

New Seller Reference Guide

Important information about the BuyerZone program



BuyerZone[®]

What you need to know

Welcome to the BuyerZone program! Inside this reference guide, you will find important details about how the BuyerZone Lead Generation program works, plus vital steps for you to complete to ensure success with your sales leads.

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The BuyerZone lead standard

BuyerZone is serious about providing you with accurate and timely sales leads. After each prospective buyer provides their purchase details and contact information on our network of websites, we carefully review the contact information to make sure it is complete and verify the phone number. In limited cases where a lead appears to need an additional level of screening outside this typical process, our team will take additional steps to ensure the completeness of the lead.

Once the lead has been screened, we match it to a limited number of appropriate sellers in our network and send the lead out to the matched sellers simultaneously via email (and/or other delivery methods chosen by the seller).

Please remember that while our screening process is thorough and ensures that you receive targeted leads, we cannot guarantee that a buyer will ultimately purchase from your company. What we do guarantee is that each lead you receive from us meets the BuyerZone lead standard, as defined below.

BuyerZone leads are:

Timely

- During business hours, over 50% of our reviewed requests are sent within 30 minutes – and most of those are in the hands of sellers in 10 minutes or less.
 - All leads are sent to sellers within 48 hours

Detailed

- Full contact information collected (including company name)
- Contain multiple contact methods:
 - Complete mailing address
 - Verified phone number
 - Email address
- Information is screened for offensive/bogus information:
- Key purchase details are included

Targeted

- Industry, title and company size included as provided



Ensure leads reach your inbox

Since your leads and other important communications will be sent to you exclusively through email, it is critical that you take the following, simple steps to ensure that all BuyerZone emails reach your inbox.

The **buyerzone.com** domain should be added to your email program's 'whitelist' or 'safe senders' list. It is also necessary to add the email addresses listed below to your list of 'acceptable senders'. This will guarantee that emails we sent to you will reach your inbox in a timely manner.

You should expect to receive emails from BuyerZone from the following addresses:

leads@buyerzone.com

custcare@buyerzone.com

customercare@buyerzone.com

invoices@buyerzone.com

accountservices@buyerzone.com

success@buyerzone.com



Tip: Since every email program is different, we've compiled a quick list of how to whitelist our domain for some of the major email programs like Microsoft Outlook, Gmail, Hotmail, Yahoo and more.

[View our whitelist instructions for your email program.](#)

If you ever suspect difficulties receiving BuyerZone emails, please consult your IT department or your email provider immediately. You may also contact our Customer Care team at 888-393-5000 or customercare@buyerzone.com to help resolve any issue in a timely manner.

Lead delivery options

In addition to receiving leads via email, you also have the option to receive leads in the following, additional formats:

Text message

Leads can be sent directly to your cell phone or smartphone via text message to help you follow-up on leads quickly when you're on the road. Critical buyer contact details are included directly within the text message, while the standard, full lead (with purchase requirements) is sent to your email inbox simultaneously.

Bulk delivery

To allow for easy import into your CRM system, leads can also be sent to you in bulk via CSV, FTP or XML format. Other formats and configurations *may* be available, please let us know and we'll try to provide a solution.

Salesforce.com integration

You also have the option to receive leads via direct integration to Salesforce.com. BuyerZone provides standard integration to Salesforce.com and can also accommodate requests for customized Salesforce.com integration if needed.

To learn more about these additional lead delivery options, or to enroll simply log into [Lead Center](#), your online account. If you have questions, please contact your sales manager or account manager or our Customer Care team at 888-393-5000 or customercare@buyerzone.com.



Returning a lead for credit

We are committed to providing you with quality sales leads. That commitment means leads are sent to you in a timely manner (nearly 50% of our reviewed leads are sent within 30 minutes during business hours), contain detailed contact information (including a verified phone number) and include demographic information as provided by the buyer to help you target your sales and marketing follow-up.

Despite our best efforts, occasionally you may receive a lead that does not meet the criteria outlined in our [Terms & Conditions](#). If you receive a lead that applies to one or more of these specific scenarios, we encourage you to let us know by submitting a request for credit. Our Credit Review team will look into your feedback and let you know their determination within two to three business days.

We will be happy to credit your account if a lead you receive meets one (or more) of the following criteria:

- Submitted by a non-business customer, unless you receive leads in a consumer category.
- Was submitted by a competitor.
- Submitted for a product or service category not specified in the Order Form/Registration.
- Submitted outside your sales territory as specified in the Order Form/Registration.
- Was sent to you more than two (2) business days after the request was submitted.
- Contained a disconnected phone number.
- Contains clearly bogus/offensive information.
- Contains a blank answer to one or more required questions.

Unfortunately, we are unable to provide a credit for certain situations, including when a buyer does not return phone calls and/or emails, chooses to purchase from another seller, or is a current customer.

Submitting a credit request:

If you believe you've received a lead that meets the required criteria detailed above, you can submit a request for a credit at <http://www.buyerzone.com/credit> by logging into [Lead Center](#).

Please note that all requests must be submitted within fourteen (14) calendar days of the date the original lead was sent. Unfortunately, neither your account manager nor our Customer Care team can research an issue that has not been submitted via your online account.

Did you know? Occasionally, technical issues prevent a particular seller from receiving leads. It is your responsibility to contact your account manager or our Customer Care team if you experience email, server or computer problems that affect your ability to receive leads. While we are happy to resend leads to you that may have gone undelivered during this particular time period, these leads are not eligible for credit since we cannot be responsible for issues outside of our control.

Billing

Activity report

On the first business day of each month, BuyerZone will send you the previous month's activity report. Included in this email is a complete list of every lead you received from us during the previous month to help you better track each lead you receive.

You will find the following information for each lead:

- Date
- Lead number (as assigned by BuyerZone)
- Company name
- Status (if a lead(s) has been returned and processed for credit)

Invoice

On the 10th of every month (or the next business day), BuyerZone will charge the credit card we have on file for the billable leads for the previous month and will also send out an invoice via postal mail for your records. Invoice only customers will receive their bill in the mail after the 10th of each month.

BuyerZone [®]		
BILL TO NUMBER	INVOICE DATE	INVOICE NUMBER
125444	07/11/2009	3114157
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BuyerZone.com, Inc		INVOICE
Bill To: CHAPPA CORPORATION ATTN: CHAPPA 105 N. MAIN STREET BROCKTON, MA 02302		BUYERZONE.COM, INC. ACCEPTS THE FOLLOWING CREDIT CARDS: (888) 393-5000
CLIENT: CHAPPA CORPORATION		
BUYERZONE.COM, INC INTERNET ADVERTISING BZ REQUEST FOR QUOTE, JUNE 1, 2009 - JUNE 30, 2009 WINDOWS		P.O. NUMBER: ORDER #: 12544451125 328 @ RATE
GROSS AMOUNT		\$25.00
ORDER TOTAL:		\$8,200.00
		\$8,200.00

Tip: We strive to make the billing process as simple as possible for your convenience. Please make sure we have the correct billing contact and address information on file, as well as updated credit card information (if you pay by credit card), to avoid any potential payment issues.



Managing your account online

For your convenience, you can securely access your BuyerZone account online 24 hours a day, 7 days a week by [clicking here](#) or on the “Seller Login” link in the top right hand corner of our homepage at www.buyerzone.com.

Lead Center, your online account enables you to:

- View all of your leads and the status of any credit requests
- View and modify your contact information
- Create and modify your company profile (change will take effect immediately)
- Request changes to:
 - Your maximum number of leads per month
 - Your geographical coverage areas
 - Your category selections

Note: please allow 2 business days for any change requests to take effect.

Instructions for logging into Lead Center

1. Click “Seller Login” on the BuyerZone homepage (www.buyerzone.com).

The image shows a screenshot of the BuyerZone homepage. At the top right, there is an orange callout box with the text "Click on 'Seller Login'", with a black arrow pointing to the "Seller Login" link in the top right corner of the website. The website header includes the BuyerZone logo and the tagline "Where Smart Buyers & Sellers Connect". Below the header, there is a navigation menu on the left with categories like "Construction", "Financial Services", "Human Resources", etc. The main content area features a search bar with the text "What do you want price quotes for?" and a "Search" button. Below the search bar, there is a "HOW IT WORKS" section with three steps: "Choose a product or service", "Share your needs", and "Connect with sellers". To the right of this section is a group of diverse professionals. At the bottom of the page, there are statistics: "150+ purchases made easier", "100+ Buyer's Guides and articles to help you", and "3 million buyers served since 1992". The footer includes the text "Connect with top sellers like:" followed by logos for AVAYA, tyco, ADT, TOYOTA INDUSTRIAL EQUIPMENT, PAYCHEX, and SHARP.

Managing your account online (con't)

- Log in by entering your email address and password. Login instructions for Lead Center were sent to your primary account contact when your account was activated. If your primary account contact did not receive the login instructions, you need assistance logging in, or are experiencing lead delivery issues, please contact our Customer Care team.

BuyerZone lead center

Help | Give Feedback

Lead Center Login

Email:

Password:

[Forgot your password?](#)

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- Once you've logged in, you are free to update/change your account settings as needed. From the welcome screen, you can view and modify your contact information, profile and leads by month. You can also access selling tips and important FAQs related to the program.

BuyerZone lead center

Logged in as garchinsky | Logout | Help | Give Feedback

Leads Account Billing Resources

Welcome to Lead Center

Search by Date Range: Start: 10/13/2010 End: 11/12/2010 Go

Search by Keyword: Go

Your Leads

Displaying 1 to 10 of 112 leads. Export to Excel Export to PDF Print

RFP #	Date Sent	Category	Company	Contact	Phone #	Details
7028975	11/12/2010 01:23 PM	Web Site Design	Testing Here	Laura Garchinsky	888 888 8888	--
7028973	11/12/2010 10:14 AM	CD DVD Replication	Acme Co	John and Jane Doe	617-555-1212 ext. 5	--
7028972	11/12/2010 10:12 AM	CD DVD Duplication Equipment	Acme Co	John and Jane Doe	617-555-1212 ext. 5	--
7028971	11/12/2010 10:11 AM	Dental Practice Management	Acme Co	John and Jane Doe	617-555-1212 ext. 5	--
7028970	11/12/2010 10:07 AM	Call Center Software	Acme Co	John and Jane Doe	617-555-1212 ext. 5	--
7028969	11/12/2010 10:06 AM	Business Franchises	Acme Co	John and Jane Doe	617-555-1212 ext. 5	--
7028968	11/12/2010 10:03 AM	Aerial Lifts	Acme Co	John and Jane Doe	617-555-1212 ext. 5	--
7028959	11/11/2010 03:34 PM	Digital Copiers	Acme Co	John and Jane Doe	617-555-1212 ext. 5	--
7028955	11/11/2010 02:20 PM	Interactive Voice Response (IVR)	Acme Co	John and Jane Doe	617-555-1212 ext. 5	--
7028954	11/11/2010 02:18 PM	Trade Show Displays	Acme Co	John and Jane Doe	617-555-1212 ext. 5	--

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What do you think about our new Lead Center online account tool?

[About Us](#) | [Contact Us](#) | [Terms & Conditions](#)

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Completing your profile

Your company profile (also called your 'marketing profile') is an important opportunity to differentiate your product offering and provide contact information to buyers who are expecting to hear from you as part of the follow-up process.

Your profile, along with the profile of up to five other sellers, is **displayed each time you are matched to a buyer on both a confirmation page on our website and within an email that is sent to the buyer** immediately after submitting their request. If it's not complete, you could be putting your company at a disadvantage.

The content of the profile is **completed entirely by you** in order to highlight your product/service strengths and to familiarize buyers with the sellers who will be following up.

Make sure your profile is complete. To create or update your profile at any time, [log into Lead Center](#).

Sample profile

Chappa Corporation

<http://www.chappacorp.com/>
chappa@chappaco.com
888-123-4567

Company Overview (provided by supplier)
Chappa is the largest single provider of electronic security services to over 10 million customers. Chappa security solutions include video surveillance, electronic article surveillance, fire and safety and integrated systems.

Products & Services
Chappa security solutions include video surveillance, electronic article surveillance, fire and safety and integrated systems.

★★★★★
rated by 5361 users
72% of BuyerZone users would recommend to colleagues

Editorial guidelines

The following guidelines have been developed to ensure consistency across the profiles of all of our sellers. BuyerZone reserves the right to edit or reject profiles that do not comply with these guidelines.

- **Information accuracy** - All descriptions must be accurate, truthful, and not misleading.
- **Contact information** - Contact information is only permitted in the appropriate fields and not within the company description section.
- **Capitalization** - Words in ALL CAPS are not allowed unless they are trademarked.
- **Pricing information** - Do not include specific pricing in any descriptions (e.g. "Copiers for \$500-\$1000"). Instead, your follow-up with buyers should include a customized quote with information on price.
- **Competitors** – While you are permitted to mention companies that you represent or have partnerships with, competitors cannot be mentioned in your company description.
- **HTML code** - HTML and other programming code is not allowed in any part of your company profile.
- **Punctuation marks and symbols** - Do not use excessive punctuation or symbols (e.g. "\$\$\$", "+great deal+", or "The best deal in town!!!").
- **Formatting** – Avoid any special formatting (e.g., bullets, carriage returns, **bolding**, *italics* and colors) in the text you provide. Special formatting will not be displayed in your profile.

Frequently asked questions

Where do I go if have questions or suggestions about the program or the leads I receive?

Please contact your account manager directly with any questions, suggestions or comments about the program or your leads. As an alternative, you can also contact our Customer Care team at 888-393-5000 or customercare@buyerzone.com.

How do I make changes to my profile?

It's imperative to keep your profile updated with accurate product and service information, as well as contact details. You may edit your profile at any time by [logging into Lead Center](#).

Can I increase the number of leads my company receives each month?

You can request an increase in the number of leads your company receives each month by raising or removing your monthly lead cap, expanding your geographic sales territory, or adding new product or service categories. Your account manager can determine whether additional lead inventory is available, and if so, make the necessary changes to your account. If you wish to expand into territories or categories in which all leads are already being fully distributed, your account manager can add you to our waiting list and inform you when space becomes available.

Will you always limit the number of sellers that receive the same lead as our company?

Yes, BuyerZone will always limit the number of sellers that receive each lead. The number of sellers matched to a buyer fluctuates depending upon the product or service category and the buyer's location and purchasing criteria. The maximum number of suppliers who will receive a given lead ranges from 4 to 6, depending upon the category, but never more than 6.

What is the average close rate that sellers experience with BuyerZone leads?

In general, our sellers experience high close rates with our program – some closing more than 30% of their leads. It is difficult to set expectations for close rates across our seller network because so much of the sale is directly dependent upon your company's ability to respond to and meet the needs of the buyer. We have found that the most successful sellers in the BuyerZone network are those who have an engaged and responsive sales force, who are aware of the timeliness of their BuyerZone leads and who not only follow up with them immediately, but stay connected with their buyer in the weeks and months to come.

Can I temporarily pause the leads I receive?

Yes, you can pause the leads we send to you up to two weeks per calendar year. If you are going on vacation, have an emergency or whatever the case may be, please work with your account manager or our Customer Care team to temporarily pause your leads.

How to contact us

We want to hear from you, early and often. Your account manager is always available to answer questions and address any issues, but there are also other ways to provide feedback.

Twice a year, you should expect to receive a survey which asks questions about your experience with BuyerZone and your interest in future service enhancements. We appreciate you taking the time to respond.

You will also receive our quarterly Seller Network News newsletter which includes important program announcements, tips for success and other pertinent updates and information.

Finally, we may also periodically check in with you to make sure everything is going well and to see if we can be of any help. We are sincerely interested in making your participation on our program a mutually successful endeavor.

Important contact information:

Customer Care

888-393-5000

customercare@buyerzone.com

Monday through Friday - 9am to 6pm EST

Account Services *(invoices, activity reports, credit card information)*

781-734-8645

accountservices@buyerzone.com

Mailing Address

BuyerZone

225 Wyman Street

Waltham, MA 02451

Fax

781-734-8650

Stay in touch!

Follow BuyerZone on Twitter: [@BuyerZone](https://twitter.com/BuyerZone)

Read our blogs: [About Leads](#) | [In the Zone](#)



Questions? Contact your account manager directly or call 888-393-5000 or customercare@buyerzone.com

