











Platinum Business Development, LLC's Distributor Manual for Outback Steel Buildings™ Businesses Table of Contents

I. Getting Started:

1. Business Infrastructure
 - A. Choose a name for your business
 - B.  Incorporation of business: Type of businesses: S-Corp, LLC
 - C.  Company Operating Agreement
 - D.  Federal Tax ID number
 - E. State Tax ID number
 - F. Simple Mission Statement
 - G.  Dun & Bradstreet Number
 - H.  Organizational Chart
 - I. Insurance
 - J. Accounting
 - K. Lawyer
 - L. Business Plan 101
2. Website
 - A. Choose a website domain
 - B.  Email set up
3. Logo Design
 - A. Design a logo
 - B.  Business Cards
4. Business Banking
 - A. Opening a bank account
 - B. How to set up a paypal account
5. Business Marketing
 - A. Basic marketing ideas
 - B.  Local market analysis for new distributorship
6. Vendors
 - A. Specific personal contracts for each vendor
 - B. Credit sheets for all vendors



7. Outback Steel Buildings™
 - A. Trademark Requirements
 - B. Company Description
 - C. General Specifications

8. Office Set Up

II. Opening your doors for business:

1. *Sales and Marketing Department*

- A. Sales

1. Proposal Presentations
 2. Customer Service
 3. Contract Preparation

- B. Marketing

1. Website
 - a. Search Engine Optimization
 - b. Maintenance
 2. Tradeshows
 3. Business Cards
 4. Memberships
 5. Market Analysis

2. *Operations*

- A. Product Knowledge

- B. Proposal Generation

1. Software quoting
 2. Software training

- C. Customer Service

1. Product Warranties
 2. Communication Styles

- D. Building Orders

- E. Human Resources

1. Employees
 2. Workman's Compensation

- F. Training

1. Industry workshops & seminars
 2. Email Etiquette

3. *Finance*

1. CLL Payments by Paypal
 2. Engineering Payments by Paypal



3. Vendor Invoices
4. Financials
5. Bank Accounts
6. Expenses
7. Quickbooks
8. Postage

4. *Legal*

- A. Insurance
- B. Insurance Claims
- C. Business Licenses
- D. Taxes
- E. Safety Program
- F. Employee Handbooks
- G. Operating Agreements
- H. Operating Manuals

III. Building Sales

- A. What to do when a prospect says yes
- B. Engineering Order
- C. Building Order
- D. Building Delivery
- E. Building Erection
- F. Follow Up

IV. Gaining More Customers

- A. Infrastructure Check
- B. Spend More Time to Get More Money
- C. Feedback From All
- D. Watch Your Competitors
- E. Industry Trends

V. How to Sell

- A. Know your Product
- B. Know your Business
- C. Know your Company
- D. Know your Options
- E. Know your Vendors



- F. Know your Customers
- G. Know yourself!
- H. Ask for the Sale!

VI. Expectations

- A. What is expected of you?
 - 1. From Outback Steel Buildings™
 - 2. From Customers
 - 3. From Vendors
 - 4. From other Distributors
 - 5. From Platinum Business Development, LLC

- B. What can you expect?
 - 1. From Outback Steel Buildings™
 - 2. From Customers
 - 3. From Vendors
 - 4. From other Distributors
 - 5. From Platinum Business Development, LLC

VII. Reference Manuals:

Website Manual
Outback Steel Buildings™™ Instruction Manual

VIII. About Platinum Business Development, LLC

(The Distributor Manual is included in all three packages.)