



Welcome to the **2012 Spoton.net Conference**



Agenda for the day

9:30 Meet and greet with refreshments

10:00 Welcome & update

This section will contain information and update from head office on various topics including; over view of the last 12 months, upcoming developments, clarity on the design process, new demo site, update from the admin system, competition and marketing plan.

As we discuss the various areas, we welcome comments and feedback on the topics raised.

Development - Stephen

Finance - Joanne

Marketing - Karl

Mobile sites - Karl & Kevin

Design Process - Kevin

New demo site - Kevin

Competitor Analysis - Dan

11:30 Morning refreshments

11:45 Group workshops for all

on rotation each session will last 15/20 minutes

Demo Site - Kevin

Social Media - Karl

Domain names - Dan

SEO - Stephen

13:15 Lunch

Franchisees Presentations

14:00 Phil Jagers: Overcoming objections

14:20 Steve Axtell: Customer retention

14:40 Oliver Brook: Sales presentation

External Presentations

15:00 Pauline Young: Telesales

Opportunity for refreshments before Charlie's session

15:30 Charlie Lawson from BNI

16:15 Open panel for general discussion

This section allows questions / concerns / ideas / enquiries from franchisees not raised throughout the day.

17:00 End



Current positioning

2012 – developing new packages and services

2013 – improving and consolidating what we have

Company Performance

2011/12 Total Sales: £791k **+51%** on LY

2012/13 Total Sales (5 months): £398k **+31%** on LY

TY Total Sales estimate: £1.1m **+39%** on LY

WEBSITE SALES 8 months to August: **+62%** on LY



Franchisee progress

Website Sales:

Oliver - 180

Phil - 161

Jim - 154

Steve - 117

Helen - 102

Customer Retention:

Steve 92% but >

Suzy and Sue 100% !!!



Developments 2011/2012

it'seeze 'Lite'

it'seeze 'Mobile'

SEO services

Sale Force CRM

Site Beam website analysis

It'seeze system developments

'Pay now' PayPal button

Mail Chimp integration

Comments component

New it'seeze corporate and regional site design



Developments 2011/2012 (cont.)

Operations

Automation of tasks

Improved/more detailed management information

Enhanced invoicing system

'How to' training videos introduction

Mail Chimp

Facebook

Twitter

YouTube

New it'seeze client demo website

