



Redesigning futures, one brand at a time.

www.sckadekeyo.com, info@sckadekeyo.com



PING is a sales broadcast solution service designed to help business owners sell their products or services faster.

Ping is a one-time repeat broadcast sales service feature. It relies on the connectivity of individuals through their social media accounts to help broadcast messages on behalf of our clients who want to increase their Sales. Ping works as a marketing tool but largely targeted at closing Sales, as such, all information sent out through the Ping channel is done with a call to action feature such as Buy now or Place order for.

Case Study

- **Client content:** Our client's company has 2 plots of Land up for sale at 10 million naira per plot.
- **Active Ping nodes** (Ping nodes are registered users of the Ping service who act as broadcast channels): 100
- **Broadcast Message:**
Amazing plots of Land available for sale at Wonderland Park estate. Buy now and start building your future today!
Price: 10 million per plot
Available plots: 2 plots
For more information contact: (Insert ping node's contact information: eg: Tade on 08055556625)
- **Business process:**
Client requests and pays the service charge to engage our Ping Sales solution service, we receive their information and generate and Ping applicable broadcast message which is sent out to all active Solution centres, who then redistribute to all active nodes via WhatsApp. The nodes then send out the broadcasts via Whatsapp and any other platform of their choosing. When deals close that counts as a deal count which instantly qualifies the servicing node for commission earnings.
- **Node commissions:**
Nodes earn commissions as follows:
 1. Kade Keyo client: 25%, this defines a situation where an individual earns 25% of whatever commission rate was agreed with the client. If the client lists a product or service for 100,000 and Kade Keyo negotiates a deal commission of 10% per deal closed, the Node will earn 25% off the 10% due to Kade Keyo upon deal closure. In this case scenario, that would be 10,000 (10%) due to Kade Keyo and 2,500 (25% of 10,000) due to the Node.
 2. Kade Keyo listings: 3%, Nodes can earn from Kade Keyo listed products and services from every closed deal. This is a direct commission earning on the listed value for the listing.



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Parts of the System and Functions

- **Ping Nodes**

The Ping nodes acts like an agent of Kade Keyo, interfacing with clients to engage with the listed broadcast, just like an affiliate or business representative of any company, specific to each broadcast. As such, when a broadcast is sent out, the node knows nothing more than the content being shared. If a prospective client or interested party within their network engages with them, they find out what is required and refer that interested party to the Solution Centre, who then processes that client's request to engage with the product or service listed. If the process is successful and the client makes a purchase order, the node will get paid a commission fee for the closed deal. The node at all times acts like an agent interfacing between their prospect and Kade Keyo on behalf of the company who engages Ping to sell.

- **Solution Centre**

The Solution Centre acts as the process manager, interfacing between the client and the product feature which engages the Ping Nodes to sell. When the solution centre receives a request to engage with Ping

- **Broadcast Medium**

The broadcast medium of choice to engage with our Ping Node is Whatsapp.

Client Engagement

- **Ping Charges** (Whatsapp enabled feature)

Client Service engagement service: 5,000 per broadcast

Ping one-time Node/Agent registration: 5,000

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