



Is it time to take another look at the Internet?

As time moves forward the Internet is changing the way businesses operate on a day to day basis. This applies to more and more businesses as computers, software and the internet develop systems that are being accepted by the general public, who are without doubt, readily embracing the new world of electronically ordering of a product or service.

The Skip Hire industry is no different from other types of business that have successfully move part or all their business from the High Street to the Internet. The skip hire industry is a perfect business for the Internet to make ordering / paying / collection of skip hire easy, quick and simple.

Before dismissing the idea of the Internet being part of your Sales Team,

Let's look at the proven return on your future investment.

To do that you need to put a value on what you get back from the system.

Win new retail customer... To kick start your Internet business simply paint your web address on your trucks & skips, install a telephone answer machine that answers calls when all lines are busy/when the office staff have all gone home and then directs customers to your website to place an order. If you are the first in your area to offer online booking you should get a larger share of the current business that is available.

Increased sales value £?

Win new trade account customer... As the system allows 24 hour bookings, it makes the life of a small business's (like a builder) much easier as you offer out of working hour's flexibility to book the order at the beginning or at the end of the day or even from a mobile phone during the day as more and more phones have internet access!!!

Increased Sales Value?

Improved customer services... The system will add value to your customer services which will improve "word of mouth" recommendations and create returning customers.

Increased Sales Value?

Reduced staff costs/less lost business... By having more orders made by email you will require less staff in the office taking calls and allowing time for other duties. Increased order taking efficiency will generate an increase in sales by all calls being answered and less lost business

Cut cost's / Increase in business Value?

Marketing... Just having a website on the Internet taking orders will give you successful low cost marketing. Because the system allows you to set up discounts on individual skips in individual areas, marketing can be more pro active (if you want to). For example. a targeted marketing campaign such as a 'Door leaflet drop' offering a discounted price if they order online. Marketing campaigns should be run when you choose to generate business and is not a drain on your resources i.e. run out of skips. Having your online booking website found on high ranking Search Engines like 'Google' or our Skip Hire search engine www.findskiphire.co.uk will get you off to a flying start with new internet orders.

Increased Sales Value?

Return on Investment?

Outright Purchase Proven to be within the first 12 months

'Not Hot' at using a Computer... By using an "email converted to fax" system you do not need a computer or have I.T. skills, orders can come via your fax machine or mobile phone text messaging!!



Are you aware you could miss out on over-night sales?

The statistics from our Marketing website

www.findskiphire.co.uk / www.ukskiphiresearch.co.uk

show that we get between 7.00pm – 7.00am

24.28% of our daily hits from internet surfers, looking for skip hire. It is estimated that 30,000 skips are hired each day. Which means **everyday** Mon-Fri there is approximately **7,284 skip hire orders** across the UK available to those company websites that can **win the orders** by offering **instant pre-paid bookings...** while your office is closed.

Searches by Day of the week

Monday	19.69%
Wednesday	19.28%
Tuesday	18.55%
Thursday	16.42%
Friday	10.78%
Saturday	6.78%
Sunday	8.5%

Searches by time of day

Midnight – 7.00am	4.15%
7.00am – Midday	45.50%
Midday – 7.00pm	30.22%
7.00pm – Midnight	20.10%

Searches By Search Engine

Google	66.67%
Yahoo	28.31%
Others	5.20%

Top Search Phrase

“Local Skip Hire”



Spring 2010

Latest Additions included in Online Skip Hire Packages

Are you not a great fan of computers and emails...?

Would you consider taking another look at getting new business from the internet if...?

On your website you offered online booking

but

All this new business came to you on a FAX

or...

As a text message on your MOBILE PHONE

and if you want to...

We will setup and administrate the complete booking system

"Yes" Included in of our 2010 Skip Hire Online Packages...

We now offer the option of us completely running or assisting you in operating your own website online booking facility with orders coming to you in a format you are most comfortable with.

That format now includes fax or text messaging.

Stop Press (April 2010)

Our last customer in Kent received 7 orders in the first seven days of his website going live.

Stop Press (Mid June 2010)

Our Kent customer has now receive 50 orders

'Let us hold your Hand' as we transfer some of you business from the

'High Street' to the 'Internet'

and assist you in running a business in the 21st Century

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Complete description of "Bolt On" Software web-pages

Product Description

Bolt-on web page Software,

Creating the facility to website visitor to be able to obtain a Skip Hire quotation, make a skip booking, or arrange collection / replacement skip.

Retail Booking; order will be pre-paid using credit / debit card

Account customer; non-payment

Operation - Visitor

The visitor having landed on the website is encouraged to read information about skip sizes, what can be placed in the skip and terms & Conditions.

The visitor then types in "Box A" the post code of the delivery address.

A complete list of skips delivered to that post code area is displayed in list format.

Each skip displayed has information on skip size, road permits, delivery / collection days, a discount code promotion box, price and a picture.

Having selected a skip size the visitor moves through to supplying order & personal details, deciding whether a road permit is required or not and confirming agreement of terms & conditions. Followed by next page to confirm details and move off site to payment merchant website i.e. Pay Pal – Streamline

An order detail confirmation email is sent from the software or sent or the merchant (depending on which merchant services you use) to the visitor and the skip hire company.

Collection / replacement skip is ordered by the visitor returning to the website and typing in their order number in "Box B" or "Box C"

Operation Skip Hire Company

General

To use the software the operator requires basic computer skills, a computer with an internet browser, an email program (or a fax machine – see email to fax) and a connection to the internet (preferably broadband).

No additional software is required for uploading/changing information.

Setup

Access to the back end database is online to authorised persons by logging on with a user name and password using an internet browser..

All data is updatable by the user, information required:

Every Post Code in delivery area (1st set of digits plus 1st number of 2nd set of digits i.e. BN1 8EJ BN11 8EJ), delivery/collection days, permit prices, permit period, skip hire prices, skip sizes and account customers (optional). Once setup no other administration is required unless a change in information is required or you want to create a discount code for marketing.

Data retrieval

The software retains all information on all quotations made, all skips booked and booking information submitted.

The software offers a complete system for managing bookings if you are not currently running one in house i.e. skips waiting for delivery, skips on site and skips waiting for collection.

Business Statistics / Marketing, the software allows you to query all information collected by the software i.e. quotations/orders/skip sizes by order/order values..... by day, week, month, year.

Successful operation

To get the most from the software you need to drive people to your website in two ways.

First, although we give you 12 months exposure on our website www.findskiphire.co.uk , take advantage of static advertising – your skips in public view and mobile advertising - your skip lorries by having your website address largely and clearly painted on these two FREE pieces of media exposure.

Second, you need is a simple telephone answer machine.

A message informing customers to visit your website for complete skip information/ quotations and making a booking, when the telephone cannot be answered during the day and out of office hours, is proven to win orders you may normally have lost out on.

Customer Support

We offer support 24/7/365 days a year, but we find after the first month of setting you up and helping you get going, the system is so simple you do not need us until you may get another member of staff to administrate the software.

Upgrades to software

Twice a year we consult our customers for suggestions for the specific purpose of upgrading the software with new features and improving the software programmes. If we are hosting the software you will be offered the upgrades FREE of charge.

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**The Complete 'Skip Hire Company' Low Risk Internet Package...
Online Booking Software web-pages, Hosting, Marketing
& Full Customer Support.**

Outright Purchase

The Package consists of....

- Bolt-on web page Software, creates: Skip Hire quotation / booking / payment / collection
- The software offers account customer non payment booking / collection (optional use)
- The software has backend management capabilities (historic data capture) (optional use)
- The software has marketing capabilities (optional use)
- Set-up of Credit Card acceptance payment system
- For those who do not have credit card acceptance facility, we will set you up with being able to accept credit card payments using Pay Pal

We will advertise / market your website on our Search Engine for 12 months

www.ukskiphiresearch.co.uk / www.findskiphire.co.uk

(found on all major UK Search engines)

- We host and maintain the webpage software for 12 months (providing you with a link)
- This is a easy product to use and requires only basic computer knowledge to operate
- We provide you with unlimited FREE product training and full product support 24/7/365
- All orders are sent to you as a basic email (optional – Fax or phone Text Message)
- The system can win you new business 24/7/365
- Can save money on your operating / staff costs with increased efficiency
- Cost 100% claimable against tax
- We will host your website / email / Domain Name FREE for the 12 months (optional)
- Option to continue to be promoted on our search engine (one year contracts)

**'We hold your Hand' as we transfer some of you business from the
'High Street' to the 'Internet'
and assist you in running a business in the 21st Century**

And finally we offer the ultimate Guarantee:

**If after 12 months, 50 Orders are not placed through the website booking system,
We will give you continual FREE advertising/marketing on our Search Engine
www.findskiphire.co.uk until 60 bookings are achieved.**

The cost is only £995.00p +vat