

GLOBAL NETWORKING SYSTEM

I Global Networking System (GNS)

At WSI, we have an unfair advantage over the competition. That advantage is built in our multi-million dollar proprietary Oracle platform, the Global Networking System. Robust, web-based and user-friendly, this enterprise system allows our Digital Marketing Consultants to do business from anywhere they have an Internet connection. As a WSI Consultant, you'll manage your day – and your business – using the Global Networking System. Here is a look at just a few of the features available in the system.

ES DASHBOARD – a centralized location for managing leads, customers and opportunities, including contact information, meeting schedules, uploaded documents such as IBAs, proposals, tasks, task assignments, quotes, client invoices and more.

RANET – a full online resource providing tools, checklists, templates, essential presentations, supplier listings and a digital marketing reference library.

ITAL MARKETING SYSTEMS – a complete explanation of WSI's profit centers of digital marketing as well as the WSI Lifecycle, designed to guide you to profitability and a competitive advantage.

D AND MARKETING TOOLS – everything from the WebScan brand marketing, case studies to workshops and summits, lead generation to market research – all provided to help you build a base of new clients and recurring revenue streams.

EDUCATIONAL RESOURCES – complete information on WSI conferences and certification programs, as well as access to webinars, pertinent articles, virtual trainings, external trainings, certifications with strategic partners such as Google.

COMMUNITY – access to our community of Digital Marketing Consultants in more than 80 countries, each with a wealth of experience to leverage.

END CLIENTS

Small and Medium Sized Businesses



MANAGE PROJECTS

Track and manage all your client projects in one convenient dashboard.



REVIEW THE OPERATIONS MANUAL

Get your hands on WSI's intellectual property.



GET CONNECTED

Contact other franchisees, such as Mentors, Area Reps and the Advisory Council.



DIGITAL MARKETING CONSULTANTS

Mentors
Area Reps & Advisory Council
Master Franchises

WSI CORPORATE

Innovation, Training and Support



RECEIVE SUPPORT

Use the GNS ticketing system to contact Franchise Support when needed.



STAY UPDATED

Receive the latest news through the top headlines and Communications Zone.



FIND SUPPLIERS

Locate and communicate with WSI's global eMarketplace Suppliers.

SUPPLIERS

Production / Solution Centers
Authorized Suppliers & Hosting Partners
Lead Generation Partners

WSI eMarketplace

When you join WSI, you will enjoy preferred access to a wide variety of products and services offered through our Global eMarketplace, accessible through the Global Networking System. The eMarketplace is comprised of production facilities located in strategic areas throughout the world, carefully selected and approved vendors and authorized suppliers who are experts in their respective fields. They provide services such as advanced website development, search engine optimization, digital marketing services, social networking solutions, profitable website add-ons, lead generation and popular innovations, such as web conferencing and video email.

One service that is worthy of note is lead generation. We find that WSI franchisees gravitate toward what they do best. For many, that may not be new client prospecting. In response, we've supplemented our franchisees' business building efforts by developing strategic relationships with a number of lead generation partners. These proven partners are experts in various prospecting services and include appointment-setting specialists, direct mail list brokers, email marketing specialists and more. WSI's Lead Generation Programs and Partners allow you to concentrate on the parts of your business that matter most to you and not worry about from where your next lead is coming. You are always in control with the type of leads you want to receive through direct communication with the Lead Generation Partners.

The eMarketplace allows WSI Consultants to offer advanced digital marketing solutions for less (often considerably less) than other providers charge for their solutions. In fact, this system is one of our greatest competitive advantages. Here's why: because our network is so large, the costs of research and development, technical production and specialized services are amortized across all of our Consultants, allowing them to pass the savings onto their clients. Compare this to the typical web developers on "Main Street" who have to recoup all of their development costs on a project-by-project basis. This is where your opportunity to provide competitive yet profitable solutions comes from and this enables you to maximize your income earning potential.

"The Internet has been the most fundamental change during my lifetime and for hundreds of years. Someone the other day said, "It's the biggest thing since Gutenberg," and then someone else said "No, it's the biggest thing since the invention of writing."

-Rupert Murdoch

