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Introduction to 360MobileOffice

360MobileOffice specializes in helping storage container, mobile office, and modular building vendors like you grow business through an innovative sales lead generation process. Because we believe that the best sales prospects are the ones looking for you, we have developed a service that delivers qualified, targeted end-customer leads for buyer's needing portable storage and office solutions for their businesses.

How our service works:

Prospective buyers fill out an online lead form specifying the portable storage and office solutions they need. 360MobileOffice verifies the buyer's information and matches it up to appropriate suppliers like you (with a maximum of four total suppliers). Suppliers are then sent an email with the buyer's contact information and purchasing requirements. You sell! No more cold-calling, only closing.

Our service is fully customizable for your needs:

- You select the products/services you want to offer.
- You select your desired geographical coverage area.
- No subscription fees. Leads are priced on a per lead basis (costs range from \$5 - \$40 per lead, depending on the product and other relevant criteria)
- No obligations or long-term contracts. You can cancel at anytime.

The founders of 360MobileOffice are experts in online marketing, and with over eight years of experience, they have acquired over 200,000 customers via Internet marketing. By using proprietary tools and techniques, 360MobileOffice can help you get sales leads to grow your business

Let us put our experience to work for your company. Read on to see how easy it is to grow your business with 360MobileOffice.

Frequently Asked Questions

How does 360MobileOffice help suppliers like me?

360MobileOffice believes the best sales leads are “customers who are looking for you.” This is exactly what we do: connect you directly with businesses that are looking to buy or rent your products.

The 360MobileOffice process is simple:

- Prospective buyers fill out an online lead form for the product that they are looking to purchase or rent for their business.
- 360MobileOffice verifies the buyer’s information and matches it up to appropriate suppliers like you (Maximum of four total suppliers).
- You are sent an email with the buyer’s contact information and purchasing requirements.
- You sell! No more cold-calling, only closing.

Our service is fully customizable for your needs:

- You select the products/services you want to offer
- You select the geographical coverage area.
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- No obligation or long-term contracts. You can cancel at anytime.

How good are the 360MobileOffice leads?

The leads you will receive from 360MobileOffice will be from business who are looking to buy: All of them will have filled out a comprehensive lead form which includes their full contact information as well as their purchasing criteria. You then spend your time closing and not prospecting.

How much do the leads costs?

360MobileOffice leads are priced on a per lead basis and you only pay for the valid leads you receive. Currently, leads cost between \$7 and \$40 depending on the product/service, company size and other relevant factors. Please see our lead pricing sheet for more specific information on our lead pricing.

What if I get a lead that doesn't fit my criteria?

360MobileOffice guarantees that each customer lead you receive will be:

- In the service area and for the products you requested
- Delivered to you in a timely manner
- Not from one of your competitors

How many leads will I receive each month?

The number of leads you will receive is based on two factors: 1) How many leads 360MobileOffice receives for your specific product and geographic coverage. The larger the territory you can serve and more products you can offer, the more leads you are eligible to receive. 2) How many leads you WANT to receive. You can select a maximum number of leads you'd like to receive each month when you register for our lead referral service.

How many suppliers receive each lead?

Buyers come to 360MobileOffice because they want to speak with multiple vendors like yourself in a timely manner. We will not oversell a lead. We will forward a lead to 4 or fewer vendors.

Can I get exclusive leads or only pay for closed leads?

Currently, 360MobileOffice is not set up to provide suppliers exclusive leads or work on a closed lead basis. The value that we provide to buyers is that we will have up to four qualified suppliers respond to their quote request.

What is your cancellation policy?

You can opt out of our network at any time and only pay for the leads that you have received. No subscriptions or long term commitments.

How do I sign up?

Easy! Just fill out our online registration form at www.360MobileOffice.com/supplier.html to let us know your company's information, account preferences, and provide your credit card. Or, if you prefer, you can call is at 877-550-5317 to get started.

360MobileOffice Lead Pricing

Mobile Office Leads

Base price: \$20
Minimum: \$10
Maximum: \$30

Square feet needed for each office:

< 400 sq. ft.	deduct \$5
400 – 800 sq. ft.	base price
> 800 sq. ft.	add \$5

Length of time the mobile office is needed:

Less than 6 months	deduct \$5
6 to 12 months	base price
More than 12 months	add \$5
Plan on purchasing	base price

Modular Building Leads

Base price: \$30
Minimum: \$25
Maximum: \$45

Square feet needed for the modular building:

< 1,000 sq. ft.	deduct \$5
1,000 – 4,999 sq. ft.	base price
5,000 – 9,999 sq. ft.	add \$5
10,000 – 19,999 sq. ft.	add \$10
> 20,000 sq. ft.	add \$15

Storage Container Leads

Base price: \$15,
Minimum: \$5
Maximum: \$35

Number of storage containers needed:

1	base price
2-5	add \$3
6-10	add \$5
More than 10	add \$10

Storage container length needed:

10 feet	deduct \$5
20 feet	base price
40 feet	add \$5
Not sure – please advise	base price

Length of time the storage container is needed:

Less than 6 months	deduct \$5
6 to 12 months	base price
More than 12 months	add \$5
Plan to purchase	base price

Self Storage Container Leads

Base Price: \$7
Minimum Price: \$7
Maximum Price: \$9

Self-Storage container usage:

Storage (at my property)	base price
Storage (in warehouse)	add \$2
Moving and storage	add \$2
Moving Only	base price

Storage Container Sample Lead

The following is an actual lead, requested by a customer (identifying details have been changed to protect customer privacy) in the 360MobileOffice database.

Contact Name: Brian Andrews
Company Name: Construction Crew Inc.

Location:
Old Dixie Hwy
Forest Park, TX 30297

Email: knabri@constructioncrew.com
Phone: 678-555-5707
Fax: 678-555-5708

Request ID #4148

Buyer Notes: These will be used for jobsites. I want used containers nothing in great condition. We do need at least 6 containers but it could end up being more. We do want to get these by July or August. Our time frame is about 2mths to have these delivered. If you need to send me a hard form copy of quotes then email is best.

INSTALLATION LOCATION: 30297 - [Forest Park, GA]
Lead Added: 6/8/2007 10:08:03 AM

Question: How do you plan on using your storage container?
Answer: Construction

Question: How many storage containers do you need?
Answer: 6-10

Question: What length do you want for your storage container(s)?
Answer: 20 feet

Question: What type of door is needed for your storage container?
Answer: Swing door (standard)

Question: Approximately how long do you plan to need the storage container?
Answer: I plan on purchasing the storage container

Question: When would you like to have your storage container(s) delivered?
Answer: Two months

Give Us Feedback:

You may report this lead as bogus by following this link, [Report Bogus](#). If you have any questions, please contact us at 877-550-5317.



June 2007

The National Portable Storage Association Newsletter

The GLOBAL container

The Internet: Changing the Way Storage Container Vendors Grow Business

The storage container, mobile office, and modular building market is a maturing market, and it can be notoriously difficult to grow business in such a climate. The number one complaint of vendors is the lack of prospective customers willing to close without a significant investment of time. Add to that the troubling issues presented by each of the traditional customer acquisition methods, and business owners can have quite a daunting problem.

The Yellow Pages, once the gold standard for advertisers, are being left on the shelf in favor of the instant gratification of Internet advertising. In addition to that, phone book positioning meant the vendor had to pay for an ad regardless of who sees it, making the campaign's focus less than desirable.

Word of mouth can bring great business in to companies that are lucky enough to get referrals, but it is unrealistic to expect that every satisfied customer will have a friend or associate that needs a mobile office, modular building, or storage container. Referrals simply are not common enough to grow a customer base off of.

Cold calling and prospecting, another time-honored way of growing a customer base, has an average conversion of just 1-3%. Put that together with the money and time required to train and maintain a sales team, and most agree the business owner ends up with a dismal return on their investment.

With the growing popularity of the Internet, however, even mature markets are finding ways to grow. Because of the instant gratification of Internet technology, and the growing popularity of its use in business circles, the Internet can be a business's best customer acquisition tool in a way nobody could have predicted even five years ago.

However, in order to reap the substantial benefits of the Internet a company usually has to spend tens of thousands of dollars on a website and a marketing campaign, not to mention hire a staff adept in this new language of technology. The process of becoming Internet savvy also takes time, something many businesses don't want to focus on, or aren't able to afford.

Enter Internet lead referral services—the newest business growth solution. These lead referral sites offers businesses another way to leverage the Internet without all of the high costs or long-term commitments. Some of the key players in the Internet lead referral service business include Respond.com, RentalSite.com, and 360MobileOffice.com.

Although lead referral services are a relatively new idea, they have been proven effective by the vendors that use them. Brad R. Gudeman, Vice President, Modular Genius, Inc., a leading provider of modular buildings, says “one lead generated from 360MobileOffice.com turned into a project that has produced enough profit to

pay for a substantial portion of our marketing budget for the entire year.”

Jeff Hoogendam, Principal of 360MobileOffice.com, reports that “as a lead referral service, 360MobileOffice has been responsible for facilitating \$33 million in storage container, mobile office, and modular building sales. We see that by connecting business customers who want storage containers, mobile offices, and modular buildings with the vendors that can satisfy their needs, we are helping businesses connect with customers that otherwise would not have found them.” The increase in both exposure and sales that Hoogendam’s lead referral service prompts is exactly what a maturing market needs to stay profitable.

Not all lead referral services are created equal, though. If your business would like to make the most of Internet lead referral services, you need to watch out for a few common business practices that could *hurt* your business instead of *help* it.

Some of the lead referral services will require you to sign service contracts, binding you to receive leads whether or not they are legitimate. This can cost your business valuable revenue with no return. You want a service that allows you to control the leads you receive, and when you receive them.

And, as if contracts and obligations weren’t bad enough, some lead referral services don’t take the time to qualify their leads properly either. Paying for leads that have not been properly qualified just like throwing money in the trash—it doesn’t help your business at all. Instead of trusting that each lead is qualified before it is sent to you, ask the potential lead referral service about their qualification process. Information is power, so the more you know about the service you are paying for, the better chances you have of making a smart decision.

Lastly, some of the lead referral services out there aren’t industry-specific. Instead of focusing on just one market (for example, mobile offices and storage), they are focused on just one task: referring leads. These lead referral services may not know as much about the industry; and we all know that knowledge is power.

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To empower and inform yourself—and to grow your business—consider learning more about the lead referral services available in the storage container industry. Whatever your business size, wherever your business location, online lead referral services can help you reach a new, highly-targeted audience. To learn more about growing your business, you can visit the “Supplier’s Corner” at 360MobileOffice.com.

LEAD REFERRAL SERVICE HELPS MODULAR BUILDING COMPANY GROW REVENUE AND IMPROVE BUSINESS PRACTICES

Case Study, Modular Genius, Inc.

Modular Genius, Inc, an innovative Maryland-based modular building company that provides “turnkey” construction to its clientele, was looking for a way to grow their business. They decided to try an online lead referral service in order to help them meet their goal of continued innovation in the modular building industry through increased revenue.

Although they are becoming more common, not every business owner has heard of lead generation services, or lead referral services, as they are sometimes called. These services provide businesses with targeted, qualified sales leads from parties looking to purchase their merchandise. Due to the rising popularity of search engines, the Internet is becoming a better way to find qualified business leads. Most lead referral services are experts in online marketing, and specialize in finding qualified buyers. Leads that have already been qualified by a lead referral service can result in a 10% or more close-rate for businesses, as opposed to the less than 2% that is standard with cold calling.

While Modular Genius knew they wanted to receive qualified leads, they went through the process of screening lead referral services carefully before choosing 360MobileOffice.com. Several important factors contributed to their decision:

Flexibility

“We were initially interested in 360MobileOffice based on their customizable lead services,” said Brad Gudeman, Vice President of Modular Genius. “360MobileOffice allowed us to select our specific lead perimeters, and had a fair and flexible pricing structure, with no long-term obligations, and plenty of room for change, not to mention an attentive staff of Account Managers,” adds Damon T. Pross, a Modular Building Specialist for Modular Genius. 360MobileOffice makes it a policy to call or contact each lead before it is sent out, making sure that it is legitimate in addition to targeted. This high level of service, combined with the fact that there were no contracts to sign, made trying 360MobileOffice’s lead generation service essentially risk-free.

Measurable Results

In any business situation, money talks, and the results from 360MobileOffice came in loud and clear: the investment was paying off. Not only did the service deliver on its promise of highly qualified leads, but the service also met Modular Genius' expectation of increased revenue. "One lead generated from 360MobileOffice turned into a project that has produced enough profit to pay for a substantial portion of our marketing budget for the entire year," boasted Gudeman. And, if that weren't enough, Pross added, "360MobileOffice has increased not only our sales, but our exposure within the commercial building market."

Great Communication

But the benefits of 360MobileOffice reach further than just an increase in revenue, Pross revealed. "Yes, 360MobileOffice.com has improved the quantity and quality of leads that we now receive, but they have also reminded us to slow down and ask our customers for feedback through their example." "Communication is so important," Gudeman said, "and 360MobileOffice does it well."

High Quality

The modular building leads arrive, already qualified, thanks to the "attentive team of Account Managers at 360MobileOffice", stated Gudeman. Gudeman commends the company's

personal account manager Brittany Wagener, saying, "she was extremely helpful. She does a great job following up and checking with our sales and marketing representatives on a regular basis, and is available for assistance any time."

Since Modular Genius started receiving leads from 360MobileOffice, talking to customers has become easier as well. "Since each [of their] leads are qualified, with the customer information organized correctly, we know exactly how to quote the customer before we actually talk with them," Pross noted. This information not only saves them time, but effort as well, since most of the lead qualification work is done by 360MobileOffice.

When asked for additional comments about their business relationship, Gudeman and Pross agree that the results of hard work, ethical business, and personal attention are self-evident. "360MobileOffice gives us leads that are more than just people searching for information. The leads are real business opportunities with immediate requirements," Pross said. "From what we have experienced so far, the investment into 360MobileOffice has given our business an exponential return." What more could a business want?