



# The Web**GUI** Business

Putting it all together

# Introduction – Tavis Parker

- Working in web development since 1995.
- Worked for Pharmacia for over 3 years as a Global Operations Engineer.
- Currently work part-time as IT consultant and then own/operate ParkerOne LLC.

# Purpose of this Presentation

- Learn the basics of selling WebGUI to potential clients.



# The Basics

- Be educated in the WebGUI product.
- Market your business and products effectively.
- Identify your customer and their needs.
- Teach your clients about WebGUI.



# The Basics

- Extract project requirements efficiently.
- Build a solid, loophole-free, website contract.
- Develop a flexible, scalable, powerful website.
- Provide quality training, support, upgrades, and service to clients.



# Being Educated w/ WebGUI

- Don't let life distract you from staying up to date with WebGUI. Commitment required.
- Latest features and functionalities = the boundaries for what the software can do.
- Serve a broad range of clientele.
- Don't limit your company because of a lack of knowledge.

# Being Educated w/ WebGUI

- Allows you to implement technology in the most efficient way possible.
- WebGUI = flexible. There's usually multiple ways of accomplishing project requirements.
- Choose the most efficient method of implementation for your client's project.

# Market Yourself Effectively

- Marketing your business does not need to be complicated or expensive. You need to focus on being clear and concise and be sure you aren't using a marketing strategy that is working against your target market.



# Market Yourself Effectively

- **Example:**

If Company X is trying to focus on selling WebGUI to small businesses and they use a marketing strategy that showcases advanced features, (used in the enterprise/corporate environment), they aren't going to be very successful in reaching new clientele in that market. **However...**

# Market Yourself Effectively

- Instead, using a marketing approach which includes user friendly features (such as drag n drop, MS word-like editor, or the ability for in-house staff to easily update the website at any time for free) will be much more effective in reaching clients in the small business market.

# Market Yourself Effectively

- This seems like a common sense topic to cover but it's amazing to see how many consulting companies try to make their websites and marketing materials look like they are working with huge corporations. When in reality, they're just scrambling around looking for anything!

# Identify Your Customer

- Your customer probably has no idea what a CMS or what WebGUI is.
- They have an idea of what they want their website to do but not how to get there.
- Your client's focus = their primary business function or source of revenue. Not the web!

# Identify Your Customer

- Client Explanations
  - Professional
  - Fast
  - Efficient
  - Creative
  - Self Managed



# Identify Your Customer

- The client is expecting you to have a well oiled process in place that will allow them to quickly get the results they are looking for with minimal follow-up. Be ready to roll on their project and they'll reward you with an outstanding testimony to everyone who asks about their website and who created it.

# Teach Your Client about WebGUI

- Make your life (and the project) easier.
- Higher quality project requirements.
- Make it easy for them to explain to others.
- Increased word of mouth referrals.
- Deploy user-friendly documentation and maximize your staff's productivity.

# Teach Your Client about WebGUI

- More education = higher comfort level.
  - Prevent client confusion!
  - Increased morale & productivity
  - Inspiration leads to less work for your staff
- Utilize basic analogies to help your client.
  - Two different cars
  - Real estate analogy



# Two Car Analogy - Competition

You decide to purchase a new car. You find one that you really like and get all of the features that you want. At first, you like the looks of the vehicle and the performance. After a year of ownership, you notice that you have spent a significant amount of money on maintenance. The brakes, shocks, tires, and a muffler were replaced. This required you to open up your wallet and dish out some serious cash.

In addition, you are beginning to think that your car isn't as sharp as it once was. In order to spruce up your car, you have to spent more money. Unfortunately, that's money you don't have. You are now stuck with a car that is slow, ugly, and eroding. Now what are you going to do?

# Two Car Analogy - WebGUI

You decide to purchase a new car. You find one that you really like and get all of the features that you want. At first, you like the looks of the vehicle and the performance. After a year of ownership, you notice that you have replaced several parts and upgraded others to make the car look better and run faster. These upgrades and changes were free of charge because of the support package you ordered.

After another year of owning the vehicle, you see on the news that a new type of engine has been invented. This new engine is much faster and more reliable than a standard one. You rip out the old engine and replace it with the new high tech one. Now your car is really performing well and looking sharp!

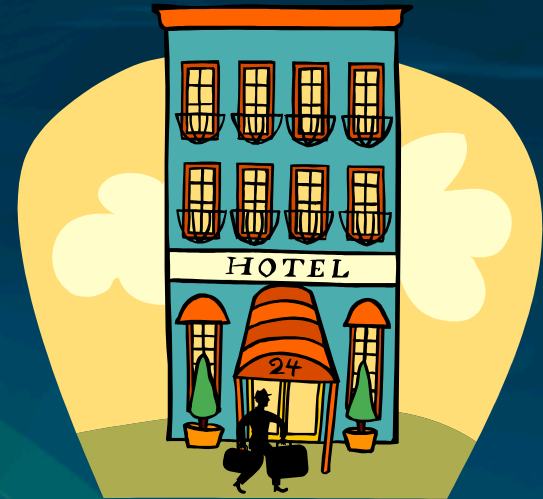
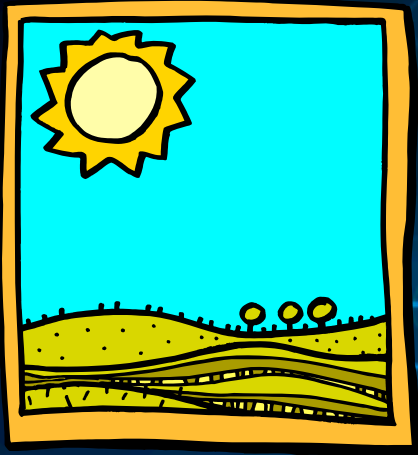
# Two Car Analogy - WebGUI

After another year of ownership, you decide that you want the car to look different and so you get it painted. After looking back on the three years that you owned the car, you realize the only thing that you have had to pay for is gas. The car has really gone through some changes but it performs and looks as good as the day you bought it. This car continues to perform for you and it meets all of your needs without having to continually invest money into it.

WebGUI is a long term website solution that expands with your clients. New releases of the software allow your clients to have a website that grows as fast as their business does.

# Real Estate Analogy - WebGUI

You can also illustrate the differences that exist between WebGUI and the regular HTML websites by using the comparison between a piece of vacant land to a piece of land with a hotel built on it.

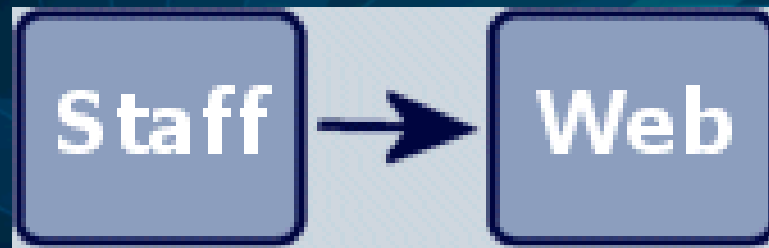


# Website Updates – Conventional



Traditionally, website content was always generated by the business staff members who knew the details about the company. Once they generated the content, it would then be passed on to the Information Technology (IT) staff for it to be posted to the company's website.

# Website Updates - WebGUI



- WebGUI does not follow the same format and instead allows anyone to update website contact at anytime from anywhere. In addition, WebGUI does not require your company to use expensive IT consultants. Do it yourself, save money, save time, and gain total control of your website.

# Extract Project Requirements

- *“What is the best way to get a client’s input on their website project?”*

**Answer:** Structured Phone Interview  
w/ limited usage of forms. Keep it simple!

# Extract Project Requirements

- Benefits to a phone interview:
  - Extract additional information
  - Establish a personal connection
  - Obtain an edge over competition
    - Override factors such as higher price & experience



# Extract Project Requirements

- The “I don’t really know/care” syndrome.
  - Websites are the only product that I am aware of where the client will come to a web company and tell them “I want a website for my company.. But, I don’t know what I want so can you just build me one?”
  - This is NOT acceptable!

# Extract Project Requirements

- Counter the syndrome by breaking things down and making it simple.
  - Explain to customer: “web is like a book”
  - Have clients provide outlines, sketches, marketing info, other websites they like, etc..
  - Ask “what is the goal of the website?”

# Extract Project Requirements

- Make the client role play as one of their customers and make them answer this:

*“if I was a potential customer, what would I want to know about the company and/or their products?”*

**Then you'll see how easy this really is!**

# **Build A Solid Website Contract**

- **Request half the project price as deposit**
  - Client makes large investment into the project and thus is more apt to stay on target.
  - Developer makes half the money and then stays motivated to collect the other half.
  - Other payment options can work but don't settle for a small deposit.

# Build A Solid Website Contract

- **Include screenshots in contract!**
  - This very important practice reduces any chance of the client trying to request major design changes after the contract is signed.
  - That basic screenshot represents a basic model or demo of how the client wanted the site to look and it's extremely helpful should you ever end up in court. Visuals are key!

# **Build A Solid Website Contract**

- Don't fool around with creating a contract template yourself. Be sure to hire a qualified lawyer who specializes in business transactions.
- Remember, you get what you pay for. A few hundred saved on an attorney could cost you tens of thousands later on.

# **Provide Quality Service**

- Great way of earning additional income
- Required for long term client satisfaction
- Requires that you're proficient w/ WebGUI
- It's your responsibility to get the job done

# Provide Quality Service

- Poor service will not only hurt your company, but it will also negatively impact the WebGUI product in general.
- There's no excuse for poor service with so many great resources at your disposal.



# Provide Quality Service



- If you do not have the time or skills to service your clients, you **ALWAYS** have the option of outsourcing it to the Plain Black Corporation. They will ensure your client is ecstatic with their website solution and it will be a win-win situation for everyone involved.

# Provide Quality Service

- Plain Black can assist you with design, programming, support, training, and hosting services at extremely reasonable pricing.
- You and your customers will benefit from the excellent service and you'll also be supporting the company that develops the software that you're selling!

# Conclusion

- WebGUI is an easy product to sell. With the right techniques and knowledge, you can easily make money servicing a wide range of clientele.
- The technology is here, the clients are ready, and success is yours for the taking as long as you're determined to get it.



Thank you for your time. I hope that you  
have found this presentation to be useful.

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