

LOW RISK LEAD SUPPLY SERVICE TO SELECTED QUALIFYING GLINT
INSTALLERS

QUALIFIED SKYWORTH SOLAR LEADS, DELIVERED TO YOUR DIARY

We deliver finance-ready Qualified Leads for Skyworth solar straight into your diary. You pay nothing upfront, and nothing for leads that don't convert. **You pay a fair lead fee only when the deal closes.**

IN ASSOCIATION WITH SPARK GROUP · GLINT · SKYWORTH · SOLAR ADVICE

01 WHO WE ARE

**WE BRING THE LEADS. YOU DO
WHAT YOU DO BEST: INSTALL.**

Channel Dynamix is a lead generation and call centre business. We run the marketing, the dialling, the qualification and the follow-up, so that you and your team stay focused on quoting and closing.

Since **2014**

Building customer bases at scale for national brands.

Tens of thousands

Of contracts generated across security and home services.

End to end

Marketing, dialling, qualification and follow-up, handled.

02 WHAT YOU GET

BOOKED APPOINTMENTS, NOT A LIST TO CHASE

01

Qualified Leads, not enquiries

Every lead is screened and pre-qualified before it reaches you, so your team spends its time quoting, not chasing.

02

Booked into your diary

Each lead arrives with a named contact and an appointment slot, not a list to chase.

03

Worked and followed up

We follow up on the quote alongside you. We don't hand over and hope.

04

Financed through Glint

Skyworth solar-as-a-service means your customer pays an affordable monthly instead of a large upfront, which closes more deals.

05

30 to 50 leads a month

About two a day, enough to build real momentum without swamping your team.

03 WHAT IT COSTS YOU

YOU ONLY PAY ON DEALS YOU ACTUALLY CLOSE

- **No upfront cost. No monthly fee. No charge for leads that don't close.**
- On a closed deal, a lead fee of **20% of your margin** is deducted by Glint at financing and paid to Channel Dynamix.
- Most installers spend 8 to 12% of turnover to win a deal. Based on a 20% gross margin, this is roughly 4% of the total deal value, and you only pay it on deals you actually close.

WORKED EXAMPLE · A TYPICAL R110,000 SKYWORTH DEAL

| | |
|---------------------------|----------------|
| Deal value | R110,000 |
| Your sample margin (*20%) | R22,000 |
| Lead fee (20% of margin) | R4,400 |
| You keep | R17,600 |

One clean slice, paid only when the deal closes.

* Sample margin shown for illustration. Your actual margin varies by deal.

04 HOW IT WORKS

FROM QUALIFIED LEAD TO FEE PAID

1 We generate a Qualified Lead

WHICH MEANS THE LEAD HAS

- ✓ Spoken with an agent
- ✓ A spend above R1,500 a month on electricity
- ✓ Passed initial credit vetting (in 90% of cases, where the customer allows it in advance)
- ✓ Understood the promotion
- ✓ Asked to meet an agent to finalise a quote

2 We book it into your diary

With a named contact and a confirmed appointment slot.

3 You quote and close

The deal is financed through Glint.

4 Glint settles the lead fee

Glint deducts the lead fee at financing and pays us directly. You never invoice us, and we never invoice you.

5 You keep your margin and your customer

The relationship and the balance of the margin stay yours.

05 WHAT WE ASK OF YOU

THE RIGHT PARTNER MAKES IT FLY

01

A designated admin person

Managing your diary, quote turnaround and appointment confirmations. This is the one thing that makes or breaks it.

02

One to five qualified sales agents

Our ideal partners run a small, capable sales team, anywhere from one to five qualified agents, enough to work the leads we send.

03

Action leads within the agreed window

Research proves that concluding quotes soon after an enquiry, and maintaining original appointment dates, radically improves the sales take-up rate.

04

Sign a simple mandate

Instructing Glint to pay Channel Dynamix the lead fee directly. One clean ecosystem, no chasing on either side.

06 WHY THIS WORKS FOR YOU

ALIGNED, EXCLUSIVE AND OVERHEAD-FREE

01

Leads with skin in the game

Because you pay on conversion, we're as motivated as you are to send you leads that actually close.

02

No marketing overhead

No marketing spend, no wasted ad budget, no agency retainer.

03

Every lead is exclusively yours

You won't fight other installers in your region for an enquiry we've already qualified. Each lead is individually allocated to a single installer.

04

Grow without the risk

Grow your installed base without absorbing uncapped marketing costs.

07 THE AGREEMENT, IN PLAIN TERMS

ONE CLEAN LEAD FEE, SETTLED BY GLINT

- 1 Every deal done through this programme is **converted (financed) through the Glint system**.
- 2 On conversion, a lead fee equal to **20% of the calculated margin** for that deal, as recorded on the Glint system, is deducted before payout and paid across to Channel Dynamix.
- 3 You authorise Glint to make this deduction and to pay the lead fee **directly to Channel Dynamix** on every converted deal.

THE RULES OF ENGAGEMENT FOR QUALIFIED LEADS

- There is no such thing as a good or a bad lead. A lead is either qualified or not qualified, according to objective measures.
- There is no guarantee that a lead will sign. We have simply removed the common "no sale" reasons up front.
- A customer who moves their appointment before the booked date is not unqualified. They have a genuine need to reschedule.
- It is not uncommon for a share of customers to never reschedule despite initial interest. A verification report is available for these leads.
- Rescheduling responsibility rests with the office the lead is assigned to. Channel Dynamix does not intervene at this level.
- Leads that do not receive a quotation on the agreed date are treated as **distressed leads** and must be actioned immediately.
- Failure to action a lead after repeated requests results in the lead being duplicated and sent to another participating installer.
- Qualified leads let us measure the quality of your sales process, since every lead meets the minimum standard for a potential application.
- Low-converting partners will be removed from the programme to protect marketing returns for the brand.
- The most important measure of success is **lead to application**, as a percentage of leads allocated.
- A second key metric is **application approved to customer installed**.

READY TO FILL YOUR DIARY?

We pick a small number of strong installers per region. If that's you, let's talk.

To apply, email sean@channeldynamix.co.za

1 A short intro call to confirm fit and capacity

2 Sign the mandate

3 We start feeding leads

ACCEPTANCE AND MANDATE

Sponsored Lead Campaign. Channel Dynamix, in association with Spark Group, Glint, Skyworth and Solar Advice.

Dealer / company name _____

Company registration number _____

Signatory (full name) _____

I, the duly authorised signatory for the dealer named above, apply to take part in the sponsored lead campaign with Spark Group and agree to the following:

1. Every deal we do through this programme will be converted (financed) through the Glint system.
2. On conversion, a lead fee equal to **20% of the calculated margin** for that deal, as recorded on the Glint system, will be deducted before payout and paid across to Channel Dynamix.
3. I instruct and authorise Glint to make this deduction and to pay the lead fee directly to Channel Dynamix on every converted deal.

Agreed and accepted by the parties below:

Signed for and on behalf of the Dealer

Name Signature Date

Signed for and on behalf of Channel Dynamix

Name Signature Date

Signed for and on behalf of Glint

Name Signature Date

CHANNEL/DYNAMIX

Lead generation and qualification • in association with Spark Group, Glint, Skyworth and Solar Advice