

Lead Generation

PROJECT DETAILS



Lead Classification:

Any website owner who owns outdated website(s) and would prefer a quote on redesigning their website.



Target Geography:

Focus primarily on audiences from English-speaking countries like the USA, UK, or Australia. Outsourced call centers are not limited to and can further broaden their reach to include audiences from a wider array of English-speaking regions globally.



Operational Hours:

From 05:00 to 22:00 UTC, encompassing the primary business hours in Australia, the UK, & the USA, with Saturday & Sunday designated as non-operational days.



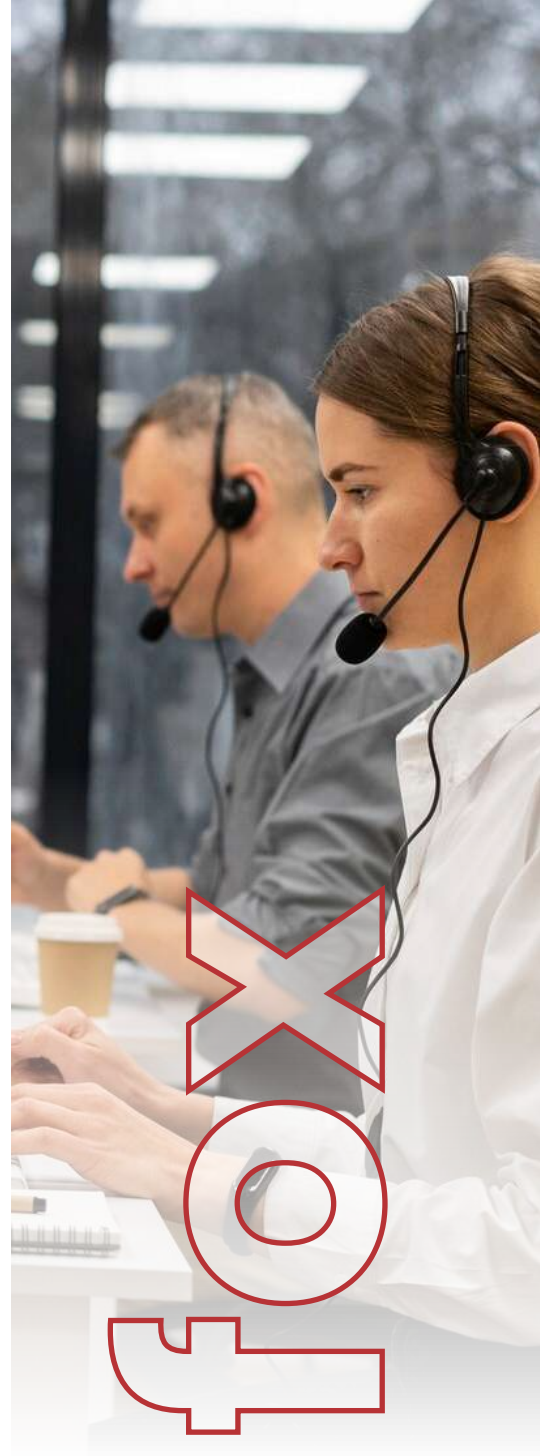
Payout & Benefits:

Each agent will be paid a fixed payout of USD 8.25 per hour for their total working hours. Upon successful verification, a payment of USD 195 will be paid per lead.



Payout Frequency:

Payout frequency will be monthly and will follow local governing laws.



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Project Technical Condition:

The client does not provide dialing software, calling databases, calling plans, internet compensation, or any hardware support. The center must have the necessary equipment to ensure uninterrupted support for its daily operations.



Workstation Requirement:

Each agent must possess a standard working computer with normal internet access, an updated browser, and a configured voice calling system.



Lead Generation Process:

An agent will browse free online business directories to find websites, visit these websites and analyze if the website has an outdated design. Reach out to the website's business owner via phone or email and convince them to consider redesigning their website. The pricing for website redesign can be located on Page 03 of this document. If the business owner consents, this is a verified lead and will result in a payout of USD 199.00.

Leads submission and tracking lead status is done online. In-depth training will be provided..



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Website Redesign Costing:

Though the final negotiations will be done by the client, you can follow the costing pattern provided below:

5-6	pages	USD 250 (approx)
10-15	pages	USD 500 (approx)
20-30	pages	USD 1000 (approx)

Understanding the costing will be covered during training.



Monthly Payouts & Financials:

Center payouts will be done on the 28th of every month or the last working day of the month. Saturday & Sunday are non-operational days and leads generated during these days are not paid.

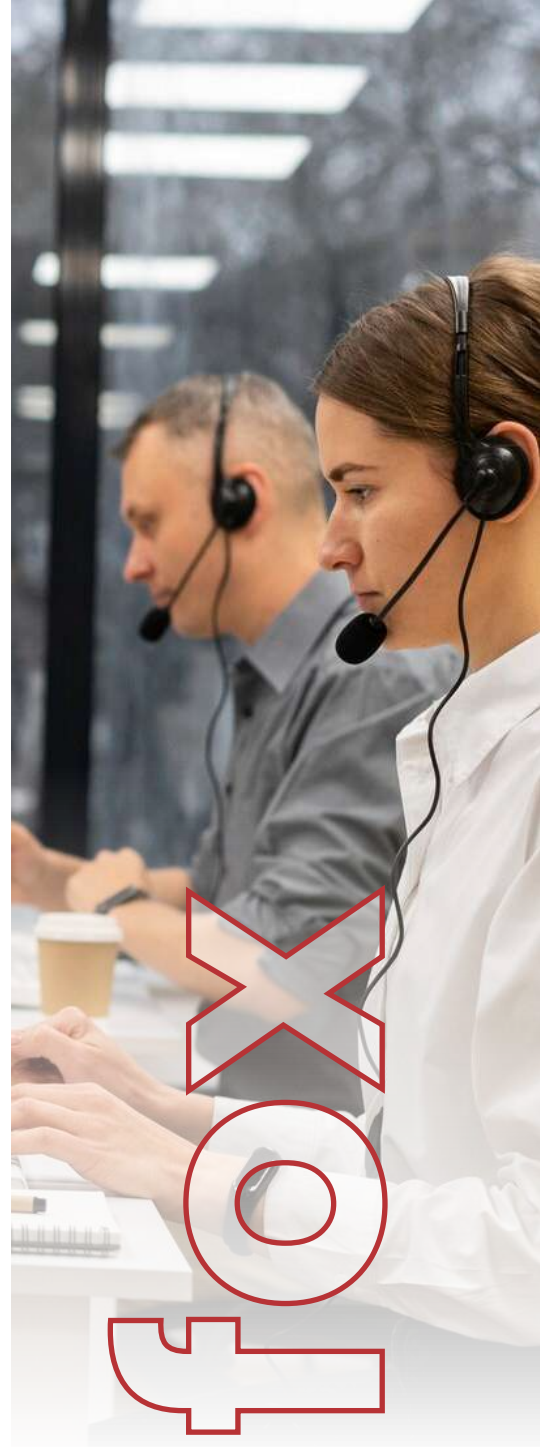
Center should raise invoice for all verified leads and working hours of agents before 25th of every month.



Project Training

Training will be offered to either the Team Manager or the designated Team Trainer assigned by the center.

The training period will span 23 business working days along with the schedule tailored to accommodate the availability of the client.



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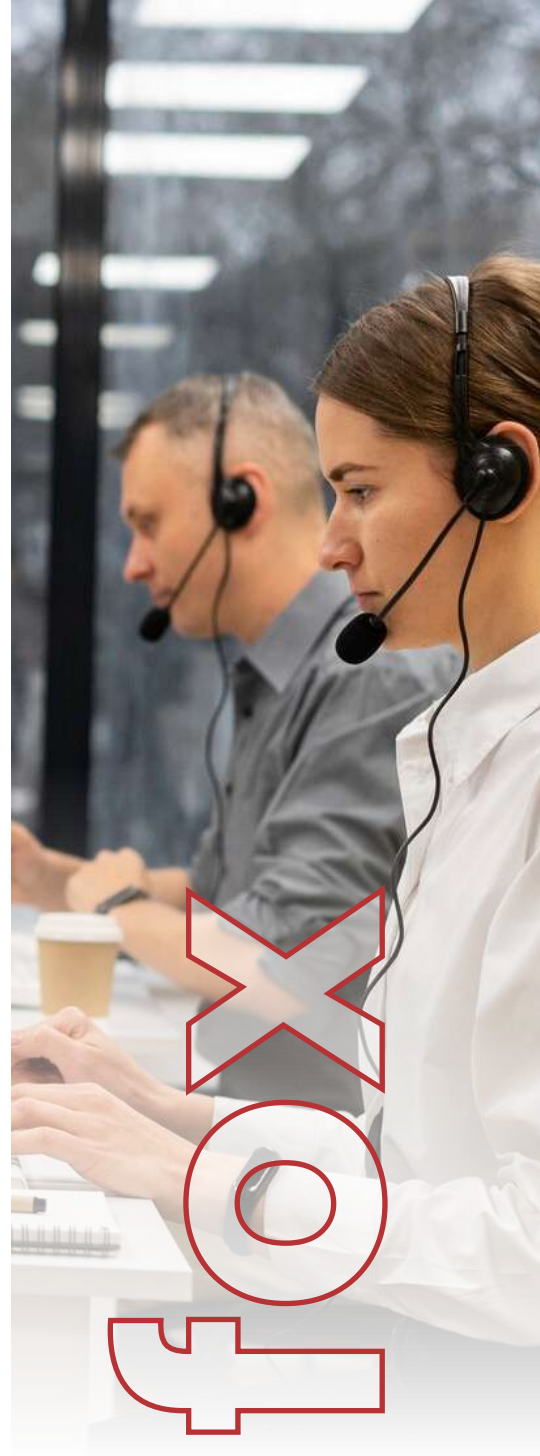
Signup Process & Security Deposit:

A new signup center will commence operation with 5 seats. After 150 consecutive business days of uninterrupted operations, the center can scale up to 35 seats. A qualifying center should be capable of accommodating 30 to 50 seats for this project. To ensure commitment to fulfilling the contract, a 100% refundable security deposit will be paid & held by the coordinating agency for a period of 90 business days. This refundable deposit will be returned to the sender's bank account on the 90th working day or along with the third payout. Refundable amount could vary between USD 3000 - USD 4000.

A contract draft will be provided to the center. The contract will need to be printed on stamp paper issued by the government of the country where the center is located. A scanned copy of the contract has to be signed and emailed to the coordinating agency.

The center is required to go operational within 30 days after the contract has been signed and accepted.

(For Gerald A.)



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