

# TRAINING

## Training

We're proud to provide our WSI Digital Marketing Consultants with one of the most comprehensive training programs in the franchise industry today. You bring an interest in assisting businesses to become more profitable and a desire to be a part of a force that's changing the world of business – we'll provide the knowledge, the tools and support it takes you to become a certified Digital Marketing Consultant. In no time, you'll be confidently assisting business owners in turning their online marketing efforts into profits, as you continue to build a solid customer base with recurring revenues.

We know it has probably been a while since you've had to hit the books and study for exams, so we've designed our progressive training program with the adult learner in mind. Rather than throw everything at you all at once, we'll take you through a unique multi-stage training system developed and delivered by experienced educators. We combine elearning using our own proprietary software with traditional workbook exercises, practical hands-on assignments and role-play exercises. This varied approach is fun, engaging and most of all, effective.

After graduating from our Digital Marketing Professional program, you'll know a lot about digital marketing and operating your WSI business, but learning is a lifelong exercise. The Internet, and business in general, is always changing and you have to prepare for those changes to stay in the game. We provide many ongoing learning opportunities to our franchisees so that their knowledge is always current. These include updated elearning courses, additional corporate and regional training sessions, weekly webcasts, educational conferences and more.



### WSI Quick Start Program

Immediately following your Digital Marketing Certification, you'll begin operating your franchise business. This exciting time can also be overwhelming. To help you make the transition from learner to practicing consultant, a personal coach from our Quick Start Program (QSP) will guide you through the first three months of business. Your QSP coach's mission is to offer you sound advice on best practices and good business habits through one-on-one sessions. You will also be introduced to our exclusive Success 250 Plan which systematizes your business activities for consistent results.

The role of your QSP Coach is to be the facilitator of information and ensure you stay focused on Lead Generation Activities. The QSP program comprises of the following support channels:

- Weekly Touch Points and 250 Activity Reports
- Monthly Scheduled Phone Calls
- Weekly Newsletter with QSP Tips
- Foundational Webinar Series
- Bi-weekly Expert Panel Webinars

Aside from the open door policy and weekly email touch points, you will also benefit from a monthly phone call with your QSP Coach. The purpose of these calls is to review and reflect on your sales pipeline and define strategies and action plans to help you succeed. During these calls, your coach will also work with you to sketch a roadmap of necessary business activities to accomplish those goals.

The Quick Start Program encourages good habit-building and the systematic use of proven sales and marketing techniques. Recommendations made during the QSP program will guide you towards laying a solid foundation and establishing your WSI business the right way from the very start.

### WSI Consultants

At this point, you may be asking yourself, "What does it take to become a WSI Consultant?" That's a fair question. After all, it's not enough for a business opportunity to be right for you; it's imperative that you be right for the opportunity. WSI Consultants come from all types of backgrounds, but they share some commonalities we believe to be important for success in our industry.

- Many WSI Consultants have been leaders in past careers; many have come from Fortune 500 or even Fortune 100 companies. The vast majority of WSI Consultants were managers – at the CEO, and senior or middle level.
- Their industry backgrounds and disciplines are varied, and include Business Services, Finance, Retail, Manufacturing, Advertising and Marketing, Information Technology, Government and Public Sectors, and many more. Nearly 86 percent of WSI Consultants hold a university degree, and nearly 30 percent have completed graduate studies.
- 65 percent of WSI Consultants earned an executive income prior to making the change to WSI.

If you're anything like WSI Consultants, it isn't difficult to understand why successful, well-paid business leaders might leave their jobs to strike out on their own. We surveyed our franchisees to find out what led them to this decision. More than 80 percent of WSI Consultants were looking for freedom, independence or control over their lives. More than half sought a balance in work and family life. Nearly a third made the move to WSI in response to negative changes in their industry or downsizing due to economic changes. And 40 percent were attracted to the growth potential of the Internet industry.

Regardless of the backgrounds of our Digital Marketing Consultants, they possess certain abilities and talents that allow them to succeed. And contrary to what you might think, those skills have nothing to do with building websites, mastering Internet technology or developing digital solutions. (At WSI, we leave these tasks to the expert production centers and authorized suppliers in our global eMarketplace.) WSI franchisees:

- Listen to, relate to and understand business owners and their needs.
- Seek to continually learn, build knowledge and advance their expertise.
- Capitalize on former careers or industry experience.
- Build and maintain professional relationships.
- Commit to hard work and enterprise.
- Multi-task, problem-solve and work collaboratively to find solutions.
- Leverage resources, taking advantage of opportunities presented.
- Act as leaders, teachers, advocates and trusted advisors.

If you find yourself in any of the descriptions above, we invite you to learn more about the WSI franchise opportunity. Our consultant selection process seeks to ensure that your talents, along with your goals and objectives, are a match with what WSI offers to a worldwide marketplace of small to medium sized enterprise owners.



WSI CONSULTANTS