



## VAR Program Overview

JV/M, the developer of the Lead Generator (at [www.LeadGenerator.com](http://www.LeadGenerator.com)) is currently expanding its marketing program. And we are looking for sales and marketing professionals who want to offer an additional, high-profit/high-revenue-potential service to their clients and prospects as a complement to their current service offerings.

In brief, the Lead Generator is a Web-based solution that provides highly qualified sales leads for any business, no matter what business you're in. Available for free, or at \$49.95/month for a Support Account, the Lead Generator also provides a way for companies to find multiple vendors who will compete for their business on the basis of price, service and quality. But its most important application is to *help companies increase their sales, market share and profitability at a fraction of the cost, and in a fraction of the time, compared to traditional alternatives.*

Unique in the marketplace, the Lead Generator provides a critical protection for your efforts should you choose to add the Lead Generator to your service offerings. More importantly, by promoting the Lead Generator to your clients and prospects, you can earn a substantial commission, along with overrides and residuals, worth many thousands of dollars per month.

If you are interested in learning more about what the Lead Generator can do for you, we invite you to talk to one of our representatives about the most innovative and effective solution in sales and marketing today.

### About the Lead Generator

The concept behind the Lead Generator is simple but elegant, starting with the observation that every business needs sales leads. Most sales leads, though, are of very poor quality, whether they're names on a mailing list, attendees at a trade show, or advertising exposures. The Lead Generator, however, provides users with *real, qualified* sales leads – leads where the prospect has a *real* need, and wants to talk with you about how you can help. Qualified sales leads – like the kind you find on the Lead Generator – are the key to success.

The Lead Generator can provide these highly qualified leads because it leverages an interesting attribute of every business. Specifically, the Lead Generator takes advantage of the fact that every business - regardless of what they do - is both a *buyer* (of goods and services,) and a *seller* (of other goods and services,) at the same time. That is, let's say that a company makes and sells computers. In order to build these computers, they

probably *buy* circuit boards, power supplies, office equipment, utilities, labor, insurance and many other things. Setting aside, for the moment, that the computer manufacturer would like to sell its computers (and is looking for sales leads for them,) the people who sell the commodities that the computer manufacturer buys ought to be very interested in knowing that the computer manufacturer needs those circuit boards, power supplies or office equipment, right? Knowing that the computer company needs those things would be, along with access to the decision makers, very qualified sales leads for the potential vendors. At the same time, the computer manufacturer would probably very much like to know that those other companies needed computers, assuming that they did.

What the Lead Generator does is simply requires companies who *want* sales leads (which is just about everybody,) to post to the system what their own needs are. Given that one person's need is another person's lead, with enough users, everybody will find leads.

There's a lot more that the Lead Generator can do. But suffice to say, because of the way it works (which is a little like a "dating site for business,") the Lead Generator can provide highly qualified leads for any business. And therefore it can help that business increase its sales, and reduce its costs, for a fraction of the cost of any alternative in the market.

As you can guess, the more companies that are in the system, the more leads there are. So to maximize the number of subscribers, JV/M is introducing the Lead Generator through multiple channels, including offering it through Independent Sales Representatives like you – entrepreneurs (i.e. sales and marketing professionals,) who currently offer complementary products or services – as a way to provide you with an additional source of revenue, while drawing in large numbers of additional businesses, and leads, into the database.

### **Compensation Plans**

Independent Agents can promote the Lead Generator under a commission-based compensation plan that provides both direct and indirect compensation. That is, Independent Sales Agents can receive:

- A 35% direct commission, based on a monthly subscription fee of \$49.95/user, of collected revenues from Support Account subscribers who register using the Independent Sales Agent's assigned Promotion Code.
- A 10% override commission on revenues generated by sub-agents recruited by the Independent Sales Agent.
- A 5% override commission on revenues generated by sub-agents recruited by the Independent Sales Agent's sub-agents.

The program allows you to offer discounts, free trials or limited trials to incent new users to try the Lead Generator, as well as samples and extensive documentation and support.

Residuals are offered for a minimum of one year, as long as the Independent Sales Agent is in good standing, subject to the terms and conditions in place at the time.

A comprehensive Sales Plan, an onboarding guide, collateral material, prospect lists, sales aids, access to JV/M's contact management system, project management and coaching are also available to help insure success of the Independent Sales Agent. And it costs nothing to participate. More importantly, though, including the Lead Generator in your "bag" can:

- Enable you to reach, and sell to, a far wider and deeper audience
- Pull through additional clients for your core services
- Expand your market penetration and market share
- Have something inexpensive to sell at a time when people can't afford large-ticket consulting or systems solutions

In short, we think you'll find that the Lead Generator is a perfect fit, and the right solution at the right time.

### **If You're Interested**

If you would like to promote the Lead Generator, and participate in the program, please call your regional representative, or JV/M at 856-638-0399.

Thanks, and Good Selling!  
JV/M, Inc.