

		A. FACTORES DE COSTO * SUELDOS BASE *				8	A	\$280,371.09
PERFIL DE PERSONAL		COSTO UNITARIO DIARIO \$	UNIDADES #	COSTO DIARIO TOTAL \$	TOTAL DIAS	COSTO TOTAL PERIODO		
P1	PROMO-DEMOSTRADOR	\$144.00	40	\$5,760.00	29		\$167,040.00	
P7	SUPERVISOR	\$160.00	6	\$960.00	29		\$27,840.00	
P1	PROMO-DEMOSTRADOR	\$144.00	1	\$144.00	1		\$144.00	
P7	SUPERVISOR	\$160.00	1	\$160.00	1		\$160.00	
	COORDINACIÓN GENERAL	\$250.00	1	\$250.00	29		\$7,250.00	
	PRESTACIONES LEGALES						\$77,937.09	
SUB - TOTAL A								\$280,371.09
		B. * PREVISIÓN SOCIAL * Y GASTOS EXENTOS DE IMPUESTOS / NO INTEGRAN SUELDO				10	B	\$48,720.00
		COSTO UNITARIO DIARIO \$	UNIDADES #	COSTO DIARIO TOTAL \$	TOTAL DIAS	COSTO TOTAL PERIODO		
P1	PROMO-DEMOSTRADOR	\$36.00	40	\$1,440.00	29		\$41,760.00	
P2	SUPERVISOR	\$40.00	6	\$240.00	29		\$6,960.00	
SUB - TOTAL B								\$48,720.00
		C. FACTORES DE COSTO * INCENTIVOS o PRESTACIONES EXTRAS * PAGAN IMPUESTOS / INTEGRAN SUELDO				14	C	\$24,237.50
		COSTO UNITARIO DIARIO \$	UNIDADES #	COSTO DIARIO TOTAL \$	TOTAL DIAS #	COSTO TOTAL PERIODO		
E	AYUDA DE PASAJES EN \$:	\$10.00	40	\$400.00	25		\$10,000.00	
E	AYUDA DE PASAJES EN \$:	\$50.00	6	\$300.00	25		\$7,500.00	
M	BONO DE PRODUCTIVIDAD EN \$: Integra Sueldo	\$0.00	40	\$0.00	1		\$0.00	
M	BONO DE PRODUCTIVIDAD EN \$: Integra Sueldo	\$0.00	6	\$0.00	1		\$0.00	
	BONO EN ESPECIE	\$0.00	0	\$0.00	0		\$0.00	
	BONOS EN ESPECIE / Equivalente en \$:	\$0.00	0	\$0.00	0		\$0.00	
	(Comisión de Venta de Bonos en Especie) 0 %						\$0.00	
	PRESTACIONES LEGALES						\$6,737.50	
SUB - TOTAL C								\$24,237.50
		D. GASTOS DE OPERACIÓN DIVERSOS/ ADMINISTRATIVOS/ PAPELERÍA/ COMUNICACIONES/ VEHICULOS/ PAQUETERIA				14	D	\$17,588.00
								\$17,588.00

COSTS STAGE:

- DAILY BASIS WAGE
- PERSONAL PROFILE
- PROFILE CLUE
- SUNDAY REST PAYMENT
- UNITS PER PROFILE OR PIECES
- DAILY COST
- TOTAL DAYS PER PERIOD
- TOTAL PREVIEW

COMPLIMENTARY WAGE NO ADDED TAXES:

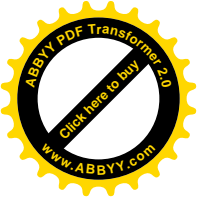
- DAILY BASIS WAGE
- TOTAL PREVIEW

ADDITIONAL COSTS STAGE – BENEFITS WITHOUT TAXES

- TRANSPORTATION BONUS
- INCENTIVES AND BONUSSES
- LEGAL TAXES
- TOTAL PREVIEW

ADMINISTRATIVE COSTS

- ADDITIONAL REQUIRED SERVICES



①	②	④	⑥	⑦	⑧	
③	⑤					
⑪					⑨	⑩

SUB-TOTAL PROYECTO \$370,916.59	HONORARIOS % 15.00 \$56,637.49 DESCUENTO ESPECIAL 12.00 \$44,509.99	TOTAL PROYECTO \$415,426.58 AHORRO PARA EL CLIENTE -\$11,127.50	Impuesto al Valor Agregado \$62,313.99	GRAN TOTAL PROYECTO \$477,740.57	NETO @ QUINCENAL \$207,713.29
				COSTO INTEGRADO QUINCENAL POR PERSONA \$4,515.51	COSTO INTEGRADO DIARIO POR PERSONA \$301.03

NOTA IMPORTANTE: EN CASO DE QUE LA REFORMA FISCAL 2007 AFECTE CARGAS IMPOSITIVAS CALCULADAS EN LA PRESENTE ORDEN DE TRABAJO, ASI COMO CUALQUIER PRESTACION DE LEY A LA ALZA O A LA BAJA, EL CLIENTE ACEPTA SE HAGAN LOS AJUSTES PERTINENTES Y SE OBLIGA A PAGARLOS DE MANERA RETROACTIVA O A PARTIR DE LA MODIFICACION DE LEY, PARA NO AFECTAR EL PRESUPUESTO OPERATIVO DE LA AGENCIA, FACTURANDO CUALQUIER DIFERENCIA QUE ESTO IMPLICARA.

FINAL COSTS BALANCE:

1. PROJECT SUB TOTAL
2. AGENCY FEE IN % AND \$
3. SPECIFIED CUSTOMER DISCOUNT
4. PROJECT TOTAL WITHOUT TAXES
5. DISCOUNT PROPORTION IN \$
6. IVA TAX
7. FINAL PROJECT TOTAL
8. PROPORTIONAL 15 DAYS TOTAL BUDGET
9. INTEGRATED AVERAGE 15 DAYS COST PER PERSON
10. INTEGRATED AVERAGE DAILY COST PER PERSON
11. LEGAL ADVICE FOR TAX MODIFICATIONS THROUGH THE PROMOTIONAL PERIOD

At the end, the benefit is merely to have a better control of any operation assigned for the Agency, for the customer to have a clear view of the investments they are doing because we have to remember that some of this promotions are yearly based and the power of many companies such as big ones previously related is huge. Some of them can invest as many as desired for different promotional teams that can easily go beyond 500 people working every day, making real troops of more than 1500 people just for one big company.

Agencies operating this amount of people are willing to be very successful if applying all the required knowledge and administrative control, while those who suddenly have a lucky negotiation, this big promotions are easily capable to provoke a bankrupt for those agencies not prepared for such a challenge.

As easy as can be seen, this almost 80 issues are just some of the related ones that have to be attended in order to be a winner agency. Whenever the combinations and the situations are ready for such an important compromise, agencies can



promptly be operating and coordinating up to 5,000 people, which have been my case between years 2000 and 2005.

The stress that these promotions can generate, the sudden needs and demands of the clients, the reporting system, the incredibly amazing improvements and blackmailings all customers try and use against the agency they first choose as their adequate commercial partner, just in a blink of an eye can make fall sick anybody.

Even a humongous enjoyable and profitable adventure, this companies must be strictly supervising the passive cost that human resources generate, because when a big client changes its decision and chooses another provider, it is very difficult, not for saying almost impossible to maintain such an infrastructure working without the proper incomes.

The legal part, the administrative, the accountability and the finance areas must be always shortlisted in the priorities of any entrepreneur in this market. This information is just a sample of the promotional approach for pampering the customers and gives an internal benefit also for the company:

- | | |
|---|--|
| 1. GENERAL INFORMATION: | 30. TRIP EXPENSES |
| 2. YEAR OF OPERATION | 31. INCENTIVES AND BONUSES |
| 3. AGENCY 'S BRANDING IMAGE | 32. TOTAL DAILY WAGE |
| 4. AGENCY 'S AFFILIATION TO "AMAPRO" | 33. ADDED VALUE SERVICES |
| 5. PROOF OF PURCHASE NUMBER | 34. TRAINING AND INCENTIVES |
| 6. PROJECT VERSION & SCENARIO NUMBER | 35. GENERAL INFORMATION: |
| 7. GENERAL TITLE: COMPANY & PLAN | 36. CLIENT OR PROMOTED BRAND |
| 8. SPECIFIC ADMINISTRATIVE BRIEF DESCRIPTION OF THE PROPOSED SCENARIO | 37. PROMOTIONAL PERIOD |
| 9. SPECIFIC OPERATIONAL DESCRIPTION OF THE PROJECT | 38. LABOR WEEKLY DAYS |
| 10. AUTHORIZATIONS INFORMATION: | 39. TOTAL PROMOTIONAL DAYS |
| 11. CUSTOMER 'S BRANDING IMAGE | 40. COVERAGE |
| 12. CUSTOMER 'S IN CHARGE OF THE BUDGET | 41. TRAINING DAYS |
| 13. POSITION | 42. REST DAYS |
| 14. ADSCRPTION AREA | 43. TRANSPORTATION AUTHORIZED |
| 15. INVOICE RECEIVING & PAYMENT DATES AND TIMES | 44. PAYED DAYS |
| 16. AUTHORIZED GLOBAL AMOUNT BUDGET | 45. MONTHS |
| 17. PERSONAL AVERAGE DAILY COST | 46. SUNDAY ADDITIONAL PAYMENT DAYS |
| 18. AUTHORIZATION DATE | 47. VALUE ADDED SPECIFIC INCLUDED SERVICES |
| 19. CUSTOMERS SIGNATURE | 48. REGIONAL PROMOTIONAL TERRITORY |
| 20. OPPORTUNITY PAYMENT RECOMMENDATION | 49. CITIES - TOWNS |
| 21. GENERAL INFORMATION: | 50. PERSONAL PROFILE PER CITY - TOWN |
| 22. CALCULUS BASIS | 51. TOTAL TEAM PERSONAL COSTS STAGE: |
| 23. PERSONAL TEAMS | 52. DAILY BASIS WAGE |
| 24. PERSONAL TOTAL NUMBER | 53. PERSONAL PROFILE |
| 25. DIFFERENT PROFILES 1 - 7 | 54. PROFILE CLUE |
| 26. GENERAL CONDITIONS STAGE, SALARY & BENEFITS | 55. SUNDAY REST PAYMENT |
| 27. NET WAGE | 56. UNITS PER PROFILE OR PIECES |
| 28. SOCIAL SECURITY TAXES | 57. DAILY COST |
| 29. ADDITIONAL AUTHORIZED EXPENSES | 58. TOTAL DAYS PER PERIOD |
| | 59. TOTAL PREVIEW |
| | 60. COMPLIMENTARY WAGE NO ADDED TAXES: |
| | 61. DAILY BASIS WAGE |
| | 62. TOTAL PREVIEW |



63.	ADDITIONAL COSTS STAGE –	75.	DISCOUNT PROPORTION IN \$
	BENEFITS WITHOUT TAXES	76.	IVA TAX
64.	TRANSPORTATION BONUS	77.	FINAL PROJECT TOTAL
65.	INCENTIVES AND BONUSES	78.	PROPORTIONAL 15 DAYS TOTAL BUDGET
66.	LEGAL TAXES	79.	INTEGRATED AVERAGE 15 DAYS COST PER PERSON
67.	TOTAL PREVIEW	80.	INTEGRATED AVERAGE DAILY COST PER PERSON
68.	ADMINISTRATIVE COSTS	81.	LEGAL ADVICE FOR TAX MODIFICATIONS THROUGH THE PROMOTIONAL PERIOD
69.	ADDITIONAL REQUIRED SERVICES		
70.	FINAL COSTS BALANCE:		
71.	PROJECT SUB TOTAL		
72.	AGENCY FEE IN % AND \$		
73.	SPECIFIED CUSTOMER DISCOUNT		
74.	PROJECT TOTAL WITHOUT TAXES		

4. AGENCIES ASSOCIATIONS – STUDY CASE “PROMOTIONS AGENCY ADP”

AMAPRO

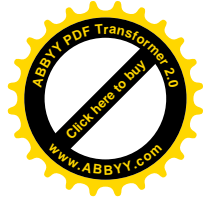
AMAPRO is a promotions agencies association created 10 years ago that tries to group the main agencies of the country, which mainly are found in the city of Mexico. Its main activity is to promote the contracting of their affiliated agencies among the important and potential company clients. It seeks to elevate the standards of the job and to improve the conditions under the ones hires the personnel and to all the employees. It seeks to share information that turn out to be important and key for the clients. It tries to standardize processes and to inform to their affiliated agencies upon themes as salaries and payments, installments, benefits, doing comparatives in different promotional sectors, in different cities of the republic and thus to have a benchmark useful and dependable to offer the indicators to the clients. It seeks to bring to light the main activities of the promotional market, as well as the important campaigns that develop some brands of massive consumption. Among its objectives is found to carry out breakfasts, lunches, exchange forums, to give training, to coach people, to certify in some knowledge to its affiliates, as well as to organize encounters, expositions, fairs and others.

Of some way, the activities that carries out the AMAPRO permit to its affiliates to know the important movements that are given in the market, so as the preferences that the clients have. This allows to see that type of supports are the ones that are fashionable, in which brands are investing and what type of supports are being given to the consumers. Each agency works with diverse services. Some specialize itself in image events. Others are dedicated to sales plans. Some agencies exist only carrying out market investigations only.

Here you can find the most representative Agencies in the promotional market in Mexico. To use as a Study Case, we will use one I created since 1992 called ADP – PROMOTIONS AGENCY which I closed back in August 2007, when I decided that it was enough for me being dedicated to the same industry for 17 years and which I maintained in the AMAPRO since then.

Back in June 2007 I have an official job interview in my actual job and really captured me. The potential opportunity that I saw for me, learning a new job, from a totally new environment and the potential that it represented to me for growing in a new industry but from the inside, really amazed me.

As a job proposal, it reflected for me the opportunity for a long term relationship in which I felt that if I worked with my proper enthusiasm and with the diligence that I

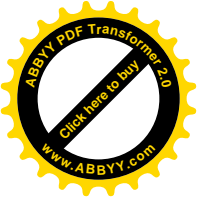


used to do in my own company, probably I will fit in it and start growing soon in order to direct my professional career for the next 17 or 20 years.

The strategic sales approach is something that I have always wanted to do, which I made it for 17 previous years in a limited environment and doing so in an open environment as it is in the new company I work for is something that motivates me more than I have ever expected. I am positive that the experience I have had in the promotional activity will help me developing interesting programs for my new job and I am sure it will help the company to sale more through direct promotional approaches and promotional efforts, making our customers successful and in that same way making the company not just successful as it is right now, but also pioneer in innovations, new leadership and imposing trends in the logistic industry.

As I stated first, the promotional sales approach is a "real customer first" orientation service. You have to work as if one Customer make and generate your total income. It is an influential strategic discipline suitable for the logistic industry to create long term win+win relations just through integrating its infrastructure and modifying the executives mindset.

Study Case – Promotions Agency ADP



"PROMOTIONS AGENCIES ASSOCIATION"
(AMAPRO: MEXICAN ASSOCIATION OF PROMOTIONAL AGENCIES)

It is a Mexican based association that mainly tries to coordinate efforts in the promotional market and give some support for their affiliates.

AMAPRO

Asociación Mexicana de Agencias de Promociones A. C.

- Amapro
- Servicios Amapro
- Agencias de Promoción
- Asociados
- Campañas Amapro
- Prensa
- Noticias
- Bolsa de Trabajo
- Venta del Libro
- Contacto



Campañas de Éxito:



RBD y Lexmark marcan tu estilo

Objetivo: Generar una imagen más juvenil y vanguardista a los productos de Lexmark, así como un acercamiento a un "target" más joven de consumidores; ...

[Ver más >](#)



Gatorade Olympics

Gatorade es la bebida hidratante número uno entre los deportistas de alto rendimiento. Su sabor e imagen lo han...

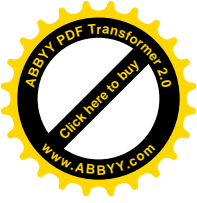
Artículos:



Promo Conceptos una agencia con certificaciones

Promo Conceptos interesado en la búsqueda de la mejora continua y estar siempre a la vanguardia, para ofrecer servi...→

Prensa:



AMAPRO

Asociación Mexicana de Agencias de Promociones A. C.

AMAPRO

Here you can find the Mission, Vision and Values of the Association.

Amapro
Servicios Amapro
Agencias de Promoción
Asociados
Campañas Amapro
Prensa
Noticias
Bolsa de Trabajo
Venta del Libro
Contacto



Newsletter

Regístrate y recibe en tu email noticias, artículos y novedades

Nombre:

Email:

Acceso a usuarios

Username:

Password:

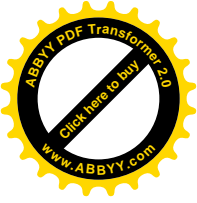
Home - Objetivos y Misión

Objetivos

- Establecer criterios de operación que sirvan de base a sus asociados para llevar a cabo las actividades propias del ramo.
- Fomentar la producción intelectual y la realización de estudios e investigación en el ramo de las promociones y áreas afines y promover la difusión de resultados.
- Representar a sus asociados y procurar la defensa de sus intereses colectivos o individuales, empleando los recursos materiales y humanos a su alcance.
- Impulsar el crecimiento empresarial de sus asociados a través de la realización de cursos, seminarios, conferencias, mesas redondas, congresos y todo tipo de eventos similares de interés para los asociados.
- Proporcionar servicios de información, consultoría y asesoramiento a sus asociados en asuntos de interés general o particular.
- Fomentar la docencia, la investigación y la cultura, especialmente en el ramo y áreas afines.
- Propiciar y fomentar la comunicación, la integración y el desarrollo entre sus asociados.
- Favorecer y apoyar la excelencia en el servicio, en el ramo de las promociones.
- Promover las relaciones y el intercambio de ideas o experiencias con todo tipo de instituciones mexicanas o extranjeras, cuyos objetivos sean afines a la asociación.
- Realizar todo tipo de publicaciones y producciones vinculadas con el ramo de las promociones, así como otorgar preseas y estímulos en general, relacionadas con este.
- Obtener, adquirir, utilizar o disponer de toda clase de patentes, marcas, certificados de intervención, nombres comerciales, derechos de autor, opciones y preferencias y derechos sobre ellos, ya sea en México o en el extranjero.
- Importar y exportar toda clase de materiales, equipos, herramientas, maquinaria, enseres e instrumentos necesarios para el fomento de todas y cada una de las actividades inherentes a las promociones, así como el otorgamiento de uso y goce de ellos a terceros por cualquier título legal.
- Celebrar los actos jurídicos necesarios para cumplir con los fines de la asociación.
- Realizar cualesquiera otra actividad o gestiones que directa o indirectamente coadyuven, complementen o contribuyan a la consecución de los objetivos antes señalados.

Misión

Vincular en forma dinámica y permanente, a todas las agencias especializadas en la creación y operación de actividades promocionales que tengan domicilio en el interior de la República Mexicana, con el fin de apoyar las actividades propias del ramo, unificar los criterios de participación individual, garantizar niveles de calidad y proteger la correcta aplicación de los recursos de promoción, con base en un código de ética y competencia legal.





Study Case "Promotions Agency ADP"

INTRODUCTORY SLIDE

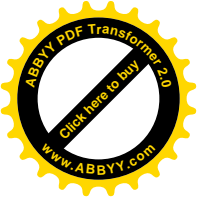
Typically the customers receive the information by e-mail, in which you need to describe the most important issues at once and cost beyond others previous to the rest of the information. Here I have tried to be conscious and brief, but attractive since the first slide.

PROFILE SLIDE

The Agencies should describe briefly their core services, always talking about the cost benefits their customers will have with them.

INTRODUCTORY SLIDE 2

In this phase I have tried to develop a brief summary of our main services, in order to maintain the customer's attention.



ADMINISTRATION ISSUES SLIDE

Typically the customers want to receive an initial approach of the different structures they can play with for their different activities. The difficulty is to maintain attention directed to their main business, which at this time you don't even know about it.

SPECIALTY SLIDE

In this slide I have had to convince what kind of experience are our best strengths, the different services we offered and how can they add value to the promotional activities they run and finally how will that generate more volume and sales to their brands.

ADMINISTRACION DE PERSONAL	NUESTROS SERVICIOS Y COMO COTIZAMOS	NUESTRA ESPECIALIDAD / PLANES INTEGRALES DE VENTAS
<p>ADP PROMOTIONS AGENCY CONTRATA BAJA SU PROPIA NOMINA A PERSONAL SELECCIONADO POR EL CLIENTE O DIRECTAMENTE POR NOSOTROS, SEGUN LAS NECESIDADES.</p> <p>PROCESAMOS LA NOMINA Y PAGAMOS A LOS EMPLEADOS, DE FORMA ELECTRONICA A TRAVES DEL BANCO BBVA BANCOMER.</p> <p>EL CLIENTE SOLO PAGA UNA FACTURA 100% DEDUCIBLE DE IMPUESTOS.</p> <p>ASUMIMOS LA RESPONSABILIDAD PATRONAL DEL PERSONAL QUE TRABAJA PARA EL CLIENTE.</p> <p>ASI, EL COSTO SE CONFORMA POR:</p> <ul style="list-style-type: none"> * SUELDO (Propuesto por el Cliente generalmente) \$x.00 * PRESTACIONES LEGALES (sobre sueldo bruto) @ <35%* * GASTOS ADMINISTRATIVOS Y LEGALES 5% * SERVICIO PROFESIONAL 5% <p>SI EL CLIENTE REQUIERE DE RECLUTAMIENTO DIRECTO, ADICIONALMENTE SE COTIZA:</p> <ul style="list-style-type: none"> ** RECLUTAMIENTO Y SELECCION 6% ** COSTOS DE PUBLICACION EN PERIODICOS \$x.00 * Y LISTO! <p>Lo que permite ahorro de tiempo en entrevistas y aplicacion de exámenes a Candidatos que no cubren los Perfiles.</p>	<p>PROMOCIONES DE VENTAS Y MERCADOTECNIA</p> <p>NUESTRO SERVICIO ES INTEGRAL, POR LO QUE UNA CELULA DE TRABAJO LO ATIENDE DE FORMA ESPECIALIZADA, A TRAVES DE:</p> <ul style="list-style-type: none"> * El Gerente de la Cuenta o Ejecutivo (*) * Asistente de Cuenta * Auxiliares de Captura y Reporteo * Operadores y Vehículos de reparto de P.O.P., <p>CON EL RESPALDO DE:</p> <ul style="list-style-type: none"> * Direcciones Administrativa, Operativa y de R.H., <p>CON LA ASESORIA DE:</p> <ul style="list-style-type: none"> * Nuestros despachos Legales, Laborales, Contables y Penales. <p>ASI, EL COSTO SE CONFORMA POR:</p> <ul style="list-style-type: none"> * SUELDO Y TOTAL DE GASTOS OPERATIVOS \$x.00 * PRESTACIONES LEGALES (sobre sueldos brutos) @ <35%* * GASTOS ADMINISTRATIVOS Y LEGALES 6.5% * SERVICIO PROFESIONAL 6.5% * POR VOLUMEN PUDIENDO SER SOLO 11% TOTAL DE AGENCIA <p>SEGUN LA ESTRUCTURA DEL PROYECTO, SE COTIZA SIEMPRE:</p> <ul style="list-style-type: none"> * COORDINACION GENERAL o LIDER DEL PROYECTO * REPORTEO e INFORMACION <p>*** GASTOS OPERATIVOS INHERENTES AL PLAN</p> <p>* SIN GASTOS DE RECLUTAMIENTO, SELECCION, NI PERIODICOS!</p> <p>* Y LISTO.</p> <p>*** El Reclutamiento y Selección cotiza solamente la publicación inicial en periódicos, permitiendo un ahorro importante en el mantenimiento y reposición de personal para el Cliente.</p> <p>*** Reporteo e información cotiza el transporte en los vehículos administrativos del servicio requerido por el Cliente.</p>	<p>DURANTE NUESTRO PROCESO DE DESARROLLO Y MEJORA CONTINUA, DESDE 1992 NOS HEMOS VUELTO</p> <p>" ESPECIALISTAS EN PLANES INTEGRALES DE VENTAS "</p> <p>... A TRAVES DE EQUIPOS EXCLUSIVOS DE :</p> <ul style="list-style-type: none"> * Demostradoras, Asesoras de Ventas, Demo-Educadoras, Degustadoras, * Promotores Anaqueleros, Promotores de Ventas, Vendedores Jr., Fuerzas de Ventas, * Supervisores y Personal Administrativo. <p>*PRINCIPALMENTE EN LOS CANALES :</p> <ul style="list-style-type: none"> * Autoservicios, Changarro Tradicional, Agencias Misceláneas de Ventas, Tiendas de Conveniencia, Tiendas Departamentales, Tiendas Especializadas, Farmacias, Centrales de Abastecimiento, Centros de Afiliación, Mueblerías, Etc. <p>*COMPLEMENTANDOS CON :</p> <ul style="list-style-type: none"> * Capacitaciones, Eventos de Imagen, Activaciones en Punto de Venta, Reuniones de Integración, Concursos, Planes de Comisiones y Cuotas de Ventas, Expos, Brand Characters y lo que su Marca necesite. 