

*Listen
up*

*here's some
good news*

*The Vox Dealer
Training Manual*

Someone's listening to you





*Getting
Started*

What's in your kit

Your Official Vox Dealer Kit should contain the following items:

- 1 x Welcome letter from the Vox CEO
- 1 x Dealer Training DVD
- 1 x Dealer Training Manual (what you're reading!)
- 3 x Business Opportunity DVDs (to hand out to potential dealers)
- 1 x Business Opportunity brochure
- 100 x Business Opportunity flyers (in pad form)
- 1 x Customer/Dealer registration pad
- 1 x Vox sticker
- 1 x Vox notepad
- 1 x Vox pen



*All pricing information
and comparisons can
be found on the website
(www.vox.co.za).*

Our vision is to **'Harness the entrepreneurial energy of South Africa to build an exciting new age Telco in which our customers have a stake holding'**.

Purpose of the Vox Dealer Training Manual and DVD

Welcome to the official Vox Dealer Training Manual!

The purpose of this training manual is to empower you, as a Vox Dealer, to confidently discuss and sell the Vox range of products and services. You will find a Training DVD in your Dealer Kit, which accompanies and supports this manual. The DVD will walk you through all the information in this manual. We have tried to cover as much as possible in this manual, so take your time to go through each section. Remember, there is a lot to cover, so it might be easier to break it into sections. For all your other questions, please either visit the Vox website (www.vox.co.za) or contact Vox at help@voxtelcom.co.za.

Vox ensures that there will be three main pillars in place when you start your Vox Business:

- The first pillar is Vox. We recognise that you want to succeed as an entrepreneur and so we take care of the research, development, manufacture, warehousing and supply of all our high-quality products. We also carry the financial responsibility and risks associated with growing your company, as well as all the hassle of administration, IT systems and payments of compensation. As already mentioned, we pride ourself on the training and business development support that we offer you, so that you can focus on the important stuff...growing your business and making money.
- The second pillar is your line of sponsorship. This is also referred to as your upline. This line begins with the person who introduced you to the company and works upwards from there. The purpose of having such a structure in place is to make sure that you are never left to cope alone. You will always have your upline on whose experience and expertise you can draw.
- The third and final pillar is the most important pillar of your business...YOU! You will be the Managing Director of your Vox Business, so it will be up to you to decide how big you want it to grow and, of course, how much you want to earn each month.



All advertising and marketing material/guidelines can also be found on the Vox site.

We have included a section called “Support” towards the end of the manual, so refer to that section for detailed contact info. Remember that there is always someone listening to you!

Vox overview

Who is Vox?

Vox is the direct selling consumer initiative of the Vox Telecom group of Telco companies. Vox sells a wide range of high quality, affordable telecommunications products and services to South Africans through a network of entrepreneurs. Vox is, therefore, a consumer Telco and network marketing channel that offers consumers and small businesses an affordable alternative to traditional operators.

Vox empowers any and all South Africans by giving them the opportunity to not only take control of their telecommunication costs, but also benefit from recommending these services to their friends, family and community.

Vox gives every member of the Vox Community a stake in both the lucrative Telco sector and in the Vox business.

The deregulation of the South African Telco sector in early 2006 has created an opportunity for new entrants in the voice industry, a formerly protected but highly lucrative market. Capitalising on this window of opportunity, Vox Telecom has launched a consumer initiative geared at empowering South Africans to promote Telco services through their own social networks, and in return offer them the opportunity to become part of the Vox Community, earn residual income and save on their telecommunication costs.

What does the future hold?

Vox aims to grow our network to 100 000 subscribers by the end of 2008 and more than 500 000 members by 2010. By leveraging the power of compound growth Vox, through the Vox Community, intends to become the largest reseller of consumer and SME Telco services in South Africa.

Vox Telecom's timeline:

1998

- Monthly recurring revenue: R183 000
- Businesses: 257
- Subscribed consumers: 51
- Staff members: 25

2000

- Monthly recurring revenue: R590 000
- Businesses: 833
- Subscribed consumers: 917
- Staff members: 47

2007

- Monthly recurring revenue: R115 million
- Businesses: 12 500
- Subscribed consumers: 63 000
- Staff members: 510

Vox Telecom Limited

Vox Telecom Limited is the leading alternative, independent telecom operator, providing voice and data services to the southern African market. The company is listed on the AltX, a division of the JSE and currently has a market cap of over R 2 billion.

The Group has over 10 years experience in the Telecommunication (Telco) Sector and aims to provide cost-effective, innovative telecommunication solutions to consumer and business customers whilst ensuring the delivery of outstanding customer service.

Vox Telecom has offices located in Johannesburg, Durban, Cape Town and Pretoria in South Africa as well as in Windhoek, Namibia.

These are four of the companies that exist in the Vox Telecom stable.



DataPro



For more information about the Group and its subsidiaries, visit <http://www.voxtelecom.co.za>

The Vox Community

The Vox Community is all about South Africans, red-blooded, rainbow-nationed, people-loving, pride-filled, free-living South Africans, to be exact. The Vox Community is a group of South Africans who believe in themselves. Individuals who want to change their destiny and take control of their lives.

Vox is about you, your family, your friends and, more importantly, your business. Vox is by your side every step of the way. We believe in you and your future! We understand that time is money and that you need all the help you can get, so we provide you with comprehensive training, marketing material and advertising guidelines, business and selling tips, 24/7 support, quality products and services, and a trusted brand name.

Shop online

One of the many benefits of joining the Vox Community is the access you receive to our Partner Network, namely, the Vox Shop. Vox has leveraged the brand to bring you unbelievable prices on major brands like LG, Tedelex, Whirlpool, Russel Hobbs, and Sealy, to name a few. And all from the comfort of your home or office.

The Vox Shop is our dedicated online shopping network, offering you fantastic discounts on products such as LCD screens, cars, beds, domestic appliances, etc. Visit www.voxshop.co.za for great deals!

Giving back to the community, through The Community

One of Vox's major objectives is giving back to the community and the people. We believe in making a difference! Vox initiatives include supporting projects within local communities such as non-profit homes, schools and youth sports teams. Our network reaches to the farthest corners of South Africa, and we are committed to listening when you need help.



Difference

| noun | *a significant change in or effect on a situation*

The Telco Sector

Telco stands for Telecommunications. Telecommunications (also shortened to telecoms) encompass everything from making a simple telephone call to accessing the Internet.

We live in an information age where telecoms have become essential to survive and succeed. However, South Africa's telecommunication costs are amongst the highest in the world, with some family bills high enough to finance a new home. And, on top of that, debts are mounting and disposable income is shrinking. We all yearn for financial freedom and more time for what matters most!

The Telco Sector is dominated by large companies that have, until now, been protected by legislation. These companies finally have the competition that will allow telecom costs to go down. This competition means that, at last, all South African people can have access to the latest technology. The fact that this sector already generates R100 billion per annum and growing, coupled with the entry of companies like Vox, people like you have the opportunity to change South Africa's Telco Sector!



*Telecommunications
= Telecom = Telco*

Explanation of Telco sector jargon!

The Telco Sector is full of jargon – some of which you may have heard – that is used to characterise different processes and types of technology. At the end of this manual you will find a comprehensive list of jargon. Don't worry if some of the terms are still confusing – we don't expect you to become an IT wizz...our aim is simply to provide you with more information about the industry.

In order to understand where we are today on the technology spectrum, we first need to look at how we got here. Here's a brief history of Internet connection technology...

As humans, we perceive the world in analogue. Everything we see and hear is a continuous transmission of information to our senses. This continuous stream is what defines analogue data. Digital information, on the other hand, estimates analogue data using only ones and zeros (electronic signals).

For example, a turntable (or record player) is an analogue device, while a CD player is digital. This is because a turntable reads bumps and grooves from a record as a continuous signal, while a CD player only reads a series of ones and zeros. Likewise, a VCR is an analogue device, while a DVD player is digital. A VCR reads audio and video from a tape as a continuous stream of information, while a DVD player just reads ones and zeros from a disc.



Community
| noun | *a network of people
sharing common interests
and ideas*

Since digital devices read only ones and zeros, they can only approximate an audio or video signal. More importantly, computers can only handle digital data, which is why most information today is stored digitally.

When it comes to telephone systems, they were designed for the human voice and to be able to communicate a continuous stream of analogue information. More specifically, they were, and still are, very efficient at carrying voice (audio signals).

Many years ago the need to transmit computer information across the telephone network became apparent.

To enable this process analogue modems were developed.

What transpired was that electronic signals (one and zeros) needed to be converted into analogue signals.

So nowadays when the propeller heads from the IT industry ask you “Do you want an Internet connection?” the next question that they ask is:

Do you want?

- Analogue
- ISDN
- ADSL
- 3G/HSDPA
- Wireless

So what do all these acronyms mean?

Analogue

The most used method to connect to the Internet is via Analogue Modems.

Understanding that the POTS (Plain Old Telephone System) network was designed to carry voice gives us some insight into the problems faced when trying to transmit electronic data. Voice and human hearing operates between the range of 20 Hz (imagine a groan) and 20Khz (imagine a kid screaming). To enable us to send information electronically we then had to modulate the frequency of the electronic signal to operate between this range and once received on the other side had to then demodulate it back to the original signal. This process of MODulation and DEModulation resulted in the unit carrying out this function to be known as a MODEM.

So the devices used for computers to talk to each other over a POTS network are referred to as Analogue Modems.

You are probably aware of those series of high pitched sounds you hear when a computer using a dial up analogue modem tries to talk with another computer (e.g. when dialling up onto the Internet.) This is known as handshaking and establishes a common ground between the two devices that allows them to be able to modulate and demodulate signals back and forth between them at a speed that they can both maintain.

The limitation of 20Hz to 20Khz means that the fastest speeds that an analogue modem can reach on a POTS network is restricted to 48Kbps (with compression this may go up to 56Kbps). This limit cannot be exceeded. So the amount of information that can be crammed down a POTS network is 56Kbps and this is known as the bandwidth.

However because the analogue modems have to modulate and demodulate the signals and coupled with “noise” on the voice line they have to retransmit data with errors.

This can occur up 20 times per second on an average phone line and as a result Analogue Modems are neither very fast nor very reliable. This is what appears to the user to be a slow Internet connection.

Why do so many people still use analogue modems? Well, firstly they are cheap and, secondly, they can be used on any POTS network.

However, the customer still has to physically dial into a services provider (which carries a fee) and has to pay for every minute that they are on the line (Telkom costs). It also takes about a minute to establish a connection (with handshaking) before they can begin.

ISDN

ISDN stands for Integrated Service Digital Network.

The digital component of the name should give you the hint that this network was designed primarily for computer signals to be carried. It was acknowledged about 30 years ago that analogue modems were limited in terms of data transmission. ISDN was the international standard designed to cut out or by pass the POTS network and allowed for the direct sending and receiving of digital signals without the need for modulation. Instead of using amplifiers to bolster human voice signals (as with the POTS network) it used repeaters to boost the electronic computer signals.

Its other advantages were that it was cheap to upgrade the existing POTS network and that it was compatible with it. Most importantly, however, was the fact that it could send information at speeds of 64Kbps and simultaneously receive information at 64Kbps effectively giving a combined speed of 128Kbps. Furthermore, because there was no modulation or noise very few resends had to occur so in real terms it was able to perform 5 times faster than conventional analogue modems. The connection time was less than a few seconds and it allowed for two channels, one carrying voice and one data. This now meant that you could be talking on the phone and simultaneously sending and receiving information via your computer.

When using ISDN, the customer still has to physically dial into a service provider (these providers are known as ISPs, namely Internet Services Providers) and has to pay for every minute that they are on the line (Telkom costs).

ADSL

ADSL stands for Asynchronous (or Asymmetric) Digital Subscriber Line. To put it simply the key here once again is that it is digital. It has been designed for electronic signals. It is basically the big brother of ISDN.

The two main differences are:

1. It is a permanent connection i.e. you pay a fixed monthly fee depending on how much speed you require (once again to Telkom) but no call charges. So instead of having to dial in whenever you need to connect you are always connected.
2. The speeds available are extremely fast, namely 384Kbps, 512Kbps, 1Mbps or 4Mbps and you are able to get it in a variety of capacities from 1GB, 3GB, 10GB or unlimited capacity.

It is almost like going from an ox wagon to a Formula 1 racing car.

The draw back is that the client must be within a 5km radius of an ADSL exchange, so not all parts of SA are covered.

The billing for this service is split into two components:

- Telkom access (depending on the speed required), and
- The ISP component (depending on the capacity required).

3G/HSDPA

3G stands for Third Generation and HSDPA for High Speed Download Packet Access. This allows users to have portability and does not require a fixed line. It is ideal for people on the move or for those without access to ADSL. Typically, portable computer users or those that travel extensively but who require a frequent connection to the Internet take advantage of this technology. The signals are transmitted via the cellular (or GSM) networks. Once again not the whole of South Africa is covered with this technology and although initial advertising stated speeds of 1.8Mbps the SA Advertising regulatory authority has had these withdrawn as it could not be substantiated even under ideal conditions.

Wireless

As the name implies this technology allows for Internet connectivity via radio signals. As with the previous technologies not all areas of South Africa are currently covered and it is imperative that signal testing is done to confirm whether or not the service is available in specific areas.

It is important to note that any technology over and above the analogue modem speeds of 56Kbps is referred to as “broad-band”. Broadband has two components:

1. Access speed (384Kbps, 512Kbps, 1Mbps, 4Mbps, etc).
2. Capacity (1Gb, 2Gb, 10Gb, unlimited, etc).

With ADSL the Access Component is typically with Telkom and the Capacity is with the ISP. With 3G/HSDPA or Wireless these are both sourced from the ISP.

As with so much in life, the choices are varied and it is important to understand the customer’s requirements and to offer a solution that meets his/her requirements.

The irony is that we started by trying to put computer signals over a voice line and now have come full circle by transmitting voice over data networks. The result is an alternative and more cost effective method of telecommunication.

The power of us

In an age where we are bombarded from all angles with advertising messages, the power of us is growing. The power of us is people, friends, family, colleagues, etc. talking to each other about products and services. Word-of-mouth is powerful because people (South Africans, in particular) are social; we like to talk to each other and pass on stories, good or bad. Word-of-mouth, primarily because it provides a timely and credible vicarious experience, also speeds up the decision to purchase products and/or services.

Think about it. If a trusted friend tells you how good a movie, hotel, book, chocolate bar, etc. is, you are likely to act on that recommendation more quickly than if you saw an advertisement. This is because your friend is a source you can believe and trust and the “indirect experience” they have provided has made your decision to purchase easier.

The same principle applies to telecoms products and services, except that, because the decision is generally more complex and important, and because the involvement in the decision is usually higher, the “word-of-mouth” recommendation is potentially much more powerful.

Word-of-mouth marketing is always relevant and timely, it is driven by customer needs and it grows exponentially. You tell a story to five people, they each tell it to five more, who tell it to five more after that. All entrepreneurs understand the principle of leverage. Vox appreciates that by harnessing the power of referral marketing, and rewarding all entrepreneurs, your success and geometric growth is inevitable. If one was offered R100 000 or 1 cent doubling every day for a month most people would pick the former, however, it would be a mistake as the latter adds up to R10,737,418 in a 30 day month and R21,474,836 in a 31 day month! That’s the power of leverage.



*“Consumers are
50% more likely to be
influenced by word-of-mouth
recommendations from their
peers than by radio/TV ads”*

IntelliSeek, 2007

Introducing referral marketing

Referral marketing has a number of names: word-of-mouth selling, direct selling, network marketing, or multi-level marketing. They all boil down to one thing – the opportunity for the entrepreneur to start his/her very own business at a low-risk and with a minimal capital layout. However, the biggest difference between referral marketing companies that succeed and those that fail is the foundation of products. Without a solid product and service offering, the concept is unlikely to maintain consistent and sustained growth.

The Telco Sector is experiencing a revolutionary change. Companies are cutting loose from their narrow focus on a few specialised products to compete in the larger world of services.

New offerings range from low-cost telephone calls over the Internet (VoIP) to mobile Internet access. Now add the fact that these services are becoming more and more entrenched in our lives AND the entrepreneurial spirit of South Africans, and you can see that referral marketing is poised to revolutionise this sector.

Telco services have become necessities. Long-distance telephone calls were once considered luxuries. Today, for most people, long-distance voice communication is an operational necessity. The same can be said of Internet access and email communication.

A few decades ago, who would have imagined shopping, researching, learning and communicating via the Internet? Information technologies make delivering services easier. At one time, businesses were limited by how many employees they could put in personal contact with customers. The development of information technologies has multiplied the number of customers a company can serve and made it easy to keep track of relationships and commissions.

Referral marketing, or network marketing, is the perfect vehicle to provide telecommunications products and services to all South Africans, as it has the potential to spread quickly and reliably, as well as offering entrepreneurs the opportunity to start sustainable businesses.

Referral marketing in the USA Telco Sector is already well established, with many companies boasting revenues in excess of \$1 billion. Here are some examples:

- In America, in the 1990s, MCI Communications Corp. began to sell a long-distance telephone service through Amway, a referral marketing company. Ultimately, MCI developed its own “Friends and Family” referral-marketing program and made itself the number-two long-distance telephone service supplier positioned behind AT&T.
- Before it was Sprint Corp., U.S. Telecom Inc. established a joint venture with Network 2000, an independent network marketing company organised specifically to develop customers for a long-distance telephone sales program, attracting more than three million customers.
- Excel Communications Inc. was founded in 1988, accelerating from \$30.8 million in 1993 revenues to more than \$506.7 million in 1995. In May 1996, Excel launched an Initial Public Offering (IPO) on the New York Stock Exchange with a market valuation of approximately \$150 million. Excel stock was offered at \$15 per share and closed at \$29.38 the first day.
- Other referral marketing businesses in the American telecommunications industry include American Communications Network (ACN Inc.) of Southfield, Mich., and National Telephone & Communications (NTC Inc.) of Irvine, Calif.- each with its own market niche and strategic alliances with long distance carriers.

All your questions answered

Okay, so what exactly is Referral Marketing?

Referral marketing is also known as network marketing, and is by no means confined to the online world; in fact it began long before the World Wide Web. Some very large and successful companies were built, and continue to thrive, on a referral marketing model.

This is how it all works: a company sells products and services via a network of entrepreneurs instead of a traditional store. This means that the company is able to sell the products and services to customers at a reduced rate because of the lower overheads, as well as the ability for the company to grow at a rapid rate! The entrepreneur also has a much lower startup cost, with the benefit of an established company.

The company also encourages entrepreneurs to recruit other entrepreneurs, in order to increase the capacity of the company. The referring entrepreneur then also earns commissions on the products that the referred entrepreneur sells. If the entrepreneur they referred also brings in other entrepreneurs, the original entrepreneur also receives commissions on those sales - and so on. This is the multi-level or network component of the company.

What is my downline?

Your expanding network of customers, dealers and satellite branches constitute your downline. But it's not really a "down line", it's more like a business web! In order to build a healthy retail side to your business you need only a few customers who use your products regularly. Often your customers will include family and friends to begin with, but word-of-mouth referrals and talking to colleagues and new people you meet will ensure that your customer base grows.

What is my upline?

Vox requires that current Vox Dealers need to "sponsor" a new Vox Dealer. As Vox is built around a solid Vox Community, this ensures that new entrepreneurs always have someone to help them grow their business. Your upline, therefore, represents your direct sponsors and every person in their direct sponsored line.

Question

| noun | *an expression of inquiry that invites or calls for a reply*

Is referral marketing a pyramid scheme?

No! There are, however, some similarities between referral marketing and pyramid schemes, except that pyramid schemes are illegal and there's usually no tangible product or valid service involved. Vox complies with the Direct Selling Association (DSA) code of conduct, which means that we rely solely on product and services sales, as well as strictly excluding recruitment commission.

Why doesn't Vox retail via supermarkets and stores?

Vox is a referral marketing company, which means that, instead of retailing products and services through shops, they are sold via a network of entrepreneurs, direct to the end customer. And, in turn, these entrepreneurs retail the Vox products and services via referrals to their own personal client base (people they know or meet). They do not cold-call or sell door-to-door. This means that products and services can be sold at a realistic price, as well as originating from a reliable source.

Am I right in thinking that I run my own businesses?

Yes, you are now officially self-employed! Congratulations! You now have the ability to earn income through profit on the Vox products and services that you and your customers sell. You earn commissions based on the volume of sales generated by you and your network of people.

The DSA code of conduct

Vox adheres to the Direct Selling Association of South Africa (DSA) Code of Conduct, which is aimed at achieving the satisfaction and protection of consumers, the promotion of fair competition between members and the provision of gainful income earning opportunities and the protection of persons contracted as direct sellers to represent members. These objectives are to be achieved within the framework of free enterprise, and the enhancement of the public image of the Direct Selling Industry.

You can find the full DSA Code of Conduct on www.vox.co.za.

The Vox portfolio

The biggest difference between referral marketing companies that succeed and those that fail is the foundation of products. Without a solid product and service offering, the concept is unlikely to maintain consistent and sustained growth.

Vox offers you a variety of voice and data services, aimed at the home user and small businesses. There are some great features about our offerings.

- Firstly, there are no contracts on our voice products. We offer our services on a month-to-month basis and all your customers have to do is agree to cancel one month in advance.
- We don't believe in selling complicated bundles and packages, that's why we offer you an easy-to-understand list of products and services.
- And lastly, you earn on what you use. Being part of the Vox Community means that you will save money on your personal usage and earn on your dealers and customers.

There are two areas in which Vox has products and services to offer: Voice services and Internet access services.

Vox benefits from the group's extensive experience and buying power in the voice market, and can, therefore, offer you high quality telephony services at very competitive prices. Similarly, in the Internet access market, we are able to offer a wide variety of choice, also at competitive rates.

Our product range is continually growing, so don't forget to frequent the Vox website for new product information. If you need more of an understanding of the terminology in this section, refer to the chapter on Telco Sector Jargon on the DVD or in this manual. The glossary at the back of your manual also contains detailed information on the different terms used.



Dial-up

Ok, so here's what's currently on offer. Within the framework of the dial-up service, Vox offers Vox Mahala and Vox Dial.

Vox Mahala

Vox Mahala is a FREE dial-up service. With Mahala you can now dial-up wherever and whenever you need to – all WITHOUT monthly Internet service charges.

Vox Mahala is the ideal solution for people that need no more than 3 hours of Internet access per month. It is also perfect as a backup service when travelling or when your regular service is unavailable. All you will pay are your Telkom dial-up charges for the amount of time you are dialled up!

Costs include a R50 once-off activation fee. There are no monthly charges or subscription fees – you only pay for the phone minutes used while connected. Requirements include a standard telephone line with either internal or external analogue modem and a Mahala starter pack.

Lets look at some of the important features and benefits of Vox Mahala:

- There are no contracts.
- There is no monthly subscription.
- You get an @vox.co.za mailbox
- There is a webmail facility which allows you to access your email from anywhere when traveling.
- Vox Mahala is ideal for low-usage Internet access and as a backup for your existing service

Vox Dial

Vox Dial is the most basic way to connect to the Internet and perfect for new Internet users. If you are only using the Internet to download a small amount of email and visit the occasional website – dial-up is the perfect option!

Vox Dial is the ideal solution for people that require between 3 and 6 hours of Internet access per month.

The costs include a R50 once-off activation fee, a monthly subscription fee of R75 per month, and, of course, the Telkom costs of dialling up. Requirements include a standard telephone line with either internal or external analogue modem and a Vox Dial starter pack.

The features and benefits of Vox Dial also include no contractual lock-ins, your very own mailbox, a webmail facility to access your email remotely and a basic anti-spam filter.

Broadband

In terms of Internet access, customers also have a variety of broadband options available to them.

Vox ADSL

ADSL is a digital line that allows you to remain permanently connected to the Internet for a fixed monthly fee. ADSL access is ideal for a consumer or small to medium business that uses the Internet on a continuous basis (or more than 6 hours per month) and requires broadband connectivity at a fixed cost.

The Vox ADSL solution requires an ADSL-enabled line from Telkom. This is nothing more than your regular telephone line that has been converted to ADSL. In addition, you will also need an ADSL router/modem, or the Vox ADSL phone, and an ISP data package to connect.

ADSL consists of two components. Your physical ADSL-enabled Telco line, which ranges in speeds from 384Kbps to 4Mbps, and an ISP data package, which Vox offers in 1GB increments.

Costs include a R50 once-off activation fee, a monthly Telco line rental, a monthly ISP service charge, and additional usage costs. Requirements include an ADSL line and an ADSL modem/router or the Vox ADSL Phone.

The main features and benefits include the ability to surf the web and make calls at the same time, access to high-speed broadband internet, and your very own mailbox. The Vox ADSL solution is ideal for home and business users and offers 24/7 hassle-free Internet access.

3G/HSDPA

Vox also offers the entire range of Vodacom 3G/HSDPA packages. 3G/HSDPA, or just shortened to 3G, is a wireless Internet connection solution that sends a signal over the GSM or cellular networks. It is ideal for people that need a fully mobile solution.

Whether you're working from home, travelling, or at your favourite coffee shop, the advantages of 3G are undeniable, and to many people it has become an indispensable tool. 3G gives you instant access to a wide coverage area, which allows you to connect to the Internet wherever there is a GSM signal.

The costs include monthly charges or subscription fees.

The main benefit of 3G is affordable mobile broadband Internet access. There is also a very short installation time required, which means less waiting! So as a customer, you get a portable USB modem, which enables you to connect to the Internet wherever a GSM signal is present.

iBurst

And finally, Vox also offers you the option of connecting to the Internet via iBurst. iBurst is also a mobile wireless broadband connection. It is ideal for people that want broadband Internet access in their home or business and are unable to get ADSL in their area.

It provides secure mobile access to e-mail and Internet, with speeds of up to 1Mbps within the coverage areas. The advantages of iBurst are that:

- It's mobile - use your modem anywhere in iBurst coverage areas
- It's fast - get high speed Internet and email access
- It's wireless - no wires means no messy installation
- It's always-on - there's no need to keep re-connecting
- It's affordable - tailored packages will suit your needs at affordable rates
- It's instant - it's easy to install; no delays; no activation fees

The costs include monthly charges or subscription fees. Please note that in some areas you might require an additional antenna.

The main features and benefits of iBurst are that it also offers a mobile wireless Internet solution and short installation time!

OK, so those are some of the Internet access options available to you...what a choice!

Voice

Now let's look at the voice service offering from Vox.

Vox ADSL Phone

The Vox ADSL Phone offers all the cost-saving benefits of VoIP over your home ADSL line. You can start saving on your phone calls now! Vox offers you the opportunity to not only save on all outgoing calls but also receive rebates on your incoming calls. Vox ADSL Phone consists of a wireless ADSL modem/router and VoIP Digitally Enhanced Cordless Telephone (DECT) that allows you to make calls and access the Internet from anywhere in your home. You also get your own unique 087 number from which to make and receive calls at affordable rates.

Costs include a R300 once-off startup fee and then R49 per month after that. This includes the Vox ADSL Phone unit (worth R3000), an ADSL wireless modem/router, your own unique 087 number, a lightening protection unit, insurance, delivery, caller ID display (CLI), call return, call waiting, call forwarding and speed dial.

Remember, you need an ADSL-enabled line in order to use the Vox ADSL Phone. The Vox ADSL Phone is a high-quality cordless DECT handset with a wireless ADSL modem. The main features and benefits include a permanent connection to the Internet, discounted call rates on fixed line and cellular calls, and the ability to access the Internet and make calls from anywhere in your home.

Customers are also able to purchase bundled international packages, which offer even lower call rates! The bundles comprise of “500 mins per month” packages, all costing at R100. The following destinations are currently offered: Israel, Canada, Europe, UK, Australia and the USA.

As with all of the Vox range of products and services, the best part is that you are able to save money AND make money!

Other

Vox Fax

And then we have Vox Fax, which is the next generation email-to-fax solution. With Vox Fax you have the ease of receiving faxes directly to your mailbox, as well as the facility to quickly and easily send faxes directly from your mailbox. Sending faxes will cost you less, and it's as easy as attaching the document you wish to fax to your email and clicking the send button!

Costs for Vox Fax include a R50 once-off activation fee and there is a usage charge for outgoing faxes. There are no monthly charges or subscription fees. The customer is required to have an Internet connection and advanced features include an online management tool to track your faxes.

Features and benefits of Vox Fax include your own personal 087 fax number. You can send and receive faxes from your email. There is no contract and no monthly subscription.

All faxes are sent directly to you – so gone are the days of lost faxes. You can easily send and receive files – all from one place.

Overview

So here is an overview of the Vox Product Portfolio.

There are a number of connection options:

- Vox Mahala, which is a free dial-up where you only pay for your usage
- Vox Dial, which is a monthly dial-up service
- Vox ADSL, which offers a fast and reliable permanent connection
- And Vox also offers wireless broadband products, including 3G/HSDPA and iBurst

In terms of voice services, the Vox ADSL Phone is the ideal way to stay in contact, as well as save and make money.

And then there is Vox Fax, which allows you to send and receive faxes from your email.

Coming soon

Coming soon are products such as Vox Centrix, a centralised PABX for small businesses and Vox Mobile – an affordable cellular service.

Vox Centrix will be a centralised PABX system for small businesses with call forwarding and cost savings.

Vox Mobile will offer you affordable cellphone usage and Mobile Internet wherever you go.

Remember to regularly visit the Vox website for up-to-date product, service and pricing information.

Compensation plan

As a Vox Telecom Dealer, you can earn income by retailing Vox Telecom products and services, as well as from the commissions paid to you directly from Vox Telecom as a result of the volume of product sales through your Vox Business.

So each time one of the members in your network purchases products or services from Vox Telecom – whether for their own personal use or customer sales – it is recorded as a sale for their business as well as for yours! At the end of each month you will earn rebates and/or commissions on profit you generate from your business. Here's a bit more detail:

- Our products are annuity-based, which means once you've made a sale you receive income every month for as long as your customer uses the service.
- You receive a percentage of the profit from the sales of products to your customers, and to their customers!
 - Each product and service will help you to earn income, whether it is from selling one of the product packs or by earning annuity income from services such as the Vox ADSL Phone (that means that on every call made by your customers via the Vox ADSL Phone!).
- You receive a performance commission based on a monthly accumulation of points.
 - Each product and service has points linked to it – just like an airlines loyalty scheme, for instance. These points are accumulated monthly and the commissions are calculated accordingly.

The detailed plan, with examples, follows:

The compensation plan for Vox Sales is based upon the gross profit (GP) generated by the sales of products to individual users. As every product carries a different percentage of GP and as each client's product usage from the Vox range is varied, the amount of GP generated per client may vary greatly.

For example, if a client's usage is low and is predominately outbound calls to local numbers, the actual GP generated by that particular client may be low. If however a client receives and makes many calls from and to, for example, mobile phones the GP that they generate may be high.

Regardless of their calling patterns, usage and the Vox products that they use, any and all GP generated by a client forms the basis for compensation to the dealer concerned.

Actual figures may vary depending upon the individual user but as an industry average for every R35 billed by a client R10 of GP will be generated. Vox will award points to the dealer on the following basis.

R10 Gross Profit (± R35 in Sales) = 100 points

The Compensation Plan allows for four types of compensation to be made.

Personal Sales Rebates

These are all the sales that a dealer has sold directly to their own customers. The Personal Sales Rebates are based on the table below.

PERSONAL POINTS	REBATE ON PERSONAL SALES
0 – 999	0%
1 000 – 2 499	24%
2 500 – 4 999	26%
5 000 – 9 999	28%
10 000 – <i>Infinity</i>	30%

An example of one sale of R350 would on this basis equate to R100 GP and 1 000 points. The Personal Sales Rebate applicable would then be 24% of R100 = R24

It is important to note that this R24 is an annuity amount, i.e. as long as the client bills this amount each month then the dealer would be entitled to this amount every month.

It would then follow on the same basis that if you had 10 customers billing this same amount then your monthly Personal Sales Rebate would be:

PERSONAL POINTS	REBATE ON PERSONAL SALES
0 – 999	0%
1 000 – 2 499	24%
2 500 – 4 999	26%
5 000 – 9 999	28%
10 000 – <i>Infinity</i>	30%

10 X R350 = R3 500 = R1 000 GP and 10 000 points.

The rebate applicable would then be 30% of R1000.00 = R300 pm.

We can see how this progresses if we look at the example below.

Let us assume that a dealer Jack starts with customer No 1, Sue, and soon builds up to customer No 10, Sally.

Personal sales values assume that R350 = R100 GP = 1 000 Points.

1	2	3	4	5	6	7	8	9	10	TOTAL SALES	TOTAL GP	TOTAL PTS	% REBATE	ACTUAL REBATE
SUE	TOM	DICK	JAN	FRED	JOHN	PAUL	GREG	KOOS	SALLY			0	0	
350										350	100	1000	24	R24.00
350	350									700	200	2000	24	R48.00
350	350	350								1050	300	3000	26	R78.00
350	350	350	350							1400	400	4000	26	R104.00
350	350	350	350	350						1750	500	5000	28	R140.00
350	350	350	350	350	350					2100	600	6000	28	R168.00
350	350	350	350	350	350	350				2450	700	7000	28	R196.00
350	350	350	350	350	350	350	350			2800	800	8000	28	R224.00
350	350	350	350	350	350	350	350	350		3150	900	9000	28	R252.00
350	350	350	350	350	350	350	350	350	350	3500	1000	10000	30	R300.00

As can be seen from the above the more customers a dealer has the greater the amount of GP they generate. As this amount of GP increases so to does the percentage of Personal Sales Rebate. Once a dealer achieves over 10 000 points the may earn the maximum percentage of Personal Sales Rebates namely 30%.

The more customers a dealer has the greater the amount of Personal Sales Rebates they will earn. Once again bear in mind that this Personal Sales Rebate earned is residual, or annuity income and will be earned each and every month by the dealer so long as the customer is using and paying for their services from Vox.

Group Sales Rebates

These are rebates that a dealer will earn over and above their personal sales rebates on all direct members within their group.

In the example above Jack's group rebate would also qualify for points and percentages listed in the Group Points table.

GROUP SALES POINTS	MEMBER REBATE LEVEL
0 – 1 999	0%
2 000 – 3 749	3%
3 750 – 7 499	5%
7 500 – 17 499	7%
17 500 – 29 999	9%
30 000 – 59 999	11%
60 000 Plus	13%

In this particular case Jack's points would be the same as for his personal sales namely 10 000, and therefore he would be entitled to a Group Sales Rebate of 7%.

7% of R1 000 = R70.

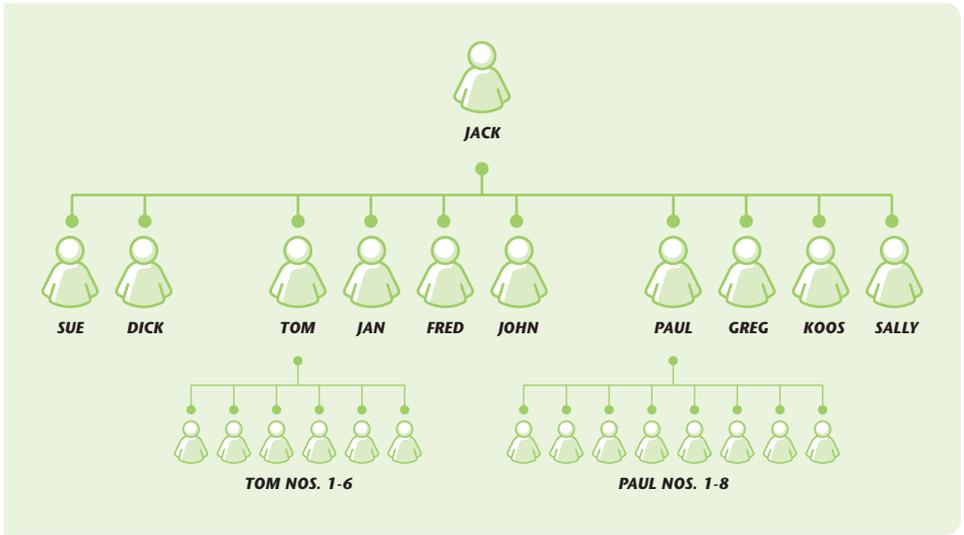
He would then achieve a total rebate of R300 and
7% of R1 000 = R70

His combined total rebate would then be R370.

If we now look at the example below the following has transpired:
Two of Jack's customers have become dealers (they now are no longer included in his personal sales) but remain as part of his Group Sales.

Tom and Paul have both become dealers, with Tom having on sold to six additional customers.

Paul has on sold to eight customers.



For the sake of simplicity we shall assume that everyone listed above spends R350 with a GP of R100 and has a points value of 1 000.

Jack now has $(10-2) 8 \times R350 = R2800 = R800$ GP and 8 000 points (personal sales rebate).

The personal sales rebate applicable would now be 28% of R800 = R224 pm.

In addition, he would now have a total number of Group Sales Points of:

8 (his Customers – Dealers, i.e. 10-2): $8 \times R350$ sales or $8 \times R100$ GP or $8 \times 1\,000$ points = 8 000 points.

Plus he would have Group points earned by Tom of $6 \times 1\,000 = 6\,000$ points.

And He would also have group Points earned by Paul namely $8 \times 1000 = 8\,000$ points

His total Group points now equals = 8 000 (his own) + 6 000 (Tom's) + 8 000 (Paul's) = 22 000 total Group points.

22 000 points would elevate Jack to 9% Group Sales Rebate he would now be eligible for $R800 \times 9\% = R72$ (from his personal customers).

The following sliding scale would then apply to the rest of his group:

GROUP SALES POINTS	MEMBER REBATE LEVEL	LEVEL	LEVEL	LEVEL	LEVEL	LEVEL	LEVEL	LEVEL
		0%	3%	5%	7%	9%	11%	13%
		0 - 1999	2000 - 3749	3750 - 7499	7500 - 17499	17500 - 29999	30000 - 59999	60000 PLUS
0 - 1999	0%	0%	0%	0%	0%	0%	0%	0%
2000 - 3749	3%	3%	0%	0%	0%	0%	0%	0%
3750 - 7499	5%	5%	2%	0%	0%	0%	0%	0%
7500 - 17499	7%	7%	4%	2%	0%	0%	0%	0%
17500 - 29999	9%	9%	6%	4%	2%	0%	0%	0%
30000 - 59999	11%	11%	8%	6%	4%	2%	0%	0%
60000 Plus	13%	13%	10%	8%	6%	4%	2%	0%

The two other members of Jack's group are Tom and Paul.

In Tom's particular case he has 6 Customers @ R350 = R2 100 = R600 GP and 6 000 pts.

So Tom is entitled to a personal sales rebate of 28% of R600 = R168.

He is also entitled to a Group Rebate of 5% of R600 = R30.

Total rebate for Tom then = R198 (R168 + R30). This is calculated as was the case for Jack initially.

Jack, however, is entitled to the difference (9% – 5%) between his Group Rebate and that of Tom, which is in this case is 4%.

So he will receive 4% of Tom's GP, i.e. R600 = R24.

Jack now has R224 (Personal Rebate) + R72 (his Group Rebate) + R24 (his portion of Tom's GR) = R320.

Paul has 8 customers.

His personal points would be 8 at R350 = R2 800 = R800 GP and 8 000 points.

So Paul is entitled to a personal sales rebate of 28% of R800 = R224.

His points for his group rebate would be 8 X (1 000) = 8 000 points.

8 000 points would elevate Paul to 7% Group sales rebate on his personal sales:

$R800 \times 7\% = R64$.

Total Rebate for Paul = R224 + R64 = R 288.

Jack, however, is entitled to the difference (9% – 7%) between his Group rebate and that of Paul, which is in this case is 2%. So he will receive 2% of R800 = R16.

Jack now has R224 (personal rebate) + R72 (his Group Rebate) + R24 (his portion of Tom's GR) + R16 (his portion of Paul's GR) = R336.

From the above it should be noted that the Jack can earn up to a maximum of 13% as a Group Sales Rebate.

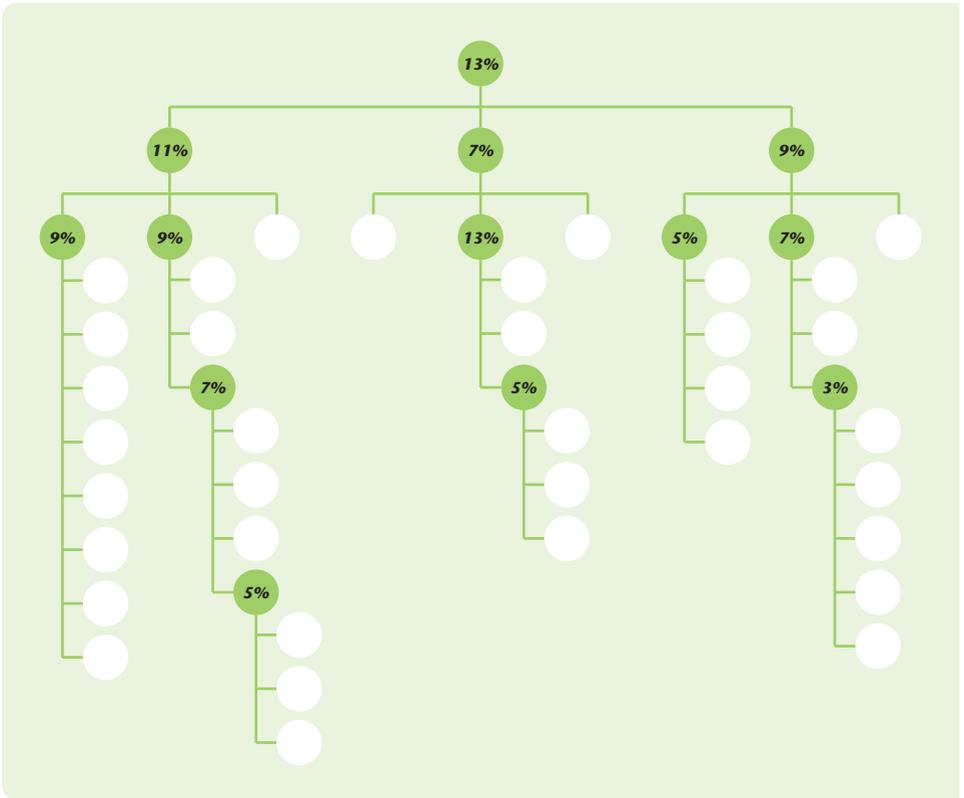
He will always have the total of his personal points as well as the points accrued from his dealers included in his group points.

From this it follows that he can never have fewer points than any one of his dealers. However, as any of his dealer percentage compensation from group sales increase, his percentage will decrease accordingly. As Paul's points increase Jack's points will also increase until such time as both Jack and Paul reach the maximum of 13%. At this stage Paul will become a satellite and Jack will earn 3% on all sales from this breakaway. Paul will then break away and will be lost to Jack from a Group Sales perspective.

To summarise, you earn personal points on all your own direct sales. As soon as any of your customers become dealers they are removed from your personal sales rebates but remain in your group points.

Your group points are for all members of your group no matter how deep.

In the example below green denotes Dealers and white customers. As dealer points grow they help to push the dealers above them to a higher percentage. However, it is possible for a non-performing dealer to be on the same level as one below them as is the case in the middle column level 2 and 3:



From the above it should be noted that a maximum compensation of 13% will be paid out at this group sales stage but that this will be on an equilibrium type basis, whereby as one goes up the other comes down. The end result is the formation of a break away satellite.

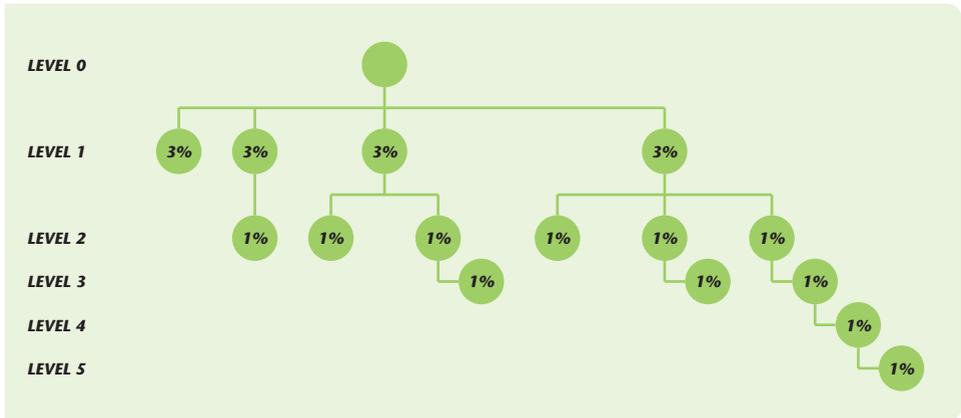
All of the points one achieves at either the personal or group sales rebate level are known as **unencumbered points**.

Performance Rebates

As explained under the group sales rebates as soon as one of the dealers that you initiated becomes their own satellite then you will be entitled to a performance rebate of 3% of the GP from that particular satellite (see table below).

Should this satellite have a dealer that achieves satellite status then you would be entitled to 1% of this satellites GP. This is repeated on down the line up to and including 5 levels deep, providing you have obtained the necessary rank.

BREAKAWAYS	SATELLITE	SATELLITE 1 STAR	SATELLITE 2 STAR	SATELLITE 3 STAR	SATELLITE 4 STAR
Level 1 Satellite	3%	3%	3%	3%	3%
Level 2 Satellite		1%	2%	2%	2%
Level 3 Satellite			1%	1%	1%
Level 4 Satellite				1%	1%
Level 5 Satellite					1%



As seen from the above chart the most that a dealer/satellite can earn in compensation from a performance rebate perspective is $8\% = 3\% + 2\% + 1\% + 1\% + 1\%$.

This is obviously dependant on how many levels carry on beneath each and every satellite and what status you have achieved. To summarise, a minimum of 3% and up to a maximum of 8% can be achieved for performance rebates.

Any points that are obtained from a direct satellite attributed to yourself are referred to as **encumbered points**.

Development Rebates

Development rebates are based upon the specific rank that you achieve within the organisation.

The rebates are generated as compensation for developing satellites below you.

1. **Customer:** The lowest and most common rank is obviously that of customer. These are individuals who simply use the product. As you have seen the customer using the product range from Vox has a significant advantage over normal telephone users and thus the savings that they receive justify the use of the various product sets, as well as standing on its own merits.
2. **Dealer:** These are people who decide to sell the product themselves. To become a dealer there is a once off R500 fee, which includes all training and documentation material as well as courier costs for delivery of the dealer kits to new dealers. Thereafter an annual membership fee of R150 which is for administration and ongoing communication.
3. **Satellite:** The criterion for becoming a satellite is the following: 60 000 unencumbered points, of which 5 000 must be personal points. Similarly, should these points fall below 45 000 unencumbered or 4 000 personal points, your status will be demoted back to that of Dealer.
4. **Satellite 1 Star:** The criterion for a 1 Star satellite is 75 000 total points. 10 000 of which must be unencumbered and 5 000 personal points and three satellites below you. Should your points drop below 45 000 unencumbered or 4 000 personal points you will be demoted back to Satellite status.
5. **Satellite 2 Star:** The criterion for a 2 Star satellite is 75 000 total points. 10 000 of which must be unencumbered and 5 000 personal points and five satellites below you. Should your points drop below 45 000 unencumbered or 4 000 personal points you will be demoted back to Satellite 1 Star status.
6. **Satellites 3 Star:** The criterion for a 3 Star satellite is 75 000 total points. 10 000 of which must be unencumbered and 5 000 personal points and seven satellites below you. Should your points drop below 45 000 unencumbered or 4 000 personal points you will be demoted back to Satellite 2 Star status.
7. **Satellites 4 Star:** The criterion for a 4 Star satellite is 75 000 total points. 10 000 of which must be unencumbered and 5 000 personal points and nine satellites below you. Should your points drop below 45 000 unencumbered or 4 000 personal points you will be demoted back to Satellite 3 Star status.

As in the example above should you develop a satellite that in turn develops a satellite and the number of your encumbered and unencumbered points permits you may achieve the status of Satellite 1 Star.

Similarly if this satellite develops a satellite then everyone would move one position across and you would then achieve a status of Satellite 2 Star (points permitting).

This progresses down to the 5th level, whereby you may achieve the status of Satellite 4 Star.

The development rebate is calculated upon your status and the status of the satellites that you have helped develop.

RANKS	SATELLITE	SATELLITE 1 STAR	SATELLITE 2 STAR	SATELLITE 3 STAR	SATELLITE 4 STAR
Satellite					
Level 1 Satellite		1%	1%	2%	2%
Level 2 Satellite			1%	1%	1%
Level 3 Satellite				1%	1%
Level 4 Satellite					1%
Level 5 Satellite					1%

If your rank is represented by the ranks in the above table, and the satellites that you have developed are represented by the ranks then it is easy to follow the example below.

Your status: Satellite 2 Star.

If you develop a Satellite 1 Star you receive 1% Development Rebate.

If you develop a Satellite 2 Star you receive 1% Development Rebate on both the 1 and 2 Star Satellites.

If you achieve a Satellite 4 Star status then you can earn 2 % on 1 stars, 1% on 2 stars, 1% on 3 stars and 1 % on 4 stars, up to two levels deep.

As can be seen from the above table the maximum additional compensation that may be earned from the development rebate is $6\% = 2\% + 1\% + 1\% + 1\% = 6\%$.

It is also clear from this table that it is possible for a satellite to develop a Satellite 3 Star which means that there is an opportunity for any dealer to equal or surpass the dealer that introduced him/her.

Awards and incentives

Building a great business requires dedication and lots of effort! At Vox, we strongly believe in recognising and rewarding all of our dealers that excel. So much so that we are in the process of developing a comprehensive awards and incentives programme.

By adding an awards and incentives programme, we ensure that networks and businesses grow in the right direction with the right people...Vox People! Some of the awards and incentives include vacations, training courses and products and services.

The programme is almost complete, but rest assured that you will be the first to know!

Vox selling tips

We have listed ten tips to help you with your Vox Business strategy. Here goes...

Have fun

There's no point losing sleep (except due to excitement) over any business. Keep your life balanced. Don't spend more time developing your business at the cost of your social or family life. Remember, you only get one shot in life, so don't waste it!

Keep it simple

Don't make your business over complicated. The simpler you keep it in your own mind, the easier it will be to achieve your goals and teach others.

Define your "reason"

If you don't have a reason for doing this business you will almost certainly fail. Clearly define (even write it down on paper and stick it to your PC if it helps) your long term goal. For example, you may want to pay off your bond with your Vox business, you may want to buy a new car, you may want to quit a job you hate or you may even want to be totally financially secure. Whatever your reason, make sure you define it.

Set easy-to-achieve targets

Depending on your present skills and experience, set easy-to-achieve goals. Whilst you should have defined your "reason" and long term aim of your business, you need to set out your plan to achieve that goal. It's far easier to walk 1,000 kilometres by breaking it down into 1 kilometre sections. Hitting an easy to achieve target will also give you motivation that encourages you and keeps you going.

Don't give up

Seems like a common sense tip yet it needs to be said. Succeeding in business takes a lot of hard work, focus and, most importantly, time. One of the biggest mistakes someone can make when starting a new business is that they give up within the first 6 months. Don't expect to make a fortune overnight. It doesn't happen. It will take many months and possibly years. Be realistic from the start.

Don't compare yourself with others

No one has all the skills necessary to make this business work on their own. Don't try to learn the skills others have - simply harness their knowledge by encouraging them to join your team! Try to avoid the trap of thinking you have to do everything yourself. You don't. The company have produced the product and the websites. All you need to do is find people who can find people who want to save money. That's all there is to it.

Work consistently

Keep your working hours consistent and manageable. If you are in a full time job, don't expect to be able to spend more than 5- 10 hours per week starting your Vox business. However, be consistent.

Be professional

Make sure the time you do spend on your Vox business is professionally managed. The best way to do this is to pretend you are employed by someone who is paying you R1 000 an hour to work for them. If you sit there aimlessly surfing the Internet and not being focused on your work would you be sacked? Yes! Be professional in your approach and you will reach a professional level of income. If you treat it like a hobby, you will get a hobby income.

Be realistic

Don't expect to be able to quit your day job within a week of starting your Vox business. Work out how many paying customers you will need to achieve the level of income you desire and then work out how many you will need per week to achieve your goal within your timeframe. Then set your plans to get that number of customers.

Follow the leader

Follow the examples set by those who are "living the life" with Vox. Don't begrudge the successful people in the business - follow their example. Remember, everyone who started with Vox all started at the same point - with zero customers. No one has any advantage over anyone else. You can always earn more than the person who introduced you to Vox if you work hard. This is one of the fairest business models on the planet. If you have a "regular" job it is unlikely you will ever earn more than your boss. This business is totally different and that's your advantage.

Seize the day!

Building your business

To earn and spend money freely is the single quality that most clearly distinguishes a free man from a slave. At Vox we believe that being a stakeholder in the Telco industry offers an unrivalled opportunity to build a successful business of your own.

Building a business is like priming an old water pump. You are required to put a lot of hard work in initially with no reward, but once the water starts to flow you can keep it going with minimal effort. The start up phase of your business requires a large effort with modest payoff. However, once the business becomes profitable the cash tends to keep flowing even when you reduce the intensity of your work. Once again, that's the power of leverage.

Remember, it's not for everyone. There will be three types of people that will be involved with Vox:

- Leaders (Satellite 4 Star)
- Dealers
- Customers

Only a few will become leaders. Some will become dealers just doing enough to make a little bit of extra income, and most will become ordinary customers who save money on their telecommunication costs.

Vilfredo Pareto, an Italian economist 100 years ago, came up with the 80/20 rule. 80% of the work will be done by 20% of the people.

In order to succeed with your Vox business, it is important to build your business both horizontally and vertically. Vox does not limit you to the number of customers that you may have, i.e. your horizontal line. You will grow this in direct proportion to the amount of effort you put in and you will reap the proportionate rewards.

In order to really make a success of your business you need to develop dealers, who in turn will develop customers and dealers of their own. This structure is referred to as your downline and at Vox we do not limit how deep you may grow this .

The objective is to create as many successful satellites below you as possible. Your success is directly related to the success of your downline. If you take care of your downline, your downline will automatically take care of your compensation.

To achieve success you will need to take control of your downline and lead from the front.

Leaders are made, not born. The foundation of leadership is to motivate people to perform to their maximum potential, and then to achieve goals or objectives that you set. Technology is a powerful tool, but it cannot eliminate the need to motivate, inspire and guide your network of people to success.

What makes a leader?

Colonel Saunders (of Kentucky Fried Chicken fame) was a failure at 66 years old. He got on the road and sold his chicken recipe for one nickel per chicken. 10 years later he had 600 KFC franchises and the business was sold for \$840 million in 1986. The point of this story is that no matter how old you are or what you have accomplished in life so far, it is never too late to develop the capacity to lead.

All leadership attributes can be developed through “studious reflection and practice”. Here is a list of personal attributes that you should strive to achieve:

Drive

It is the drive that gives leaders their seemingly superhuman ability to overcome obstacles, slough off rejection and endure disappointment. Ambition is the magic moment “when you reach the critical mass” and achieve your goals.

Persistence

A steady persistent effort will win over brute force every time. Staying in the fight is the key to victory. Those who fight on and never give up will win eventually, no matter how strong the forces arrayed against them. Look at successful sports personalities. Not all Springbok rugby players were great at school boy level, but persistence and love of the game, not the glory, ensure that they are successful. You will need to work your business methodically day by day. You need to set up and follow a plan every day. It is consistent effort that brings reward.

Teachability

Only when you have mastered the art of following will you be worthy to lead. Even if you are already a leader always be prepared to be taught something new. You must become teachable because if your method doesn't work you will need to look for better methods. Every problem has hidden in it an opportunity so powerful that it literally dwarfs the problem. In order to identify potential business builders, you have to sell the business first and see who is interested. Be selective.

Thick skin

No one has ever attained great success without first enduring a withering hail of criticism from friend and foe alike. Close your ears to the critics. Remember, your critics do not share your goals – if you listen to them you will end up achieving their objective instead of yours. Keep your eye on the prize. Attrition rates can be high among dealers with negative spouses. Few factors are more destructive to a person's will than twenty four hour opposition from a loved one.

Positive attitude

Lead by example, but inspire yourself first. The speed of a leader is directly related to the speed of his/her team. Flow is about positive thinking. Clear your mind of distractions and discouragements. Despite all of today's advantages people often end up feeling that their lives have been wasted. The best moments we experience usually occur when a person's body or mind is stretched to its limits in a voluntary effort to accomplish something difficult and worthwhile. It is struggle – not relaxation that makes us happy. When we are utterly absorbed in a difficult but worthwhile task we achieve a state of "flow".

When "flow" is achieved composers are able to write symphonies overnight, athletes can break records and businessmen are able to close major deals. Anyone can achieve "flow":

1. Treat your task as a game (set rules, goals, rewards and challenges) - keep score and track progress.
2. Set a goal larger than yourself.
3. Focus - it is a state of total absorption; forget about everything except the task at hand.
4. Surrender to the process - let go and enjoy.
5. Ecstasy - an intense feeling of joy and well being that will accompany your work.
6. This state of ecstasy releases unimaginable stores of energy. You will be astonished how much you can accomplish under its influence.

Satisfaction lies in the effort, not in the attainment. Full effort is full victory. Through "flow" you can obtain happiness even if success may still be a distant dream.

Compassion

A true leader will never let his/her people forget that he/she puts their interests first. Your success is directly related to the success of your network. When your only tool is a hammer every problem looks like a nail. Often in life we find a teacher we need only when we are ready to hear him/her.

Vision

Churchill, during the second world war, had a vision of success. He galvanised his allies towards this goal and ultimate success. The consequences of failure in business today are less dire than losing a war, but a compelling vision is no less vital for success. Many leaders have personal visions that never get translated into shared visions that solidify an organisation.

Your circle of influence is all that you should concern yourself with. You can't influence the tax rate or the weather so don't worry about it! Ineffective people spend a lot of time ruminating about their circle of concern. Proactive people focus their efforts within their circle of influence. They work on what they can do something about. Paradoxically, the more tightly you focus your circle of influence the larger it grows. It is by this method that a leader shares his vision with other people.

The first step towards cultivating a personal vision is to realistically acknowledge the gap between vision and reality and embrace it as a force for good. Like a rubber band the wider the gap the tighter the tension. There are only two ways to relieve the tension: pull reality toward the vision or pull the vision toward reality. You can use that tension to hurl yourself towards your goal like a sling shot or you can allow it to drag you down.

There are five reinforcing steps that you should aim towards:

1. Early success - the vision brings success to the first people who enroll in it.
2. Communication - people talk to other people spreading the news about the vision and how it is working for others.
3. Clarification - the more people talk about the vision the more clearly they understand it.
4. Enthusiasm - the more clearly they understand the vision the more enthusiastic people grow.
5. Commitment - people begin committing to the vision; they adopt the vision as their own and demonstrate a willingness to put themselves on the line for it.

When a team or a company gets behind a vision it is in alignment.

Here are four strategies that will help you to grow your business:

Strategy number 1 - Build a team

Catch a big fish. You will recognise big fish by the fact that they take the initiative and goes ahead without you. Do not step in and do their work for them; rather keep searching until you find the right person. Rather get a few of the right people than many of the wrong ones.

Strategy number 2 - Think laterally

Once the initial family, friends and colleagues have been tapped people tend to give up as they don't know what to do next and no one can tell them. You need to be creative and find innovative methods of finding fresh prospects. Get thinking about alternative prospecting methods and you will start coming up with ideas!

You can try these contacts:

1. Past co-workers - think back on every company that you have worked for in recent years and people from there who may be interested.
2. Past neighbours.
3. Scan the map of SA if you have moved around a lot.
4. Check out high school or varsity year books.
5. Classified adverts.
6. Direct mail.
6. Email.
7. User groups.

There are three main avenues to grow your business:

1. Top Down - recruit dealers first and allow these to get customers. Your own efforts are focused on finding business builders, leaders who are likely to become powerful recruiters in their own right.
2. Bottom Up - find customers first and then recruit dealers from among your customers. Interest people in your product rather than in the business opportunity.
3. Inside out - combine both techniques. Overwhelm customers with service and then get them to become dealers.

This is considered the product approach. If you can get a customer to physically try out a product or service then your sale and conversion rate is much higher.

Strategy number 3 - Lead by persuasion

Verbal judo is considered to be the gentle art of persuasion:

1. Train yourself to welcome conflict.
2. Use active listening. Paraphrase what someone says back to you.
Everyone will listen to what they have said.
3. Offer a choice.

Use the CAPPS report:

1. C - How many Contacts did you make this week?
2. A - How many Appointments did you make from those contacts?
3. P - How many Presentations did you do from those appointments?
4. P - How many Products or services did you sell?
5. S - How many Sign-Ups did you get?

As a leader you will always have more drive and ambition than most people in your downline.

Strategy number 4 - Be flexible

“We have done so much with so little for so long we can do anything with nothing forever”. What are the things that I will do tomorrow that will make the biggest difference in my business today? Sometimes you get so hung up on your goals that you miss new opportunities.

Testimonials

Have a look at the DVD to get an idea of what customers and dealers are saying about Vox.

Processes

Order process

The great thing about being a Vox Dealer is that you never have to control stock. Vox takes care of all of that for you. So when one of your customers orders a new Vox ADSL Phone, for instance, all you need to do is encourage him or her to make full use of it!

Here's how the process works:

- A customer visits either your personalised Vox website or the main Vox website.
- If the customer visits your personalised site, they will not have to enter your Dealer number when purchasing, whereas if they go through the main Vox website they will need to make sure that they have your Dealer number handy, or else you will not receive the commission!
- Once the customer orders and pays for the Vox product, Vox's preferred courier – Berco Express – will deliver the product directly to the customer, at an address specified by the customer.

Cancellation process

Should a customer cancel the Vox ADSL Phone service:

- Vox will only accept written (faxed) cancellation from the customer.
- Vox (Berco Express) will collect the phone as soon as possible.
- The courier will only accept the phone should all the components on the checklist (handset, base station, PSU, cables, etc.) are handed over by the customer.
- The subscription will be cancelled within 30 days.

Returns process

Should the Vox ADSL Phone be faulty:

- The customer will need to contact the Vox Support Centre either telephonically or via email.
- If the phone is assessed to be faulty, Vox (Berco Express) will collect and swap out the phone from the customer.

Payment process

The following payment types are accepted:

- Debit orders for recurring payments
- Credit cards for joining fees and recurring payments
 - Visa and Mastercard are accepted
- Vox reserves the right to credit vet any and all customers and dealers.

Joining process

There are two aspects to the joining process:

- Dealers:
 - Vox Dealers are charged a once-off joining fee of R500, which includes the Dealer Kit and the first year of membership.
 - Thereafter, an annual membership fee of R150 per annum will be charged in advance.
 - Any other dealer purchases (e.g. additional marketing material, personalised website, etc.) are charged separately.
- Customers:
 - Customers are not charged for joining the Vox Community
 - Customers are only charged per product.
 - All annuity billing is done on the 1st day of every month, in advance.

Personalised dealer website

The main purpose of you acquiring a personalised Vox website is so that you will be assured of receiving commission from the customers you acquire. If a customer logs directly on to the Vox website, and they do not correctly enter your dealer number, you will not receive the commission from that customer. This won't be the case when you purchase your own website, as you will be able to direct customers to your very own website.

The personalised website option has a fee of R150 per month.

Network communication tools

One of the great tools that you receive as a Vox Dealer is the option to communicate with all of your downline. You will have the option, via the Vox website, to do the following:

- Send regular SMSs
- Send regular email newsletters or notifications
- Automated birthday wishes
- Automated notifications

Vox website reporting

The reporting functionality of the Vox website is extensive. From the website you will be able to constantly track and understand how your business is growing. Some of the reporting features include:

- Downline organogram
- Contact lists
- Purchase tracking
- Profit scenarios

Advertising guidelines

Refer to the Vox website (www.vox.co.za) for both online and offline marketing and branding guidelines.

We are behind you every step of the way, and are convinced that you will succeed. However, in order to ensure that all Vox material is standardised, you will need to strictly adhere to the advertising guidelines that are set out on the website.

If you have any questions about advertising or marketing, please feel free to contact the Vox Marketing Team (marketing@voxtelecom.co.za).

You will be able to find things like high- and low-res logos, banner options, directory layouts, etc. Please note that if you want to produce something that is not available on the site you will need to clear it with the Vox Marketing Team before production. We all benefit from the combined power of the Vox brand, so in order to preserve this, please ensure that you do not dilute the Vox brand!

Support

Who to contact

The best part about your new business is the fact that someone is listening to you all the time. You can call upon your upline, the Vox Community or Vox to assist you with making your business a success.

Vox offers you 24/7 support for any of your queries. The Vox Community is available via the Vox website, blogs and forums.

Use the following contact addresses:

All your help and/or support queries	help@voxtelecom.co.za
Any account queries	accountqueries@voxtelecom.co.za
Cancellations	cancellations@voxtelecom.co.za
General comments to the Vox Team	thevoxteam@voxtelecom.co.za
Need help from the Vox Community – send to this address	voxcommunity@voxtelecom.co.za
Any marketing/branding questions?	marketing@voxtelecom.co.za
Need dealer-specific support?	dealers@voxtelecom.co.za
Branch queries	branches@voxtelecom.co.za
Registration issues or questions?	register@voxtelecom.co.za

You can also contact the dedicated Vox Help Desk on 087 805 9111.

The Vox fax number is 087 805 1088.

Vox also provides training, additional support material and conferences. Check out the website for more information.

Where to from here?

Go forth and conquer

The first step for you from here is to get out there and start changing your life! You are now officially equipped as a Vox Dealer. Remember that both your upline and your local Vox Authorised Distributor are here to help you grow. Vox Authorised Distributors also offer regular training and business strategy sessions, so visit the website now for more information.

Someone's listening to you

We would love to hear any and all of your comments and thoughts regarding this manual, the processes, the products and services, and anything else that you would like to comment on (including your downline's feedback). E-mail thevoxteam@voxtelcom.co.za and let us know what you are thinking!

Glossary

ADSL	Asymmetrical Digital Subscriber Line. ADSL is a form of DSL, a data communications technology that enables faster data transmission over copper telephone lines than a conventional modem can provide.
ATM	Asynchronous Transfer Mode. ATM is a cell relay network protocol which encodes data traffic into small fixed-sized (53 byte; 48 bytes of data and 5 bytes of header information) cells instead of variable sized packets (sometimes known as frames) as in packet-switched networks (such as the Internet Protocol or Ethernet). It is a connection-oriented technology, in which a connection is established between the two endpoints before the actual data exchange begins.
Broadband	Broadband in telecommunications is a term, which refers to a signaling method which includes or handles a relatively wide range of frequencies which may be divided into channels or frequency bins. Broadband is always a relative term, understood according to its context. The wider the bandwidth, the more information can be carried. In data communications a modem will transmit a bandwidth of 64 kilobits per seconds (kbit/s) over a telephone line; over the same telephone line a bandwidth of several megabits per second can be handled by ADSL, which is described as broadband (relative to a modem over a telephone line, although much less than can be achieved over a fibre optic circuit, for example).
Circuit-Switched	In telecommunications, a circuit switching network is one that establishes a dedicated circuit (or channel) between nodes and terminals before the users may communicate. Each circuit that is dedicated cannot be used by other callers until the circuit is released and a new connection is set up. Even if no actual communication is taking place in a dedicated circuit then, that channel still remains unavailable to other users. Channels that are available for new calls to be set up are said to be idle.
DSL	Digital Subscriber Line. Generic name covering several different technologies for data transmission over fixed phone lines.
Ethernet	Ethernet is a large and diverse family of frame-based computer networking technologies for local area networks (LANs).
Fax Server	A fax server is a set of software running on a server computer which is equipped with one or more fax-capable modems attached to telephone lines (or, more recently, software modem emulators which use "Fax over IP" technology to transmit the signal over an IP network). Its function is to accept documents from users, convert them into faxes, and transmit them, as well as to receive fax calls and either store the incoming documents or pass them on to users.
Hosting	Hosting or Web Hosting. The process of physically locating a website on a physical server at a secure location, typically belonging to an ISP.
ICASA	ICASA means the Independent Communications Authority of South Africa.
Interconnect Arrangement	An Interconnect Arrangement is the process for physically connecting the networks of different telecommunications carriers that is typically governed by a legal agreement stipulating specific tariffs for terminating calls on each of the respective networks.
IP	Internet Protocol. A series of rules for communication among computers over the Internet.

ISDN	Integrated Services Digital Network (ISDN) is a circuit-switched telephone network system, designed to allow digital transmission of voice and data over ordinary telephone copper wires, resulting in better quality and higher speeds than that which is available with the PSTN system. More broadly, ISDN is a set of protocols for establishing and breaking circuit switched connections, and for advanced call features for the user.
ISP	Internet Service Provider. An Internet service provider is a business or organisation that sells to consumers or business access to the internet and related services.
LCR	Least Cost Routing. The methodology for routing a voice call over the route that costs the least, effectively taking advantage of arbitrage opportunities that exist relative to the prices charged by competing operators in a network.
Leased Line	A leased line is a symmetric telecommunications line connecting two locations together. Unlike traditional PSTN lines they do not have a telephone number, each side of the line being permanently connected to the other. They can be used for telephone, data or internet services.
Modem	Modulator Demodulator. Sends and transmits packets of data.
MPLS	Multiprotocol Label Switching. In computer networking and telecommunications, Multiprotocol Label Switching (MPLS) is a data-carrying mechanism, which emulates some properties of a circuit-switched network over a packet-switched network. MPLS operates at an OSI Model layer that is generally considered to lie between traditional definitions of Layer 2 (data link layer) and Layer 3 (network layer), and thus is often referred to as a "Layer 2.5" protocol. It was designed to provide a unified data-carrying service for both circuit-based clients and packet-switching clients, which provide a datagram service model. It can be used to carry many different kinds of traffic, including IP packets, as well as native ATM, SONET, and Ethernet frames.
Packet-Switched	Packet switching, in computer networking and telecommunications, is the now-dominant communications paradigm in which packets (units of information carriage) are routed between nodes over data links shared with other traffic. This contrasts with the other principal paradigm, circuit switching, which sets up a dedicated connection between the two nodes for their exclusive use for the duration of the communication. Packet switching is used to optimize the use of the bandwidth available in a network, to minimize the transmission latency (i.e. the time it takes for data to pass across the network), and to increase robustness of communication.
PABX/PBX	A Private Automatic Branch Exchange (PABX) is an automatic telephone switching system within a private enterprise. Originally, such systems - called private branch exchanges (PBX) - required the use of a live operator. Since almost all private branch exchanges today are automatic, the abbreviation "PBX" usually implies a "PABX".
POP	Point of Presence. A point-of-presence (POP) is an artificial demarcation point or interface point between communications entities.
PSTN	The Public Switched Telephone Network (PSTN) is the concentration of the world's public circuit-switched telephone networks, in much the same way that the Internet is the concentration of the world's public IP-based packet-switched networks. Originally a network of fixed-line analog telephone systems, the PSTN is now almost entirely digital, and now includes mobile as well as fixed telephones.

SNO	Second Network Operator. The term SNO has been used in the South African context to refer to the second fixed line telecom operator to be licensed after Telkom. The SNO is now known as Neotel.
VANS	Value Added Network Services. A term used to refer to other alternative, telecommunications service providers, generally known as VANS licensees, that provide telephony services to the telecommunications market.
VoIP	Voice Over Internet Protocol. VoIP is the routing of voice conversations over the Internet or through any other IP-based network.
VPN	Virtual Private Network. A service that links a company's local and telecom networks with the computers and phones of employees who work remotely, forming a telecom or data communications network that looks to users like a single business network.

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