CABANGA

AFRICA GROUP

Sales Agent Onboarding - Stage One

Product Knowledge

The products a Cabanga Africa Group sales agent sells: what each one is, who buys it, what it costs, what the buyer receives, what the agent earns, and how the sale closes.

Eleven Products, One Agent

Every price in this document is taken from the product's own website. When a client asks a price, the website and this document give the same answer.

#	Product	What You Sell	Entry Price	Your Commission
1	Digital	Websites: Launch, Corporate, Commerce and Platforms	From USD 357	10% of every invoice paid
2	Growth Marketing	Monthly marketing: Ignite, Momentum, Surge and Dominate	USD 88 a month	10% of every invoice paid
3	Market Research	Market surveys, custom research, competitor and market monitoring	USD 297 a month	10% of every invoice paid
4	Cloud Tools	Seven business tools by subscription, each with a 14-day trial	USD 9 per user a month	10% of every invoice paid
5	Media	Magazine pages, editorial campaigns, features and Your Magazine	USD 279 a full page	Up to 20%
6	Cabanga AdServe	One banner on all thirteen magazine websites	USD 28 a month	Up to 20%
7	Dura	Business listings on the pan-African directory	USD 28 a year	Up to 20%
8	Digital Navigator	Digital marketing certification; the course is free	USD 18	USD 3 a certification
9	RIMAI	RIMAI codes that open the agribusiness school	USD 18 a code	USD 3 a code
10	Huyai	Operator listings on the Zimbabwe travel marketplace	USD 28 a year	20% (USD 5.60)
11	Cabanga TV	Content sponsorship and contract video channels	Quoted per brief	Up to 20%

How To Use This Document

Each product has its own section in the same order: what it is, who buys it, what you sell and at what price, what the buyer gets, what you earn, and how the sale closes. Learn the entry price of every product first, because it is the number that opens the conversation. Where a product carries several packages, the full table sits in its section so you can move a client up once the first sale is made.

All prices are in United States Dollars and exclude any applicable local tax. On cabanga.africa every price also shows in rand, kwacha, pula and Namibian dollars at the day's rate. Commission is paid on money that has landed in the account, not on quotes or deposits, and the exact structure is set out in writing when you are accepted as an agent.

Digital

01

Websites written, designed and built in three working days, with sixty days of support and free Cloud Tools switched on at launch.

USD 357	USD 1,397	10%
LAUNCH WEBSITE, FROM	COMMERCE WEBSITE, FROM	OF EVERY INVOICE PAID

Who Buys It

Sole traders and new businesses that have to be findable this week, established firms that sell on credentials and depth, businesses that sell online, and organisations that need a system rather than a brochure: accounts, logins, bookings, member areas and learning. Across twelve countries from Botswana to Nigeria.

What You Sell: Websites

Package	For	Price
Launch	A business that needs to be found and contacted: up to 10 pages, written copy for every page, mobile-first build, contact form and WhatsApp routing	From USD 357
Corporate	A firm that sells on credentials and depth: up to 20 pages, service and sector architecture, team and credentials pages	From USD 593
Commerce	A business that sells online: 10 pages and more, a product catalogue of 1 to 50 products, payment routing, speed tuning	From USD 1,397
Platforms	A system, not a brochure: accounts and logins, bookings and payments, member areas and directories, learning systems and portals	Quoted to the brief

Every website includes written copy for every page, search markup and a sitemap, and sixty days of support after launch. Prices are minimums: the quote follows the brief.

What The Buyer Gets

Package	Free Cloud Tools At Launch, One User Each
Launch	SearchQ SEO 1.0 (Starter) for 1 month
Corporate	SearchQ SEO 1.0 and VicStata CRM 1.0 (Starter) for 1 month
Commerce	SearchQ SEO 1.0, VicStata CRM 1.0 and BelaSocial Media Manager 1.0 for 3 months
Platforms	All seven Cloud Tools for 1 month: SearchQ, VicStata, BelaSocial, ProMana, BrandQ, MagQ and AutoMana

The build runs Day 00 brief and deposit, Day 01 structure and copy, Day 02 design, build and review, Day 03 launch. The client follows the project, its tasks and its invoices in their own account on cabanga.africa.

Your Commission

Ten percent of every invoice paid by a client you closed, for as long as they keep paying, paid monthly against the payout schedule. It is commission only, with no cap. A client is yours when they sign up through your agent link, cabanga.africa/?ref= followed by your agent code, or when you are named on the order; the link holds for 60 days.

How The Sale Closes

The client chooses a tier on cabanga.africa/digital and places the order through your agent link. A deposit holds the build slot; the client reviews the site at the end of day two, the balance falls due at launch, and the site goes live. Payments are final. The order and the invoice appear in their account at once, and they pay online with Cabanga Pay, Paystack, PayPal or Stripe, or by bank transfer with the invoice number as the reference. The moment the invoice is paid the work starts and any included Cloud Tools switch on.

Growth Marketing

02

Monthly marketing that keeps a business seen, searched and chosen: social media, search and AI visibility, email, content, ads, WhatsApp and PR.

USD 88	USD 297	10%
IGNITE, A MONTH	IDEATION FEE, ONCE-OFF	OF EVERY INVOICE PAID

Who Buys It

Businesses that already exist and now need to be seen every week: owners going live or relaunching, firms that want steady leads, businesses that sell and need ads and WhatsApp working, and brands that want to own their market with PR, monitoring and magazine features.

What You Sell: Packages

Package	For	Per Month
Ignite	Be seen every week on the two platforms that matter most: 2 platforms, 15 posts a month, monthly analytics report	USD 88
Momentum	A post a day, a monthly report and the first email campaigns: 4 platforms, 30 posts a month, search and AI visibility, 2 email campaigns a month	USD 350
Surge	Content, managed ads, WhatsApp and a landing page that converts: 6 platforms, 30 posts, 4 email campaigns with automation, 2 articles and 1 landing page a month	USD 561
Dominate	Own the market: 8 platforms, weekly reports, unlimited email, 4 articles and 3 landing pages a month, a press release a month, monitoring, paid newsletters and an online magazine feature every month	USD 997

Every package starts with a once-off ideation fee of USD 297: the thinking, concepts and plan behind the marketing before the first post goes out. The client's own advertising budget, paid to Meta, Google, LinkedIn, TikTok or any other platform, sits on top of the fee and is never included.

What The Buyer Gets

Every package carries BelaSocial Media Manager 1.0 and the Digital Navigator course for as long as it runs, so the client sees and approves every post and learns the trade alongside the team. Momentum and above add SearchQ SEO 1.0 and VicStata CRM 1.0, with one user on Momentum, two on Surge and five on Dominate. Reports arrive in the client's account.

Your Commission

Ten percent of every invoice paid by a client you closed, for as long as they keep paying, paid monthly against the payout schedule. It is commission only, with no cap. A client is yours when they sign up through your agent link, cabanga.africa/?ref= followed by your agent code, or when you are named on the order; the link holds for 60 days.

How The Sale Closes

The client chooses a package on cabanga.africa/growth-marketing through your agent link. The order and the invoice appear in their account at once, and they pay online with Cabanga Pay, Paystack, PayPal or Stripe, or by bank transfer with the invoice number as the reference. The moment the invoice is paid the work starts and any included Cloud Tools switch on. Packages renew monthly and are invoiced on the date they started, so your commission continues with every month paid.

Market Research

03

Research on any of the thirteen markets, run through the Group's readership, its editors and BrandQ: surveys, custom studies and a monthly watch on competitors.

USD 297	USD 1,500	10%
MONITORING, A MONTH	MARKET SURVEY, PER STUDY	OF EVERY INVOICE PAID

Who Buys It

Businesses entering a new market or launching a product, investors and development partners who need evidence before committing, and established firms that want to know what their competitors are doing before their customers notice.

What You Sell

Service	What It Is	Price
Market survey	A survey of the client's market designed, fielded through the Group's readership and BrandQ, analysed and reported	USD 1,500 per study
Custom research	Research built around the client's question: interviews, desk research, fieldwork in any of the thirteen markets, and a written report	From USD 3,500 per study
Competitor and market monitoring	A monthly watch on competitors and the market, with what changed and what it means for the client	USD 297 a month

What The Buyer Gets

A written report in the client's account, with the figures behind it, and a debrief with the research team. Monitoring clients receive a report every month for as long as the service runs.

Your Commission

Ten percent of every invoice paid by a client you closed, for as long as they keep paying, paid monthly against the payout schedule. It is commission only, with no cap. A client is yours when they sign up through your agent link, cabanga.africa/?ref= followed by your agent code, or when you are named on the order; the link holds for 60 days.

How The Sale Closes

The client orders a survey or monitoring on cabanga.africa/market-research through your agent link, or sends the brief for custom research and receives a quote. An accepted quote becomes an order and an invoice in the client's account. The order and the invoice appear in their account at once, and they pay online with Cabanga Pay, Paystack, PayPal or Stripe, or by bank transfer with the invoice number as the reference. The moment the invoice is paid the work starts and any included Cloud Tools switch on.

Cloud Tools

04

Seven business tools sold by subscription, each with a 14-day trial, each set up by the client in its own colours, and each carrying business news from the magazines.

USD 9	14 days	10%
VICSTATA, PER USER A MONTH	FREE TRIAL ON EVERY TOOL	OF EVERY INVOICE PAID

Who Buys It

Any business that wants to run its customers, projects, social media, surveys, search visibility, magazine or office work properly, without buying software from overseas in dollars it cannot predict. Website and Growth Marketing clients already have some of the tools free, which makes the upgrade an easy second sale.

What You Sell

Tool	What It Does	Tiers
VicStata CRM 1.0	Every customer, deal and follow-up in one place	USD 9 / 19 / 39 per user a month
ProMana Project Manager 1.0	Plan, run and deliver every project with the team and the clients	USD 12 / 19 / 29 per user a month
BelaSocial Media Manager 1.0	Plan, approve, publish and measure every social post	USD 19 / 49 / 99 a month; Enterprise quoted
BrandQ Surveys 1.0	Ask the market, and know what it thinks	USD 19 / 39 / 79 a month
SearchQ SEO 1.0	Be found on Google and by AI assistants	USD 39 / 79 / 149 a month
MagQ Digital Magazines 1.0	Publish an own flipping digital magazine	USD 150 / 187 / 997 a month
AutoMana AI Agents 1.0	AI agents and automations that do the office work	USD 197 / 397 a month; Full Operations quoted

Prices run Starter, Growth and Pro (or the tool's own tier names) and are set out in full on each tool's page at cabanga.africa/cloud-tools. When a client reaches a limit they move up a tier, buy an add-on, or move to a server of their own, quoted separately.

What The Buyer Gets

Its own instance of the tool, switched on the moment the trial starts or the invoice is paid, a short set-up in four steps (the business, the look, the team, done) and the users its tier allows. Reminders go out seven days and one day before a trial ends.

Your Commission

Ten percent of every invoice paid by a client you closed, for as long as they keep paying, paid monthly against the payout schedule. It is commission only, with no cap. A client is yours when they sign up through your agent link, cabanga.africa/?ref= followed by your agent code, or when you are named on the order; the link holds for 60 days. Subscriptions are invoiced every month, and so is your commission.

How The Sale Closes

The client starts a 14-day trial or orders a tier on the tool's page through your agent link. The order and the invoice appear in their account at once, and they pay online with Cabanga Pay, Paystack, PayPal or Stripe, or by bank transfer with the invoice number as the reference. The moment the invoice is paid the work starts and any included Cloud Tools switch on.

Media

05

Thirteen Regional Business Magazines by Cabanga Africa Group, read in 43 countries by more than 28,000 direct subscribers, with more than 2.1 million downloads. One page size, one grid and one fixed rate across every edition.

USD 279	USD 297	Per brief
FULL PAGE, PER EDITION, PER ISSUE	PER PUBLISHED CAMPAIGN ARTICLE	YOUR MAGAZINE

Who Buys It

Hospitality, travel and airlines, banking, finance and investment, property and development, automotive and fleet, professional and advisory services, and premium consumer brands: the businesses that sell to pan-African business owners who sign the cheque, approve the supplier and choose where the money goes.

What You Sell: Magazine Advertising

Unit	Size	Rate Per Edition, Per Issue
Double-page spread	438 x 253 mm	USD 602
Full page	203 x 253 mm	USD 279
Half page horizontal	203 x 125 mm	USD 138
Half page vertical	97 x 253 mm	USD 133
Third page	203 x 84 mm	USD 93
Quarter page horizontal	203 x 62 mm	USD 68
Quarter page vertical	97 x 125 mm	USD 66
Strip	203 x 42 mm	USD 46

Every edition is a digital PDF, and an advertisement built once runs unaltered in any edition or in all thirteen at once. Guaranteed positions carry a loading on the card rate: a right-hand page adds 10%, the first third of the book 15%, facing contents or the editor's note 25%, the inside back cover 35%, the inside front cover 50% and the outside back cover 60%. Booking several issues earns a series discount, and the larger of the series or network discount applies. The Ad Quote Builder on cabanga.africa/advertising works out every figure, so you never negotiate against yourself.

What You Sell: Editorial Campaigns And Features

A campaign is genuine journalism - features, interviews and analysis - published about the client across the network. Because it is real editorial on real publications, Google and the AI search engines treat it as authoritative source material, and it keeps working long after the spend stops. Every published campaign article is a flat USD 297, in any of four programmes: Reputation and Search Command, Market Entry and Positioning, Founder and Executive Profile, and Brand and Business Storytelling. A feature written by the editors costs USD 150 online and USD 2,500 in the PDF edition of a magazine.

What You Sell: Your Magazine

The client's own magazine, journal, newsletter or report, produced under their name. The client owns the title, the masthead, the design system and every piece of content, and chooses between Turnkey, Editorial and Design, or Production Only. Book publishing through Bookshelf runs on the same model. Both are quoted per brief.

Your Commission

Up to 20% of the value of business closed, set out in writing when you are accepted. Most agents sell both advertising and publishing, because a client who advertises this quarter is often the client who commissions a publication next year.

How The Sale Closes

For advertising, the client builds the placement in the Ad Quote Builder on cabanga.africa/advertising and sends it, and the booking is confirmed in writing. For campaigns, the client sets the number of articles in the Campaign Builder on cabanga.africa/campaigns and sends the brief. For Your Magazine, the client completes the publication builder on cabanga.africa/publish and receives a quote against the brief. Pages, campaign articles and features can also be ordered and paid for directly on cabanga.africa/media.

Cabanga AdServe

06

One banner on every article of all thirteen Regional Business Magazines by Cabanga Africa Group, in both banner positions, at a fixed price with no bidding.

USD 28 PER MONTH, ALL THIRTEEN MAGAZINES	**20% off** ON A 12-MONTH TERM	**Up to 20%** YOUR COMMISSION

Who Buys It

Any business that wants to be seen by business readers across Africa and wants a fixed, predictable cost. It suits the owner who has tried a display auction such as Google and found the cost moving with demand, and the owner who has never advertised online because it seemed complicated.

What You Sell

One banner, one price, the whole network. There is no single-magazine option: every booking runs on all thirteen. Longer terms cost less, and the rate holds for the whole term.

Term	Discount	Per Month	Term Total
1 month	Standard	USD 28.00	USD 28
3 months	10% off	USD 25.20	USD 76
6 months	15% off	USD 23.80	USD 143
12 months	20% off	USD 22.40	USD 269

What The Buyer Gets

The banner appears directly below the article image and at the end of the article, on every article of every magazine, every day of the term. The page around it is clean, with two set banner positions and no other ad networks. The client receives a report of views, clicks and click-through rate by magazine, position and day. The banner is one size across the network, 1500 x 250 pixels, as a JPG, PNG or GIF up to 2 MB, and animated GIFs run.

Your Commission

Up to 20% of the value of business closed, set out in writing when you are accepted.

How The Sale Closes

The client chooses a term on ads.cabanga.africa/signup, which shows the invoice amount before anything is sent, or orders a term on cabanga.africa/media. They confirm the sign-up with a six-digit code sent to their email. The invoice follows, and once it is paid the client is asked for the banner, which is checked and put live. The client gets an email the moment the banner is live.

Dura

07

The pan-African business directory, carrying more than 87,000 business listings across 43 African countries, where buyers, suppliers and partners look each other up.

USD 28 CLAIMED LISTING, PER YEAR	**USD 28** NEW LISTING, PER YEAR	**On request** FEATURED LISTING

Who Buys It

Any business owner whose company is already in the directory and wants to control how it appears, and any business that is not yet listed and wants to be found. Because the directory already carries the business's name, the strongest opening line is simply that the listing exists and is waiting to be claimed.

What You Sell

You sell three things. The claimed listing at USD 28 a year turns an existing basic listing into a full shopfront. The new listing at USD 28 a year puts a business that is not yet on Dura into the directory with the same full set of details from day one. The featured listing places the business at the top of its category and town results in the country it chooses, marked Featured, at rates given on request through WhatsApp.

What The Buyer Gets

For USD 28 a year the business gets its logo and up to twelve photographs, a description of what it does, opening hours and a map pin, social media links and a video, a Claimed badge showing that its details are current, and the right to handle its own corrections. Correcting or removing a listing is free, which makes it an easy first contact with any owner.

Your Commission

Up to 20% of the value of business closed, set out in writing when you are accepted.

How The Sale Closes

The client finds the business on dura.cabanga.africa and opens the claim form, or the add form if it is not listed. They fill in the form and confirm a six-digit code sent to their email, which stops anyone claiming a business with an email they do not own. A person on the Dura team checks the request and sends payment details, and the listing is confirmed once the USD 28 annual fee is paid. Claims are made at dura.cabanga.africa/claim and new listings at dura.cabanga.africa/add.

Digital Navigator

08

Practical digital marketing competence: 6 modules, 24 lessons, 19 assignments and 18 hours. The complete course is free. Learn, then pay to prove it.

USD 18	USD 0	USD 3
CERTIFICATION EXAMINATION	TUITION, THE WHOLE COURSE	YOU EARN PER CERTIFICATION

Who Buys It

Job seekers, graduates, entrepreneurs, SME owners, marketing professionals, freelancers, managers and students: anyone who needs stronger digital competence and wants something credible on the CV. Employers, enterprise development programmes, NGOs and public-sector skills programmes buy certification for their people in volume, because staff learn free and the employer pays only for those who finish and want formal assessment.

What You Sell

You sell the certification, not access to the learning, which stays free. The Digital Navigator Certification Examination is USD 18, or the local equivalent of R 300 in South Africa, P 240 in Botswana, USD 18 in Zimbabwe and K 370 in Zambia, confirmed at registration. The opening line is the site's own: what else did you spend USD 18 on this month? Employers and development partners can also book in-house training, workshops, seminars and group coaching, taught live to their team by a facilitator, scoped with the client.

What The Buyer Gets

A personal exam code with two attempts at a 25-question, 45-minute examination with a pass mark of 20 out of 25. A pass earns the designation Digital Navigator Certified Professional, with a certificate carrying its own number on the public register at navigator.cabanga.africa/verify, valid for two years. The examination draws on the whole curriculum: branding, reputation, platforms, customer journeys, content, visibility, SEO, email, data, consumer behaviour, AI and advertising. Where platform certificates teach one company's tools, Digital Navigator teaches the trade every platform sits inside, built on twenty years of client work across 139 brands and 42 industries.

Your Commission

USD 3 on every USD 18 certification you sell, or the local equivalent of R 50, P 40, USD 3 or K 60. There is one requirement: you must first complete the course and become a certified Digital Navigator yourself, because you cannot sell a certification you do not hold.

How The Sale Closes

You complete the course free, pay USD 18, pass the examination, then apply with your certificate number at navigator.cabanga.africa/sales-agents. The buyer studies free at navigator.cabanga.africa, registers and pays at navigator.cabanga.africa/certification, and receives the exam code from the Digital Navigator team on WhatsApp. The code locks to the first candidate who uses it and does not expire, so the buyer can study first and sit when ready.

RIMAI

09

A 13-day digital school of agribusiness for people who hold land and want it to make money. Think like a farmer, count like a banker.

USD 18	USD 3	USD 300
ONE RIMAI CODE	YOU EARN PER CODE	A MONTH FROM 100 CODES

Who Buys It

Landholders, new and aspiring farmers, co-operative members, and anyone who wants to run land as a serious business without first becoming an agronomist. Sell in your town, your co-operative, your church, your farmers' day and your workplace, across South Africa, Zimbabwe, Zambia, Botswana and Namibia.

What You Sell

RIMAI codes at USD 18 each. One code opens the whole school for the person who buys it and pays for the assessment of their plan. The first lesson of every module is open free, which lets the buyer see the quality before paying.

What The Buyer Gets

The full school: eleven Core Course modules, a Major and a capstone, with the Dictionary, the Library and 108 calculators behind every lesson. The buyer finishes as a Certified RIMAI Agribusiness Professional with a costed plan for land they hold. The school is built on the advisory record of Evertol Associates, which has raised R300 million for more than ten farming businesses in four countries since 2021, and on more than 4,400 agribusiness articles published by Cabanga Africa Group across twelve countries since 2017. Government accreditation is in progress in all five countries.

Your Commission

USD 3 on every code sold under your agent ID and activated by the buyer, with no limit. You do not need to farm, study or hold the certificate to sell it.

How The Sale Closes

You register as an agent at rimai.cabanga.africa/agents and receive an agent ID attached to every code you sell. The buyer pays USD 18 for a code issued under your ID, then enters it with their name and email at rimai.cabanga.africa/unlock and confirms by email. The code is bound to that one student, opens the school on up to two devices, and covers one submission and one resubmission. Sell codes only, never copies, and never promise a pass.

Huyai

10

The Zimbabwe travel marketplace: stays, meals, experiences, packages, car hire and flights from more than 1,000 travel and tourism operators, chosen like a store and paid for once.

USD 28 OPERATOR LISTING, PER YEAR	**Quoted** FEATURED PLACEMENT	**Quoted** PROMO PACKAGE

Who Buys It

Lodges, hotels, guest houses, restaurants, guides, safari and tour operators, car hire firms and other travel services across Zimbabwe, from Harare, Bulawayo and Victoria Falls to Kariba, Hwange, Mana Pools and Nyanga.

What You Sell

The operator listing at USD 28 a year is the core sale. Featured placement gives priority in search and on the destination pages, plus Huyai adverts carrying the operator's place in the Lifestyle sections of the thirteen magazines. Promo packages place the operator's specials in the Huyai packages. Featured placements and promo packages are quoted separately.

What The Buyer Gets

For USD 28 a year the operator gets its own page with rates, meals and amenities, a key photograph and a gallery of up to ten more, its place in search and on the destination pages, and the Verified mark once Huyai confirms its details. Guests pay Huyai, so the operator never chases a deposit, and Huyai's commission is taken from each confirmed booking, never charged up front.

Your Commission

20% of every entry fee signed with your Rep code: USD 5.60 for every operator, paid once that operator's fee is received. Ten operators is USD 56 and a hundred is USD 560.

How The Sale Closes

You apply as a Huyai Rep at huyai.cabanga.africa/careers and receive your own Rep code. You visit, call or message the operators you know, and they add their listing at huyai.cabanga.africa/add-listing using your code. The listing goes live once the operator pays the USD 28 entry fee.

Cabanga TV

11

The streaming service for African business and economics: more than 10,000 curated programmes in nine Business Channels and 36 Business Desks, chosen by the thirteen Cabanga editions.

Per brief	Per brief	Up to 20%
CONTENT SPONSORSHIP	CONTRACT VIDEO CHANNELS	YOUR COMMISSION

Who Buys It

Companies that want their own story told on screen, and organisations that want to fund a story about someone else: a law firm sponsoring a programme on a legal aid organisation it believes in, or a bank sponsoring one on a business association in its market. Media partners and broadcasters also come to Cabanga TV, but those are programme exchanges rather than sales.

What You Sell

Content sponsorship, where the sponsor funds a programme that Cabanga TV produces about a civic organisation, community project, association, school or institution, credited to the sponsor and published on Cabanga TV and the Cabanga YouTube channel. Contract video channels, which is contract publishing made for the screen, in three parts: production of programmes to the Cabanga editorial standard, a branded channel of the client's own inside Cabanga TV, and channel management covering scheduling, descriptions, filing, refreshes and reporting. Every offer is quoted on its own brief.

What The Buyer Gets

Interviews, founder stories, explainers and event coverage, shot and edited by the network, with the client's programmes filed into the nine Business Channels beside the continent's leading business programming. The sponsor receives the credit; the client with its own channel receives the channel, its name and its story, run for it.

Your Commission

Up to 20% of the value of business closed, set out in writing when you are accepted.

How The Sale Closes

The client sends a brief through the form under the offer they want on tv.cabanga.africa/services or tv.cabanga.africa/partners, by WhatsApp or by email, and confirms it with a six-digit code. The Cabanga TV team replies with a quote against the brief.

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