GROUP QL

A SAASQL COMPANY

Frequently Asked Questions

Powered By SaaSQL

Sales. Enabled. Marketing

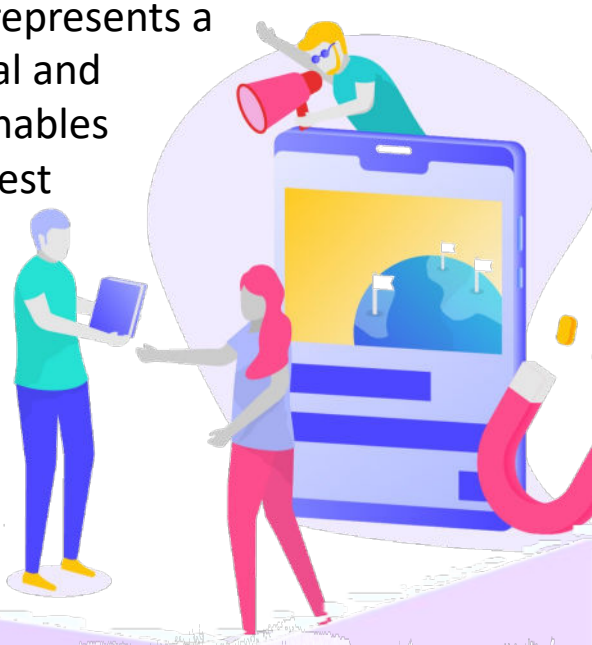
www.saasql.ai/agencies

INTRODUCTION

While an interview provides a more comprehensive opportunity to establish a fit, we hope you find this information helpful.

With territories opening nationwide, we field hundreds of resumes every week, so this becomes an efficient way to establish mutual interest.

For us, every new QL Group partnership represents a significant investment in resources, capital and time. As such, we find this interim step enables potential candidates to qualify their interest and remove themselves from candidacy as necessary. If, upon review you remain interested in QL Group, please submit your request for an interview!



QL GROUP

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Why QL Group?

Nearly 900 businesses have been served through the SaaSQL method, resulting in over $400 Million in attributable revenue. QL Group has positioned itself as a key partner in developing startups, local SMB and mid-market businesses / organizations through agency marketing solutions and Fractional VP of Marketing talent.

Not everyone is qualified, but for certain marketing professionals who are passionate about investing in themselves and building something new, we are a unique partner.

QL Group professionals can look forward to a fast-paced and rewarding career. One that is recognized by a level of regional recognition and financial success that comes with truly serving local communities.

For a video that more fully outlines QL Group, click here.

EMPLOYEE VS. LICENSE

When QL Group expands into a new market, we either establish an **employee relationship** or support a **Licensed Owner**. We find that candidates tend to have a strong preference toward one or the other.

It doesn't matter to us which you prefer, that's why we offer both. If, based on your resume, you're invited to interview, we'll discuss whichever model you choose. Either way, there is a comprehensive selection process, and both roles requires somebody that has a strong marketing mindset and an interest in networking and being customer-facing.

On the next two pages, we will outline the differences between employee model and licensed owner models.

QL GROUP

SEE THE CHART ON THE NEXT PAGE

LICENSED OWNER

Through the License model, you hold a 100% stake in the business. While QL Group provides a comprehensive playbook, full agency support and monthly leads for Marketing Solutions and Fractional VP roles, we retain no rights over your brand. As a QL Group Agency, you will be supported by our full suite of resources:

- Fully built agency ready to launch. See saasql.ai/agencies
- QL Group Sales Engineers for strategy and presentations.
- Account Managers for campaign fulfillment.
- Monthly leads for marketing solutions & Fractional VP roles
- All collateral, presentations, sell sheets, and more.

EARNINGS: You keep 100% of monthly billing /profits. Agency owners average $125K - $250K annually. Highly performing agency owners exceed $350K.annually.

QL Group Employee

If you are hired under the **employee model**, we will build a new QL Group agency brand around you in a strategic market of value to QL Group.

While the agency is built and supported in an identical manner as the Licensed Owner model, QL Group maintains full ownership of the agency brand.

EARNINGS: Compensation is a combination of salary plus profit share. Base salary is roughly $30K, and total compensation tends to reach $75K to $110K annually.

SEE THE CHART ON THE NEXT PAGE FOR MORE INFO

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EMPLOYEE

Product & business development training, ongoing learning provided for you.

The position is full time. Supervision & Guidance by QL Group leadership

Monthly quotas for client growth and billing

Pay is salary plus 10% to 22% of billing. No cap, though earnings tend to be limited.

Access to Sales Engineers for strategy and execution

Monthly leads for marketing solutions and Fractional VP roles

All sales, marketing and promotional materials provided

LICENSE

Product & business development training, ongoing learning for you and your (future) team.

Build your agency at your own pace. On-demand QL Group leadership support

No quota. As the owner, you build at your pace.

Minus a small monthly license fee, as owner you keep 100% of billing /profits without limits.

Access to Sales Engineers for strategy and execution

Monthly leads for marketing solutions and Fractional VP roles

All sales, marketing and promotional materials provided.

WHAT MAKES QL GROUP AGENCIES DIFERENT?

The Market opportunity for local agencies is growing dramatically. Local Marketing budgets are expected to nearly DOUBLE in the next 4 years, hitting $727 Billion by 2027

‘27 $727 Billion

‘21 $436 Billion

SaaSQL was founded by expert digital marketers, executing marketing strategy for nearly 900 businesses. Leveling that expertise in demand-generation, QL Group agencies bring a competitive advantage to their territories through the technology, technical skill and suite of solutions that has fueled the SaaSQL method.

When combined our Fractional VP of Marketing roles QL Group is unique positioned to serve local, regional and national businesses.

WHO WILL MY CLIENTS BE?

- Territories are assigned that represent the greatest opportunity for new client acquisition.

- Competitive intelligence provided to identify businesses who will benefit from your agency solutions.

- Fractional VP of Marketing leads / roles are assigned based on your area of expertise. For agency solutions, the best clients tend to be in the Healthcare, Education, Home Services and Finance spaces. Training for each vertical will be provided and Sales Engineers available as needed.

- As agencies consolidate, competition for full-service agencies is shrinking. Local businesses with annual sales of $1 Million+ have marketing budgets and urgent needs for representation.

- Your average client will have budgets of $5,000 to $7,500 monthly. It is not uncommon for budgets to exceed $20K.

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OTHER FAQ's

IS THIS A FULL TIME POSITION?

As a QL Group employee, yes this is a full-time position. As a Licensed Owner, you decide how quickly you'd like to grow. It is common for new agency owners to launch part-time.

DO I NEED AN OFFICE

No, you do not need to have an office. It is most common that you'll meet clients at their locations, or through video conferencing.

IS THERE A LOT OF COLD CALLING?

While there are benefits to cold calling (and training on advanced techniques will be provided) it is not critical to your growth. Leads will be provided monthly, along with a comprehensive networking and marketing roadmap designed to naturally develop relationships. As your agency matures, referrals will be your primary source for new clients.

WHAT ARE THE NEXT STEPS?

Schedule your interview at www.saasql.ai/agencies. During the initial call, we'll qualify your interest in the Employee or Licensed models, discuss your background and share an outline of our hiring & decision-making process.