make a deposit into the following account:

Account number: 62245277349
Branch code: 258155
Bank: FNB
Branch: Olympus Plaza
Account holder: PayPROFIT (Pty) Ltd
Account type: Current (cheque)

Please use your cellphone number as a reference.

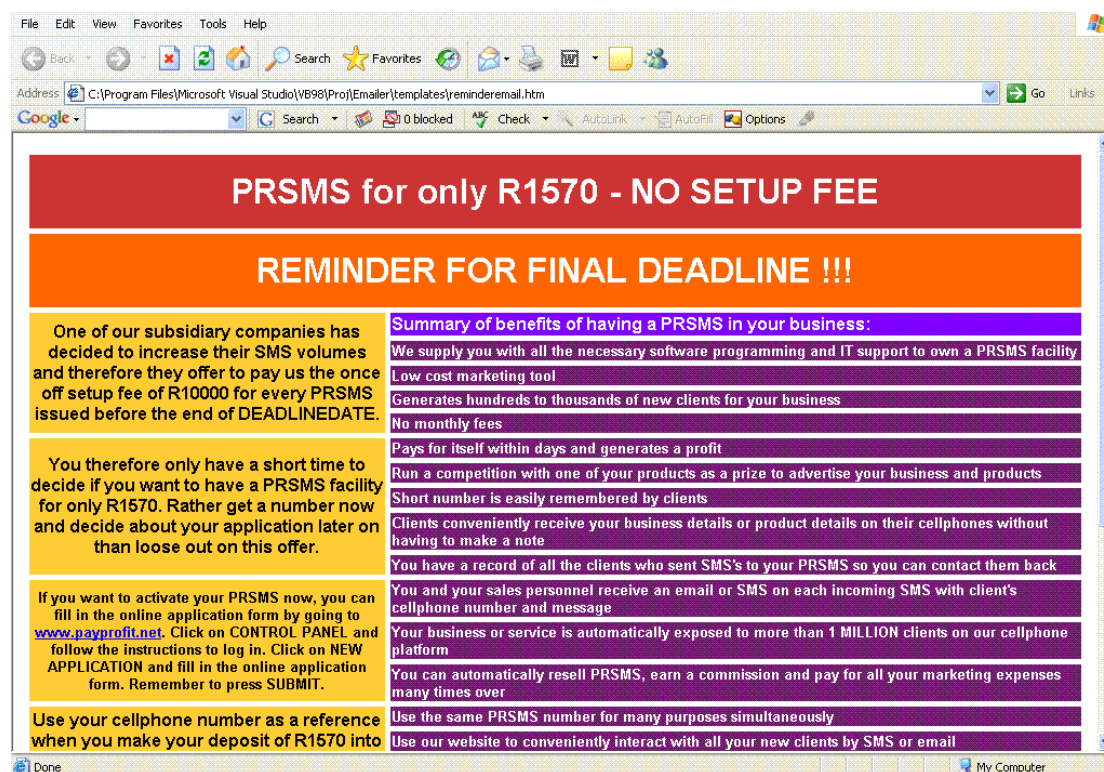
This offer to save the once-off setup fee of R10000 is only valid until the end of DEADLINE DATE.

i. Deadline reminders

On the morning of Friday 08h00 (typically 04h00), a reminder email is sent to all the clients that you have contacted. A reminder SMS is also sent at 08h00 in case somebody does not get the email. At 9h00 you must start contacting each of the clients that you have contacted and you can follow this dialogue to close all your sales:

“Good morning, this is xxxxx in connection with the PRSMS. How are you?. I just want to enquire whether you have received the email I sent to you earlier this week and if you are still going to make use of the offer before it expires at the end of today?”

Below is the reminder email:



Below is the reminder SMS:

“Reminder that today Friday 19 December is the deadline for payment of R1570 for PRSMS to qualify for discount of R10000. PayPROFIT. Gert. 0828794266.”

4 FAQ

•Q: I know more or less what it is, just tell me what is the price...

•A: Let me rather quickly build the complete picture about PRSMS in your mind in 3 or 4 minutes then we know that we are both on the same page.

•Q: How can I increase my client base?

•A: You can use your product or service as a prize in a promotional competition. You advertise where you would normally advertise, so you do not pay any extra for marketing. The people that enter your competition reveal themselves as your potential customers because they would never have sent an SMS if they were not interested in what you offered as a prize. One person wins the prize, but the remaining people can be contacted back with a secondary promotion such as some percentage discount if they visit your shop before the end of the month. You might then get between 10% and 40% of these people to become your paying customers.

•Q: What is the dealership?

•A: This is a business opportunity where you invest an amount of R135000 and obtain a dealership license that will allow you to resell PRSMS by making use of resellers. PayPROFIT will reinvest back into your business R35000 to start you up by training your resellers.

•Q: Can you do marketing for us?

•A: Yes, we have 1.2million clients and their email addresses and cellphone numbers. We can send out email marketing for you at 2c per email and SMS marketing for 26c to 34c per SMS depending on the volumes. These are the only 2 methods of advertising that we can do for you. Any other marketing such as radio, TV, news paper and magazines you will do yourself.

•Q: How much is it going to cost to send out SMS marketing for me ?

•A: It is going to cost you between 26c and 34c per SMS depending on volume you want to send. You can send out a small volume like 5000 SMSs, measure the success, and then send out a large volume.

•Q: How much is it going to cost me for you to send out email marketing for me ?

•A: It will cost you 2c per email and we send it in batches of a minimum of a hundred thousand emails, so it will cost you a minimum of R2000.

•Q: Is your client database sorted in categories?

•A: Unfortunately it is NOT sorted, but you can send out a small sample such as 5000 SMSs, measure the results, and if it is profitable, you can send out a bigger batch.

•Q: How many guys like you are out there?

•A: There are only a few companies that do PRSMS, but none offer the benefits, features or free application development at the price that we do.

•Q: How do I pay you ?

•A: In the email I am going to send you will be a invoice with our banking details on it. You can then make a cash payment or an Internet transfer directly into our bank account and use your cellphone number as a reference.

•Q: Can I just make money with this PRSMS number ?

•A: Only if you are a registered non-profit organization doing fundraising. The law allows you to only do a PROMOTIONAL competition, in other words you can have a competition that promotes your product or service. If you just have a competition where someone can send an SMS to win a car for instance, then you are running your own lottery, which is NOT legal.

•Q: How much do I make on every incoming SMS to my PRSMS number?

•A: You make roughly half of the value of the price of your PRSMS number and the networks make the other half, but the email I am going to send to you contains a table that will tell you exactly what you will make because each cellular network pays out differently.

•Q: Do I sign a contract ?

•A: No, but you can get the terms and conditions on our website. You can use your PRSMS number for 1 year and then renew it or just let it lapse at any time that you do not wish to continue.

•Q: Can I see the results that come in?

•A: Yes, you can view all the incoming SMS details under the HISTORY of your PRSMS number.

•Q: How long should I make the running time of a promotional competition ?

•A: Make it as short as possible because you want to contact all the people that entered your competition to convert them into paying customers.

•Q: Can I run promotions for a number of businesses as a service with my PRSMS number ?

•A: Yes, you can operate as a promotions company handling the promotions for other companies.

•Q: Can I change the price band and keyword if I want to run a new promotion ?

•A: No, the price band and the keyword stays fixed for 1 year. Only when you want to renew, you can change it, or you must buy another PRSMS number if you want to change it now.

•Q: Do you have a website with all the information ?

•A: Yes, you can go to www.payprofit.net and view all the information about PRSMS numbers.

•Q: How do you decide about the price band for the PRSMS number ?

•A: If you are going to do promotional competitions, the maximum price band you can use is R2. For anything else, you can use any price band up to R15.

•Q: Can you visit me ?

•A: I am first going to tell you everything and then I am going to send you an email with all the information. If you still need more information after that, we can arrange a meeting.

•Q: Do I get a SIM card where I receive the SMSs that come to my PRSMS number ?

•A: No, all SMSs sent to this number arrive at our server and you can view the results on our website.

•Q: Can you relay the incoming SMS to me so that I can do my own processing ?

•A: Yes, you can set up your PRSMS number so that the incoming SMS is relayed to one of your web pages, you do the processing and return to us the message you want to go to your client.

•Q: Is there a limit on the amount of SMSs I can receive on my PRSMS number ?

•A: No, you can receive an unlimited amount of SMS on your PRSMS number.

•Q: What is the process for becoming a reseller of PRSMS numbers ?

•A: You must do a reseller training course with us and it is going to cost you R950 for a 5 day basic sales training course and R1500 for a 5 day advanced sales training course.

•Q: Is there a minimum amount of traffic required to keep my PRSMS number ?

•A: On the shared numbers there is no minimum traffic required but on the dedicated numbers you have to do a minimum of 3000 SMSs per month.

•Q: What is the process of getting paid out the revenues made on my PRSMS number ?

•A: You have a look at the SUMMARY of your PRSMS number on our website and you send us 1 invoice for every monthend and we will pay you out.

•Q: The short number that I will get, is that my own number and nobody else has the same number ?

•A: Only when you have a dedicated number. On the shared numbers many companies like you have the same number, but they each have a unique keyword to distinguish them.

•Q: Can I change the reply SMS ?

•A: Yes, you can go to our website and you can change the reply SMS by yourself.

•Q: Are there any other extra charges apart from the R1570 ?

•A: There are no other hidden costs.

•Q: If I buy the code in August, does it run until August next year ?

•A: Yes, you can use the code for 1 running year until next year the same time, not only until the end of the year.

•Q: How can I run multiple campaigns ?

•A: You can set up multiple sub keywords, one for every campaign and set each one of them up differently on our website.

•Q: I lost my password, how can I retrieve it ?

•A: You can just send the letters PP to 35180 again and you will be issued with your password for login on our website.

•Q: How do I know I am advertising correctly ?

•A: Before your advertisement goes to print, you can email it to us so that we can check if you have not made any mistakes that will cause you to receive no results.

•Q: I have sent PP to 35180 and received nothing back ?

•A: On some rare occasions, your cellphone might be incompatible for PRSMS numbers. Just try on another phone and if you still have no success, please contact us.

•Q: When will I receive my first revenue ?

•A: It takes 60 days for the networks to pay us out. You will invoice us every 30 days so it means that only for the first 60 days you will receive nothing. After that, you will receive revenue every 30 days.

•Q: Can I use a R15 price band for a competition ?

•A: No, the maximum price band that can be used for competitions is R2.

•Q: What if I don't make my money back ?

•A: talk about the 10c SMSs and the 90c/min SIM cards

•Q: It is too expensive for me now ?

•A: talk about the 10c SMSs and the 90c/min SIM cards