Chapter 1:

Getting to Know Us



Preface

This document is intended as a resource for new and existing members of our sales team. This manual will help you get acquainted with our product, and explain the value we provide to our customers.

Our Philosophy

*Because your attention should be focused on your business, not on your software.*

Today’s applications often force you to conform to the software instead of the software integrating into the way you do things. Simple Software provides a database-driven platform for clients to create, manage, and use applications for all of their business needs.

From time cards and inventory management to point-of-sale and customer tracking, Simple Software can help your business streamline your products so that you have time to grow your company. As your company grows, your Simple Software solution grows with it because we make it easy for you to add, update and extend your application.

Our software has been in development and production since 1995 and is used by many clients with a wide range of requirements. We design our products to be flexible to your business needs and simple to learn.

Who we are

Based in San Francisco, CA, our partners have spent years developing a product that is simple, scalable, and affordable. We have benefited from years of experience in database design, web architecture, and professional services. We have designed a product that small businesses can afford, medium businesses can manage, and large enterprises can develop.

“Simple Software’s Workspace is made for their employee’s attention to be focused on business; not on how to use software.”

~Patrick Peterson, Simple Software, Inc. - Chief Operations Officer

What We Sell

We’re an online business application provider. We offer monthly subscriptions which include a suite of tools for developing and managing a workspace. Since we’re a subscription service, your monthly charge covers all maintenance and backups as well as free upgrades. You’ll never have to worry about buying hardware, software or paying someone to manage your IT. We back up your database nightly and move it offsite. Let us train you on our ‘no programming’ tools and see just how Simple can grow your business. We also provide professional services for a more custom solution. We know that once you start using our tools, you’ll stop paying for other software.

Simple’s Workspace Designer builds database and reporting applications for cloud service environments – without hand-coding. Our simple engine generates applications that are ready to use and easy to customize.

Check out some of the features Simple Software provides for businesses:

[Manage Your Data](http://www.simpsf.com/site/3w/features/data/),

[Create and Manage Your Applications](http://www.simpsf.com/site/3w/features/application-editor/),

[Control Access to Information](http://www.simpsf.com/site/3w/features/security/),

[Upload and Edit All of Your Files](http://www.simpsf.com/site/3w/features/file-manager/).

What products do you offer?

We have a long list of products and services that are all geared towards streamlining your daily tasks and helping with business collaboration. It would take too long to list all of the services, but here are some of our best sellers:

* Internet
  + Web Development
  + Domain/Web hosting
  + Email hosting
* Simple Online Workspace
  + Time clock/Payroll
  + Human Resources Management
  + Document Sharing
  + Customer collaboration tools for
    - Requesting quotes
    - Validating contracts
    - Printing invoices
    - Printing receipts
    - Mass marketing via email
  + Shared calendars
  + Online reporting
  + Sales CRM Tools
  + Built in email notification

Think Microsoft Access, only easier and online!

Every instance of Simple Software comes with a suite of tools to manage and customize your workspace. Of course, all of our tools are designed to be Simple.

**Database Tool** – Allows you to import existing spreadsheets and will automatically create the table and web forms for you to interface with the data. You can also create your own tables and edit columns as needed. You can relate tables or records on the fly.

**Application Manager** – Allows you to manage all applications running in your workspace. You can even upload existing applications or create restricted views to existing tables. If you decide to change a table in the Database Tool, you can automatically have the web form regenerated by clicking a button! NO PROGRAMMING!

**User Management** - A simple way of adding users to the system and selecting what they can see!

**File Manager** – This lets you customize your Workspace by uploading images or edit files directly. Version control allows you to revert back to any point.

To learn more, we have provided resources:

1. <http://www.simpsf.com>
2. <http://www.youtube.com/simpsf>

Double-Click icon to view file. 

Chapter 2:

Selling to Small Businesses

# New Prospect

## Initial Contact of New Company

The goal is to determine if they’re an interested customer and that they meet our requirements. We would like companies with 5 or more employees that are not currently using an electronic time clock system. They may have a paycheck solution, but we are offering automated timesheets which can be used in conjunction with their paycheck software.

During the call, you should be gathering information needed to create a site and to calculate their return on investment using our calculator.

Below you will find some helpful guidelines to accomplishing these tasks:

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* Leads will be in your queue for you to review. For new customers, you can use the ‘Example Call’ as an reference.
* Use the ‘Due Diligence Checklist’ for companies with 50 or more employees.
* Complete a ‘Sales Call Tracking’ form to ensure you receive credit.

## Tools

Two tools that can help facilitate a signed contract:

1. Create a working site while on the phone.



1. Return on investment calculable thanks to American Payroll Association.



Compensation



It doesn't do any good to pitch a product you're not familiar with!!!!!

You will go through a training program designed to get you familiar with our products and procedures. Review our website at [www.simplesoftwaresf.com](http://www.simplesoftwaresf.com), watch our demo videos, and read our documentation. You are also expected to create your own workspace and clock your hours using TimeClock. You will never be charged for a workspace and will have access to next generation applications. Your recommendations are requested, even if it’s just to request another game in the app.

Remember, this is an online tool, so every company is a potential client!

***Commission****:*

Full time employee:

Currently, the $5/per month/per employee is absorbed by the company for hardware/software maintenance. The sales commission is to be provided by the initial $250 setup cost:

* $100 is commission for closing the deal
* $50 for TimeClock setup: add 10 employees; $50 for each additional 10 employees
* $50 for training the customer onsite

Once the discounted period is over, the customer will be charged $10/per employee/per month. $2/per employee/per month will be paid to the salesperson that manages the account. The salesperson is expected to maintain contact with the customer and help with any issues outside of technical support. This model is used to maintain customer satisfaction past the initial sale. We believe that once customers are familiar with our product and trust us as a company, they will inevitably want to move more of their processes to our site. Keep this in mind when managing your customers.

Chapter 3:

Steps to Take

Start Selling

### These tasks will be taken once you have been trained. Contact Patrick Peterson to get access to our Customer Maintenance Site: Patrick@simpsf.com

1) Login to Admin App and review your queue. If you are not being managed, use http://www.yellowpages.com/state-ca (replace 'ca' with your state if you are not in California) to find businesses in your area. Since you will be pitching them and meeting with them, keep this in mind before calling.

2) Enter business information into Business page in admin app.

3) Call business and track your responses. This will help eliminate customers not be contacted again. It will also ensure you get credit for the portions of the sale you make.

4) If a time was established to meet in person, please use Calendar in admin app.

5) If a sale has been made, add a record to the client table and login in to the customer’s site using the default login.

6) Add a Login and Employee record for each person that should have access to the site. Give each user access to Timeclock and test their login.

7) Submit a Sales Record and email chris@simplesoftwaresf.com and patrick@simplesoftwaresf.com. This will ensure you receive your commission. You will be paid after we receive payment from the customer.