



iCaddy Apps

www.icaddyapps.com

Phone: +61 490 009 190 (Australia)
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Post: PO Box 134, Spring Hill
Brisbane, Australia 4004

- Capable & Motivated Sales Reps Wanted - (Mobile App Technology Market)

'Flexible territories & regional opportunities available to accommodate future sales growth'

Expressions of interest are sought from highly-motivated professional sales representatives across North America to take *your* game to the next level.

We're currently offering Reps an unprecedented and exciting opportunity to generate significant commission earnings per individual sale (\$1,000+). If you're an experienced Rep, you'll know that such earning potential does not come along every day.....

The Company

iCaddy Apps is owned and operated by Australian mobile App-development company iSmart Apps Pty Ltd, which also operates a separate award-winning online App-development platform (App Wizard). iSmart Apps was established in 2014.

iCaddy Apps delivers flexible, affordable and fully-customized App-development solutions for private and public golf clubs, country clubs and resorts.

We also provide App solutions for PGA professionals and golf instructors.

All Apps are developed online using the iCaddy Apps secure development platform (<https://icaddyapps.com>).

iCaddy Apps was the first business of its kind to offer a self-build mobile App-development platform exclusively for the golfing industry. Although 'self-build' development remains an option for new customers, business focus has shifted to our **custom-build services**, to better accommodate demand across the sector.

This recent redirection in business priority has enabled iCaddy Apps to offer very attractive commissions to competent sales personnel, in order to obtain the target market share required throughout North America and beyond.

If you are technologically-inclined and can 'close the deal', a lucrative opportunity awaits.



(Dennis Golf, Massachusetts – Including Dennis Pines and Dennis Highlands 18 Hole Courses. By iCaddy Apps)



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Products and Services

Put simply, iCaddy Apps provides mobile App solutions for the golfing industry.

Golf Club Apps: The iCaddy range of customizable Apps provides a whole new level of customer service and player benefits to enhance the golfing experience. Features include GPS yardage, hole maps, course maps, pro-tips, a score card and in-built links to club facilities and information sources & more.

Golf clubs generate new revenue streams and benefit from the services offered via their club's App, including booking forms, noticeboards, on-course ordering options, links to social media and much more. Push Notifications enable clubs to engage directly with members to advertise upcoming competitions, events and promotions, or notify about course availability, closures etc.



(Huntingdale Golf Club, Melbourne - Home of the Australian Masters. By iCaddy Apps)

All Apps are fully-customized to suit existing marketing profiles and content requirements.

Instructor Apps: We also offer custom-built Apps for golf instructional staff based on the 'iCaddy Golf Pro' template. This development service is designed to enhance customer engagement and improve communication in the digital age. Features include a Booking Page, Bio Page, Video Tutorials, Noticeboard, Contact Form, Links to Social Media and a Loyalty (Incentive) page to attract repeat business, plus more. Our golf instructor Apps are also completely customizable and provide the means to quickly increase student interaction with instructional services.

All Apps developed by iCaddy Apps include the option to feature sponsorship / advertising to generate advertising revenue for the club or instructor.

To learn more about how customized mobile Apps can benefit golf clubs and instructional personnel, visit www.icaddyapps.com

Fees and Charges

iCaddy Apps' customers (golf clubs or instructors) pay a nominal fee for the development of their customized App. The development fee varies depending on the range of inclusions required in their App. Click [here](#) for further information about our development fees.

Generous commissions are paid to our Reps on these fees - see below.

Customers also pay an ongoing monthly subscription (management) fee to access and update the App any time. The monthly subscription fee is currently between \$29 & \$59 per month for custom-build clients. No commission is payable on this fee.



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Previous Market Exposure

iCaddy Apps has exhibited at the PGA Merchandise Show in Orlando, Florida since 2015 (at considerable expense for an Australian-based company). As a result, our business has established itself as a customer-focused & reliable provider of high-quality, feature-packed Apps in the golf market. We have an extensive list of qualified leads available and now aim to generate a strong increase in conversion rates based on **local** representation.



(iCaddy Apps Sales and Promotions Team at the 2019 PGA Show)

Sales Representation

We are seeking 'top-notch' sales professionals to call on a wide range of golf facilities throughout North America. Formal territories have not yet been defined, which represents an opportunity to grow your territory based on sales performance.

iCaddy Apps does not employ telemarketers to solicit business. Instead, we rely on the creation of strong personal relationships and the rapport established between a Rep and his/her buyers, club-owners and contacts. We do conduct various forms of digital marketing to support brand recognition and product awareness.

Correspondence and engagement with our Reps is conducted primarily online, including via email, teleconference and videoconference.

The core nature of our business means that Reps must be very computer literate and have a strong interest in mobile App technology. Importantly, Reps must be willing to learn about the iCaddy Apps online environment, and develop a strong understanding about the various features and benefits our products offer. Reps must also be willing to provide presentations to golf club boards / committees when and where required.

The bottom line is that our Reps need to be as passionate about our products and services as we are!



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Commission Structure

Great sales people deserve great rewards! Our ability to achieve our sales targets is dependent on engaging the best Reps in the industry. That's why we're offering the best commission structure available. All Reps are engaged as '1099' positions for IRS purposes.

- Reps will receive a minimum of **\$1,000** commission for the sale of a single iCaddy App for an 18 hole golf course (with, or without hole maps).
- Reps will also receive a minimum of **\$700** for the sale of a single App to a PGA Professional / resident golf instructor (based on the 'Golf Pro' template).

Most golf facilities represent an opportunity to sell a custom-built App to both the golf club, **and** the resident Pro / instructor, therefore Reps can potentially earn **\$1,700** per facility.

To support maximum growth and reward outstanding sales performance, there is currently no cap on the number of golf clubs an individual Rep is able to sell to (noting sales territories have not yet been delineated).

Commissions are paid on receipt of funds from the end customer (normally once the App is approved by the customer for publishing at the App Stores). Build time is 4 to 12 weeks.

Full Rep Support

In addition to the information available at the iCaddy Apps website, a sales 'toolkit' will be provided to support performance outcomes. The toolkit includes brochures, media releases, marketing collateral and product description sheets. One-on-one training sessions will also be facilitated to ensure understanding and confidence with our products & services.

After-sales support is provided by the iCaddy Apps corporate team, allowing Reps to focus on their primary sales responsibilities.

Enquiries / Contact

To express your interest in these outstanding opportunities, contact Conrad Adams (Director and CEO - iSmart Apps Pty Ltd) via email to conrad@icaddyapps.com. We look forward to hearing from you.

