



# A Joint venture partnership between Your Business and Ad On Mobile

The A-Z about joining and thriving in the Ad On Mobile community



## Sales Person Sales Info - Summary

### *What is Ad On Mobile?*

It is a unique advertising message that a caller hears, in their ear, while they are waiting for someone to answer a mobile phone. Instead of just listening to ringing, while they wait, they hear a targeted message about the business they're calling. The caller will hear background ringing as well as the message, so that they know the call is still going through. Your customers can get ahead of their competitors who don't have this innovative advertising. (yet!)

### *How does it work?*

The messages are loaded onto the mobile network to replace normal ringing. They generally play on rotation, every time a caller rings that mobile service. It's important to note how the message plays and who it targets, can be set by the customer. If a customer doesn't want friends and family to hear their business marketing message, they can set it to not play when someone in that list calls. They can even set the time of day or certain days, they wish the messages to play.

### *Why does my customer need it?*

As there is a big shift towards people using mobiles to communicate, there is a huge opportunity every time someone calls a business mobile. Most mobiles receive thousands of calls each year and this represents an amazing opportunity to build awareness, provoke questions and drive business enquiry, through those warm, captive callers, all at a very affordable cost.

### What are the Key Benefits for Small Businesses?

- Inform
- Educate
- Promote
- Raise awareness
- Provoke a response
- Stand out from the crowd
- Drive enquiry
- Be remembered
- Drive sales enquiries
- Open new conversations
- Brand awareness
- Current promotions
- Point of difference
- New products and services

### *What are the Key Benefits for Large Businesses?*

To internal staff: Large businesses need to constantly promote new policies, initiatives, procedures, product releases, internal and external promotions, general awareness of certain topics, emergency procedures, reminders, internal sales sprints.

To external callers: Inform, educate, promote, raise awareness, provoke a response, stand out from the crowd, drive enquiry, be remembered, drive sales enquiries, open new conversations, brand awareness, current promotions, point of difference, new products and services.

### *What are the Major Benefits to my Customer's Business?*

Inform, Educate and Impress.

More business is being conducted with mobile phones than ever before and having a very cost effective way of advertising, promoting and building awareness to every caller is an absolute must! The best source of new business is though a warm prospect, and there is no warmer prospect than someone who is actually calling the mobile phone!

- The messages prompt enquiry - prospects call about one query and end up talking about another new product, service or innovation they hear about on the message.
- Build brand, product or service awareness and prompt a conversation. It keeps the topic front of mind 24/7 for all callers.
- Educate callers before you answer. Ad On Mobile is a very easy, direct and simple way to get your message to many thousands of callers.
- Keep a topic front of mind, for both your customers and your sta. If they hear about it all the time, they will talk about it!
- Make your business the one that's remembered and stand out from the crowd. When callers are ringing around for a service or product, leave them with a unique and lasting first impression.
- Prompt callers to do things, even if you can't answer!

### *What are the Packages?*

- Ad On Mobile 4 is \$20 exl gst per mobile service per month for 4 customised messages of up to 20 seconds each.
- Ad On Mobile 8 is \$30 exl gst per mobile service per month for 8 customised messages of up to 20 seconds each.
- Ad On Mobile 12 is \$40 exl gst per mobile service per month for 12 customised messages of up to 20 seconds each.
- Ad On Mobile 16 is \$50 exl gst per mobile service per month for 16 customised messages of up to 20 seconds each.
- Minor change me is changes to 2 of their 4 messages in a pack, this costs \$75 exl gst as a once off payment.

Upgrade Me, where customers can upgrade their Package for \$10 excluding GST per month for an extra Ad On Mobile 4 pack

### *What's in it for me, as the Sales Person?*

Do you want to keep your mobile customers for life? Do you want your customers to view their mobile as a tool that drives enquiry, builds awareness and grows their business? Do you want to acquire more customers? Do you want to offer and add an unrivalled point of difference to your mobile solution? Would you like an exclusive product to pitch? Are you looking to make great commission? If your answers are 'yes' then Ad On Mobile is the perfect product to build your focus around.

As a sales person just ask yourself 3 questions: Is the product going to add value to my customer's business or life? Is the product simple to provide and hassle free after the sale? Can I make a living selling the product?

Ad On Mobile more than ticks all the boxes for you!

### *What will my commission be?*

This will be up to your principle agents agreement. You will need to check with your principle.

### *Why is it so Important to my Customer Offering?*

It gives your offering an unrivalled point of difference, allowing you to now have a marketing and 'grow your business' discussion when talking to your customer about their mobiles. All too often, talking about call rates, data allowances and plan costs with a focus on money, will not impress your customer. However giving them a mechanism to drive inquiry, educate their callers, build awareness around a product or service, impress and leave a lasting impression with their customers... these are all things that will grow your customer's business and help them. These are things that they really want.

### *What's the Process my Customer will go though in order to receive the service?*

You will need to order the product via the Ad On Mobile ordering platform on the website. Ad On Mobile will receive the order within 24 hours and contact the customer. We will then write the content and design the customised advertising messages, get the customer's approval, record the messages and then load them onto the customer's mobile. All this usually takes four to six working days.

*Who uses this service?*

Any business that is sales, service or self-promoting focused. Any business who would like to leave a lasting impression, educate callers, prompt enquiries, build brand awareness or capitalize on every opportunity they get!

This opens Ad On Mobile up to most industry verticals and let's face it, what organization does not want to leave a positive lasting impression and prompt business growth?

*Where can I find the Sales Tools I need?*

At [www.adonmobile.com.au](http://www.adonmobile.com.au), you can find industry samples which are live to play to your customer, details on packages and pricing, our customer interaction process, loads of FAQs and critical information for your customer.

*How should I be demonstrating Ad On Mobile and what should I be doing during a Presentation?*

Firstly, you should get Ad On Mobile on your mobile or a 'test' mobile - the best way to show the customer is to ring the mobile and demonstrate it live and working.

The Ad On Mobile website also has 'Live Demo' samples you can play as a demonstration for your customer on your phone (go to the [www.adonmobile.com.au](http://www.adonmobile.com.au) homepage). If you click on one of the samples from your mobile, it will call real 'test' mobiles with the services so you customer can experience the product first hand. Another easy way to help your customer understand the concept is to go to the many samples under the industry verticals on the Ad On Mobile website. Just go to the Samples page.

*Does Ad On Mobile have anything I can send my customer should they require Further Information?*

Yes, you can go to sales tools and down load information PDFs and customer education videos to help with the sales process. Go to [www.adonmobile.com.au/partner](http://www.adonmobile.com.au/partner) resources.

## **What are the frequently asked questions that are relevant to my customers?**

### **Who is Ad On Mobile available to?**

Telstra mobile customers only, at this stage

### **Can I get Ad On Mobile on a pre paid mobile?**

Yes

### **What do I have to do to get it?**

You just need to order it through an Ad On Mobile agent partner or directly with Ad On Mobile via the Ad On Mobile website. You may also call Ad On Mobile to help arrange your order.

### **How long before I am contacted by the Ad On Mobile team to progress my order?**

24-48 Hours

### **What are the standard packages?**

There are 4 main packages, these are outlined on the packages page of the website

### **Are the messages customised to my business?**

Yes

### **Who and how are the messages loaded onto my mobile phone?**

Ad On Mobile loads the messages onto your mobile. This is done remotely via the mobile network. No input is needed from you.

### **How long does it usually take to complete and activate the service onto my mobile?**

Under usual circumstances 4-6 working days

### **Are the Ad On Mobile packages contracted for a minimum period?**

No.

### **How do I get billed for this service?**

Directly by Ad On Mobile via your nominated credit card, Pay Pal account or under pre arranged and authorised circumstances through direct debit or monthly invoice.

### **Who designs, writes and records the advertising messages?**

Ad On Mobile

### **Can I change my message and how do I order it?**

Yes, you can go online and order this on the Ad On Mobile website or call Ad On Mobile. You can make changes to your existing Ad On Mobile package by ordering the Minor Change Me option. This costs \$65 exl gst each, and allows you to change one 20 second message, in your package.

### **Will Ad On Mobile contact me regarding changing my message?**

Yes

### **Can I buy an extra package after I have bought my original package?**

Yes, you can purchase an Upgrade Me 4 package at \$10 exl per month each, to add to your original package/s.

### **Who do I contact for support?**

Customers should email Ad On Mobile on [info@adonmobile.com.au](mailto:info@adonmobile.com.au) for support as a first option. Customers can also call us, on the details on our website.

### **What happens if I don't approve my script in a timely fashion?**

If you unable to approve the voice script within the allocated timeframe, Ad on Mobile will provide the message packages that they have produced into your network portal, live but inactive. Remember, billing will commenced from order placement, with your customised marketing engagement. The messages will not be audible until you have approved the messages. When you are able to provide guidance and approval on your custom message, Ad On Mobile will make the messages live, and if any changes are needed these will be at no cost.

### **Do you have to write your own advertising material for the messages?**

No, Ad on Mobile has an experienced marketing division that research your business and write the advertising content for your customised message.

### **Can I have input into my script for the message?**

Yes, Ad on Mobile calls you to discuss the content for the messages. If you want to have input, you are welcome to.

**Do I get billed for the service while Ad On Mobile is still working on producing the messages?**

Yes, the first payment is taken on order placement to get the order underway. Part of the product provisioning and inclusion is a personal, customised marketing consultation which contact is made with the customer within 24-48 hours, to get this underway as well as the rest of the order. Total order provisioning time is usually 4-6 working days.

**The cancel and re order Rule, what is this?**

A customer may not cancel and re order the same package more than once in a 12 month period, this also applies to the Upgrade Me package.

**Can I make minor changes to my message/s, if so how much is it?**

Yes, it costs \$65 exl gst per message and be billed as a lump sum to the credit card details you provide

**What constitutes a minor change?**

Changes to one 20 second message

**Do I own the advertising messages?**

No, you may use the chosen advertising package under a license fee arrangement. It would be billed on a month by month basis as described. You do not own the copy right or intellectual property. This is owned by Ad On Mobile.

**How long is each standard message in the package?**

Up to 20 seconds in duration for each message

**Who contacts me to approve the script before production?**

The Ad on Mobile project management team

**Can the voice over artist be male or female?**

Yes

**Is there background ringing so the caller knows the mobile is still ringing?**

Yes

**Can I request special sound effects if it complements their message?**

Yes

**Can I provide my own music or jingles?**

Yes, as long as Ad on Mobile has written approval from the owner of the music or jingles, to avoid conflict with APRA or any other license agreement.

**How do I know the messages are loaded and working?**

The Ad On Mobile platform will notify each mobile service via a test phone call, once the messages have been loaded, tested and are active

**Do I get a web interface or admin portal, where I can make setting changes to when and how the messages play?**

Yes, you will have a basic admin portal where you can change things like what time of day the message plays, what sequence the messages play, etc. This will only be available after May

**Can I play certain messages to certain callers?**

Yes, you can target certain callers to hear certain messages to prompt a specific outcome or inquiry from that certain group of callers. As an example new customers ie unrecognised numbers could be played a different set of 4 messages to say prompt enquiry about a specific sign up or joining offer and recognised numbers logged in the Ad On Mobile system like your existing customers could be played loyalty offers for existing customers.

**How can I target certain callers to hear certain messages ?**

You will need to log in to your admin portal using your web link you got from Ad On Mobile once your account and messages are set up. Until May, the Ad On Mobile Team can program these requests for you

**I am part of a company and we have lots of mobiles, can I have access to change how my messages play on my phone?**

No, all changes to messages across the fleet will have to come through your authorised company representative that Ad On Mobile have on record for your company

**Can I change which messages play at certain times, to which callers etc?**

Yes, Ad On Mobile can do this for you.

**Can I take out messages or put new messages into the portal?**

No

**What is the maximum amount of messages I can have active in my portal?**

50

**How many messages can play on random play?**

13

**If I am on the phone will the advertising message still play?**

Yes, if you put your call waiting setting on.

## **B) AD ON MOBILE SALES PITCH (BASIC)**

### Opening Questions

1) When callers ring your mobile, we can now play targeted advertising messages over your mobile which they'll hear whilst waiting for an answer, instead of just ringing. As a mobile customer, you are entitled to this exclusive business service. Which 4 things would you like to promote, educate your callers on or drive enquiry about?

2) If I had a unique way to get callers enquiring about a key product or service you offer, when they call your mobile/s, would you be interested?

3) As part of your mobile's account review and plan upgrade, I can apply the new business mobile advertising callertone to all mobiles on the account. It's specifically for business mobiles and drives enquiry, prompts questions and builds awareness when callers ring your mobiles. Callers will hear a unique, targeted message rather than just ringing, when people ring the mobile.

4) The good news is as a business customer you're entitled to the new exclusive mobile business callertone advertising, which plays when people call your mobile instead of callers just hearing ringing. What are some key messages you would like to promote? Based on that, I think the best package for your business is .....

5) Would you like your mobiles to become the biggest and best source of new business enquiry in your business, at a very cost effective rate? This is how.....

6) Would you like your mobiles to become the key advertising tool in your business, to build awareness, promote and drive enquiry? Let me tell you how your mobile phone can become your biggest advertising tool.

7) If I had a way, using your mobiles, where by I could get potentially you an extra enquiry every day would you be interested?

8) If I had a unique way, using your mobiles, where by I could get you an extra enquiry potentially every time somebody calls your mobiles, would you be interested?

9) What would it be worth to your business, if I could give you a way to turn your mobile into the most powerful advertising tool in your business? Every time someone calls your mobile instead of them just hearing ringing while they wait for you to answer (or if you are on the phone), they will hear a direct, targeted, powerful message about your business. This is how we do it...

10) If you have new products, services, promotions or points of difference and want to get a message out, the new business callertone, will do just that. We can turn your mobile into your most powerful advertising tool. Every time someone calls your mobile instead of just hearing ringing, they will hear a direct, targeted, powerful message about your business. This is how we do it...

11) What are the unique aspects of your business you have always wanted people to ask about? Have you ever wanted to promote those aspects to warm prospects? Well, every time those warm prospects call your business we can now replace the ringing that they would normally hear, with a reminder advert that prompts them to ask about those unique aspects! This is how...

The next step in the Conversation

What are 4 to 8 or more aspects of your business you would like to promote to callers?

...so the next step is, I apply the plan Ad On Mobile, and they will

be in contact within 48 hours and will design, write, record and load your unique messages onto your mobile phone in a few easy steps. All we need to do is apply the plan now, and I think because you are a sales and service focused business, the best business package for you is the Ad On Mobile ( ) which will give you (x) messages on rotation every time someone rings your mobile. As part of your new plan you will be able to choose whether you want the advertising messages to play to all callers or just some callers, what days, times, seasons etc and much more.

Are you happy for us to get this applied to your plan inclusions now?

## AD ON MOBILE SALES PITCH (ADVANCED)

1) If someone enquires about a new product, service, promotion or point of difference, what is that worth to you?

Let's do the numbers on sales enquiries:

a) What is your average conversion rate to an enquiry?

b) What is your average product or service sale amount?

c) How many mobiles do you have?

d) What would be roughly the number of calls to each mobile each day?

e) What percentage of callers would ask about a product or service? (10% is a conservative estimate)

e) Total number of mobiles by the total number of calls, by the average conversion rate, by the average sale amount, by 21 working days, by the agreed enquiry percentage, will give you the approximate value of Ad On Mobile across the mobiles.

ie. 10 mobiles, by 10 calls, 10% of callers enquire, by 20% conversion rate, by \$200 average sale value, by 21

days, equals \$8200 per month value.

2) What is brand awareness worth to you? Let's do the numbers on general brand awareness and education

a) How many mobiles do you have?

b) What would be roughly the number of calls to each mobile each day?

c) Total calls per month?

d) Total calls per year?

e) 50% hear the messages?

f) Would you pay 50c or \$1 for each person who hears about the brand or gets educated?

ie. 10 mobiles have 10 calls a day each, which is 2100 per month or around 25000 each

year, and 50% hear about the brand which is about 12000. What would you pay to reach

12000 people warm to your business with your brand? 50c each or \$6000? Or \$12000 if a dollar.

## Terms and Conditions – Ad On Mobile Packages

Ad On Mobile 4 ( AOM4 ) : is \$20 exl gst per month per mobile service, which is 4 advertising messages of up to 20 seconds each which are customized, recorded and loaded onto your mobile callertone for callers to hear, on rotation, when they call your mobile service.

Ad On Mobile 8 ( AOM8 ) : is \$30 exl gst per month per mobile service, which is 8 advertising messages of up to 20 seconds each which are customized, recorded and loaded onto your mobile callertone for callers to hear, on rotation, when they call your mobile service.

Ad On Mobile 12 ( AOM12 ) : is \$40 exl gst per month per mobile service, which is 12 advertising messages of up to 20 seconds each which are customized, recorded and loaded onto your mobile callertone for callers to hear, on rotation, when they call your mobile service.

Ad On Mobile 16 ( AOM16 ) : is \$50 exl gst per month per mobile service, which is 16 advertising messages of up to 20 seconds each which are customized, recorded and loaded onto your mobile callertone for callers to hear, on rotation, when they call your mobile service.

Minor Change Me ( MCM ) : This is designed should you want to make any minor changes to any existing Ad On Mobile messages. This cost is \$65exl gst to provide the minor change per 20 second message.

Upgrade Me ( UM4 ) : If you require further message packs, you can buy them in 4 packs (AOM4 ) at a discounted rate of \$10 exl gst per month for packs of 4 messages of up to 20 seconds each.

## Payments

Payment will begin on order placement, this will ensure the order process gets underway. Part of your package inclusion includes a personalized, customised marketing consultation, as the first step.

All payments for packages are paid credit card, Pay Pal and in special circumstances invoice or direct debit, in accordance with the package descriptions and pricing. Invoice or direct debit is by prior arrangement only.

Monthly invoices are supplied to you via electronic means, with the details you have provided on order placement. An App may be provided to you when you buy the product, where we will provide monthly invoices and account statements, as part of the information held with the app. All your bank details are not held buy us. They are held by a fully, internationally compliant payment processing company, ( similar to Pay Pal ) for further information on this please go to .....

## Keeping your information private

We hold your privacy in high regard. We will not divulge any of your personal information to anyone for any reason! We use your information solely for providing your service/s. Check out our full privacy policy at.....

## **Post sales Changes to your service**

Should you require an additional pack of 4 messages ( Upgrade Me ), this can be purchased directly with Ad On Mobile on the ordering tool at [www.adonmobile.com.au](http://www.adonmobile.com.au) . This additional pack has to be purchased in conjunction with any of the other main packages.

A minor change to your existing message/s will be a change to each message in the package. This package is called Minor Change Me and costs \$65 exl gst per message, as a once off fee for service.

## **Providing the service**

We will engage with you to provision this service, once you have ordered it. We will usually contact you within 24 hours of order placement.

We will produce the written advertising content for you. We will then get your approval before the advertising message is loaded onto your mobile phone.

Ad On Mobile will produce your advertising messages, test them then load them remotely onto your mobile phone. We will then notify you via mobile text message to each mobile service, that the service is live and active.

It usually takes 4-6 working days to complete and activate your messages onto your mobile service/s. You will not be charged for the service while this process takes place. Billing for the service commences when you place your order.

You may not cancel and re order the same package on a continuous basis. We apply a fair use policy to this

Should you have more than 50 mobile services and require different messages on each mobile service your completion time to provision the services may be up to 30 days

If you are unable to approve the voice script within the allocated timeframe, Ad on Mobile will provide the message packages that they have produced into your network portal, live but inactive. Remember, billing will commence from order placement, with your customised marketing engagement. The messages will not be audible until you have approved the messages. When you are able to provide guidance and approval on your custom message, Ad On Mobile will make the messages live, and if any changes are needed these will be at no cost.

## **The Commercial Relationship**

The relationship is with you and Ad On Mobile ( part of the Ad On Group )

## **Issues out of Our Control**

We cannot be held liable or responsible for any losses or damages, relating to this product and cannot be held, in any way possible, liable for issues out of our control to do with mobile phone Carrier outages and issues.

We may for any reason terminate your service at any stage, for reasons beyond our control. Should this happen then your payment for this service would also cease

## **Contracts**

There is no lock in contracts for this product.

## **Offensive material**

You may not request any offensive or inappropriate advertising messages. Should your request be deemed in any way offensive, we will not produce or load your messages and may withdraw your order.

We reserve the right to refuse to provide any advertising service that they deem offensive or inappropriate in any way.

## **Changes to your service**

Should you need to make any changes to your service, contacting Ad On Mobile, contacting your Ad On Mobile sales agent who helped set the service up OR contacting us at [www.adonmobile.com.au/service](http://www.adonmobile.com.au/service)

## **Cancelling your Ad On Mobile**

Should you wish to cancel your Ad On Mobile service, this can be done by contacting Ad On Mobile at [cancel@adonmobile.com.au](mailto:cancel@adonmobile.com.au), or calling 07 55 86 1400.

## **Providing you the service in the first month**

We will begin billing for the service once you place the order, this will ensure that the order process gets underway, beginning with the customised marketing consultation from our project team. Under normal circumstances this order provisioning process takes around 4-6 working days.

## **Useful contacts**

Ad on Mobile ( part of the Ad On Group ) on 07 55 86 1400 Monday to Friday 9-5 AEST or [info@adonmobile.com.au](mailto:info@adonmobile.com.au) or [www.adonmobile.com.au](http://www.adonmobile.com.au)