



## WELCOME TO WUN REV! WUN REV MARKETING ROADMAP.

WUN REV was designed for workspace providers to support them in leveraging their robust voice and data platform to achieve a competitive advantage, increase conversion and create new revenue streams. Below is the timeline, descriptions, and tips for each tool.

### MONTH #1

#### KICK-OFF CALL WITH ANDREA PIRROTTI

During this one-hour session, you'll receive an overview of each WUN REV tool, gain access to Pirrotti Marketing's project management database, and get answers to all your questions. All staff members in your workspace are invited to participate in the call.

#### PRODUCT AND PRICING GUIDE

Provide clients compelling benefits of your voice and data products. This excel template is imbedded with formulas so values are updates automatically. Simply add your price, logo, office photo and contact info.

#### Tip & Next Steps:

Determine what your baseline office package will include and then layer on your voice and data products and pricing. The idea is to price to increase conversion and to maximize revenue per occupied workstation. How you package and price your workstation and technology packages will impact the outcome. *If you like, please create the package and schedule a follow up 30 minute call to review your strategy with Andrea. During that time when will review your approach and provide best practice that she has identified by working with providers across North America.*

### MONTH #2

#### VOICE PRODUCT BROCHURE AND DATA PRODUCT BROCHURE

Driving home the features and benefits of the voice and data offering will help you to differentiate your workspace offering from the competition. Please note, unless you bring the importance of your platform to the prospects' attention, your products will go unnoticed. The brochures are the perfect tools to use during tours to bring to life your offering. You may also post the brochure on your website and lift the copy from the brochure to add to a technology page to your website or landing page. These brochures are also great tools to train your team on your new technology/voice platform.

#### TIP:

Email brochures to prospect as a follow-up, use to upsell to current clients or use the brochure copy and design in other marketing, such as on your website or email campaigns.



## MONTH #3

### PROPOSAL TEMPLATE

Designed to increase conversion, this excel template highlights the features and benefits of the entire workspace from the building location to the floor plan, common area as well as the technology and voice platform. This is of course the time you are asking the prospect to part with cash and make a commitment to do business with you. This template helps you to create a compelling value proposition. The proposal includes it all, as well as bundled and à la carte recommendations. Every sales opportunity is listed for you, simply add your contact info, logo, center images. Values are totaled with the embedded formulas.

#### TIP:

Print and give to prospect immediately following your tour. Save as a PDF and email it to him/her along with a cover letter the same day. Add a photo of your building to the proposal (#1 reason why prospects choose a provider is location) along with an interior shot to drive recall. *Schedule a 30-minute call with Andrea. As a part of your WUN REV subscription, she will go through the proposal template with you and help you to adapt it optimally support your sales cycle.*

## MONTH #4

### CLIENT COMMUNICATION 1 INTRO LETTER AND 9 HTML EMAILS

This month includes an Announcement email (in text) and nine graphically designed emails that will generate enthusiasm for your new data and voice platform among your current client base. Each email uses sound byte messaging to highlight the features and benefits for elements of your voice and data offering. The idea is to tease your current client base, excite them with the tools that are at their fingertips and capture upsell opportunities from this valuable base. Add your workspace address, logo and press "send."

#### TIP:

Send two emails prior to the upgrade, and one each week there after to keep the excitement going. Add an email sign-up app on your Facebook and gain access to more leads. Add the email links to your Facebook, Twitter and LinkedIn accounts for optimal exposure.



## MONTH #5

### CLIENT SATISFACTION SURVEYS AND RATIONALE

Did you know that 67% of clients have a demand for a product or service that most operators are not aware? (This is the average number across more than a thousand services they Andrea has personally conducted.) Satisfaction questionnaires are a great way to identify areas where you're team/technology are excelling and opportunities for improvement. They also help operators to understand what their clients' value about them, capture quotes to use in marketing materials and inform messaging for sales and marketing activities. This questionnaire, unlike any other is built to increase satisfaction and to generate revenue!

#### TIP:

Use this questionnaire to find out why your client chose you. Then, use that information in your sales and marketing materials. Use quotes from the questionnaire on your website and in marketing materials. Follow up with prospects that are growing to service their needs now. Send your top line results to Andrea and she will tell you how your workspace compares - overall - to other providers in North America.

## MONTH #6

### ONE-ON-ONE SESSION WITH ANDREA PIRROTTI

Let's review what you've done to date, assess results and map an action plan to optimize your efforts. We will call you to schedule a one-on-one session for a complimentary hour meeting with Andrea. Invite anyone on your team that you feel will benefit.

## MONTH #7

### PROGRAMS BY CLIENT TYPE

We provide client bandwidth analysis to ensure the unique needs of your center clients are met. Stop giving bandwidth away, we'll ensure you are monetizing your data programs to the fullest extent.

#### TIP:

Meet with center clients and review their data usage and needs. Use as an opportunity to upsell and learn more about their business. If the client participated in your prior month's survey from WUN REV Month #5 Tool, you can address comments at this time as well.



## MONTH #8

### WEBINAR: 8 STEPS TO GENERATING MORE REVENUE – NOW

Learn about current market trends and how these trends must inform the creation of your products, packaging, pricing and promotion. These are 8 tips that you can do “now” to generate more revenue. Operators are using tips from this webinar to drive more revenue now – you will too.

## MONTH #9

### WEBINAR: GENERATE MORE REVENUE WITH VIRTUAL OFFICES

Getting your products pricing, packaging and distribution channels right will help you to enhance your virtual office revenue. There are key tools that come along with WUN including VoIP products to enhance your packages and V2Go – an e-commerce platform that aids in the sales process. Watch this presentation and you will have the tools to generate more revenue from your Virtual products – tomorrow.

#### TIP:

Post your Virtual 2GO site link on all your social media platforms as well as Craigslist for increased exposure.

## MONTH #10

### ONE-ON-ONE SESSION WITH ANDREA PIRROTTI

Let's review what you've done to date, assess results and map an action plan to optimize your efforts. We will call you to schedule a one-on-one session for a complimentary hour meeting with Andrea. Invite anyone on your team that you feel will benefit.

## AND.. ALL ALONG THE WAY:

We'll provide you with monthly Tips on how to sell more meeting rooms and Virtual Offices with content from Davinci Virtual, along with additional webinars and white papers to enhance your business performance using WUN products and services.