

# Local is Lekker



App

- South Africa -

# ReSeller





# **Welcome to the Local is Lekker App**

**- Supporting Local is Always Lekker -**

2 years ago we identified an a need for affordable marketing for Local businesses. Most options are expensive and are often out of the reach of a small start up or existing Local business.

With technology leading the way , we developed an App for Local South African businesses to list on aswell as offering a variety of additional features, which are continuously being improved on.

South Africa is leading the world in the entrepreneurial sector as more and more South African's are looking to start their own business due to the current economic climate.

Our mission is to try and help them succeed as best we can and what we have noticed since inception , is that our listed businesses are starting to support and collaborate with each other.

*We have found proven methods and have statistics in order to help you achieve your desired earning potential and this platform requires more Locals to list in their Area's , as they already know the businesses in them....*



## ***What's in it for me?***

For a small investment and as little as an hour a day (10 calls) you can realistically generate around R5000 - R6000 per month as a Part- Timer, as a worst case scenario.

(some sales and people skills are a must )

In our Calculations, we worked on around 2 hours a day, as part of that is mining for opportunities and the rest is calling and following up on potential clients, and you should achieve closer to R10k.

The sales/information call takes a couple of minutes and will require info to be sent via mail as well as a follow up call.

On the ±2000 clients we called , only around 2% said NO thank you , around 33% listed and the other 65% have not as yet committed –

***They are still potential clients!***

***We have created three options, with scaling share portions, to encourage you to spend a little more time on the phone , thus increasing your earning potential & for those who already offer a marketing service, we have included an option for them to place their clients on an additional platform, further increasing exposure to potential business opportunities as well as an opportunity to upgrade your package and earn more...***



## The Numbers...

**Earning Breakdown based on 30 listings @ R750 per Listing**

| Re-Seller Option   | Part-Timer | Start-up | Agency   |
|--|------------|----------|----------|
| Monthly Licence Fee  | R 900      | R 2 250  | R 9 000  |
| Listings Included  | 2          | 6        | 30       |
| Earning on Listings Included                                     | R 1 500    | R 4 500  | R 22 500 |
| Listings over and above Included Listings based on 30 in a month | 28         | 24       | 0        |
| Earning on additional Listings                                   | R 8 400    | R 9 000  | NA       |
| Total Earning on 30 Listings                                     | R 9 000    | R 11 250 | R 13 500 |
| % Share  | 40%        | 50%      | 60%      |

### What's included:

|                                    |     |          |     |
|------------------------------------|-----|----------|-----|
| Listing your clients on the App    | Yes | Yes      | Yes |
| Billing your Clients               | Yes | Optional | No  |
| Local of the Day Notifications     | Yes | Yes      | Yes |
| Sharing Their FB Posts to our page | Yes | Yes      | Yes |
| Recommendations of Facebook        | Yes | No       | No  |
| Addition to the mailing list       | Yes | Yes      | Yes |
| An Email address & account:        | Yes | Optional | No  |

*Terms and Additional information.....*



## ***Terms and Info...***

- The Licence Agreement period: Minimum of 3 months, thereafter a 30 day notice period applies.
- We will be selective on the approval as we feel the brand needs specific Local partners who will provide a **Lekker** service to their clients.
- Listings will be added once we have received payment in advance, for the fee and or additional listing over and above the included listings.
- As long as the applicable Licence agreement is in place, the annual renewals will be shared as per above, relative to your package.
- You may upgrade your package at any stage, which will apply from the new month. The 3 month minimum period will apply on the new selected package.
- Downgrading your package can happen on the 1st of the month, succeeding the initial 90 day minimum period.
- Earnings on additional Services i.e. Events, Property, Specials, Competitions, QR discounts etc. will be discussed upon signing the agreement and split accordingly.
- The applicable package split will apply when selling additional categories or area's to a said client.
- We do not accept cash.
- We are currently looking at a monthly option for clients, probably for the renewal as an option.
- You will be provided with all of the necessary information aswell as any new products or services we introduce to the market.
- We screen your listings prior to loading them on the App to protect our users , they need to be a business that can be found via an internet search and reviews are always good to look for.

***Additional info.....***



## ***Additional Info...***

- 10 calls take around 1 hour and result in a minimum of 1 listing.
- You can boost your earning by offering a multi listing in more than 1 category or area for an additional R350.
- As a worst case scenario, 30 listings will take 300 calls, roughly 30 hours- R375 per hour in earnings.
- Call costs should not exceed R400 pm if calling locally, best to have a VoIP account and you probably already have internet.
- It helps to have some sales or telesales experience, although, this is a relatively easy sell.
- We will assist you with your script on how to explain and sell the product.
- We will assist you on the best ways to mine for new potential clients.
- Recommendation's on Facebook are a great way to promote your clients as an additional service, they are very likely to list again if they see you actively promoting them.
- We recommend that a copy of the email address of all clients you contact be sent to us in order to add them to the mailing list, this also confirms your contact with that client when they decide to join.
- You can also sell additional services to the clients you list.

***We thank you for taking the time to look through this opportunity, we'd love to hear from you, so get in touch with us, Get Listing and Start Earning!***

***There are over 1 million small businesses to call on ....***