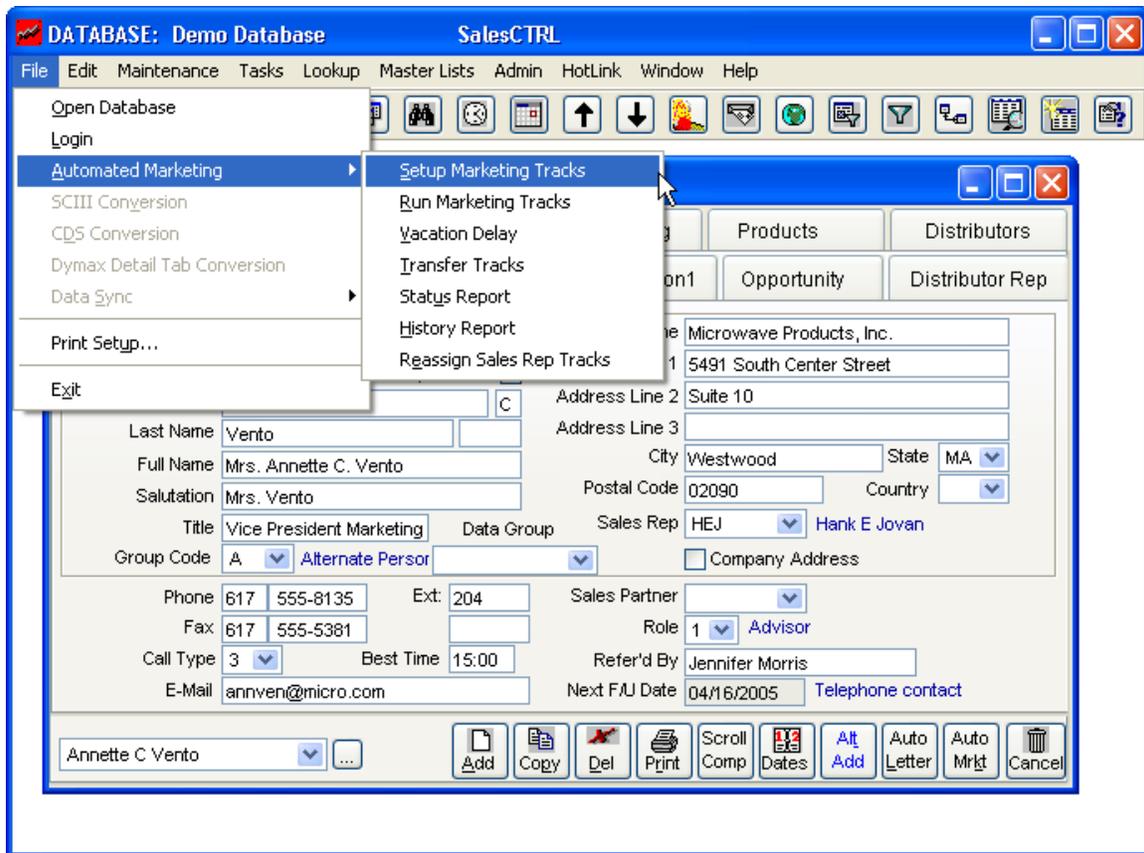
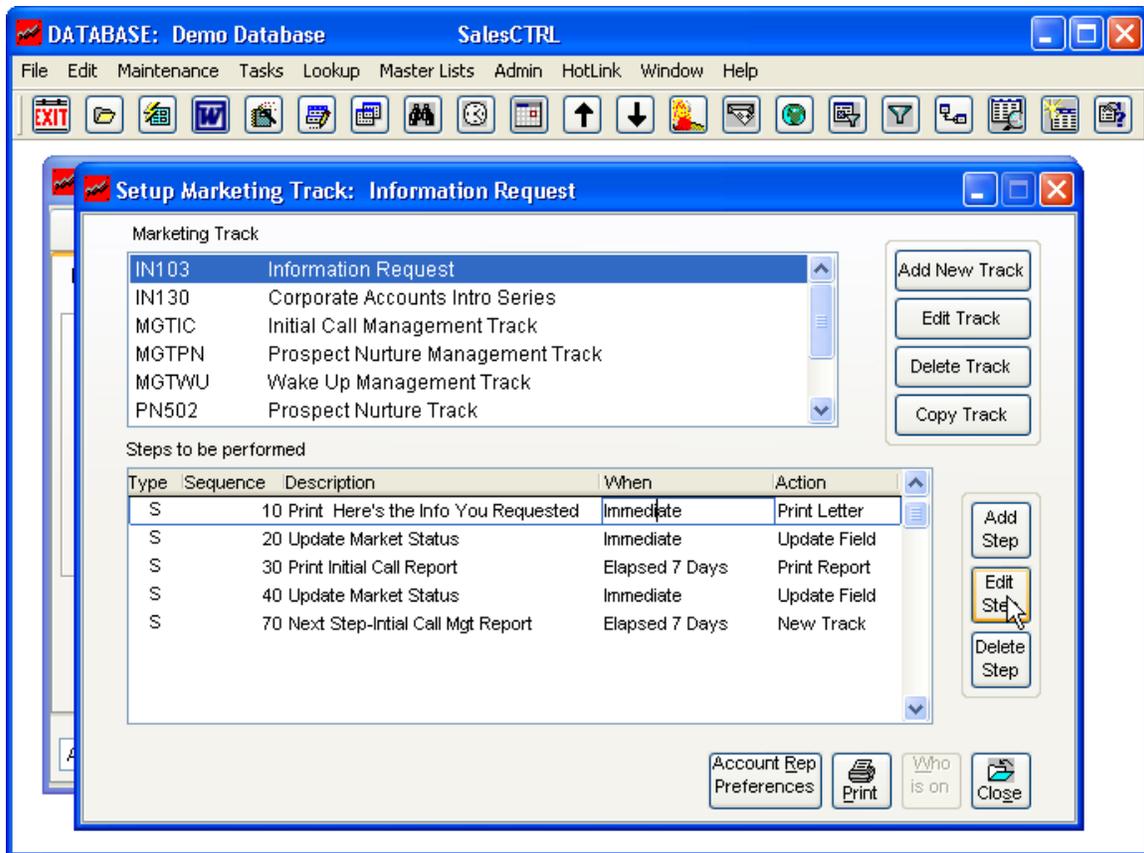


## SalesCTRL Automated Marketing Screens



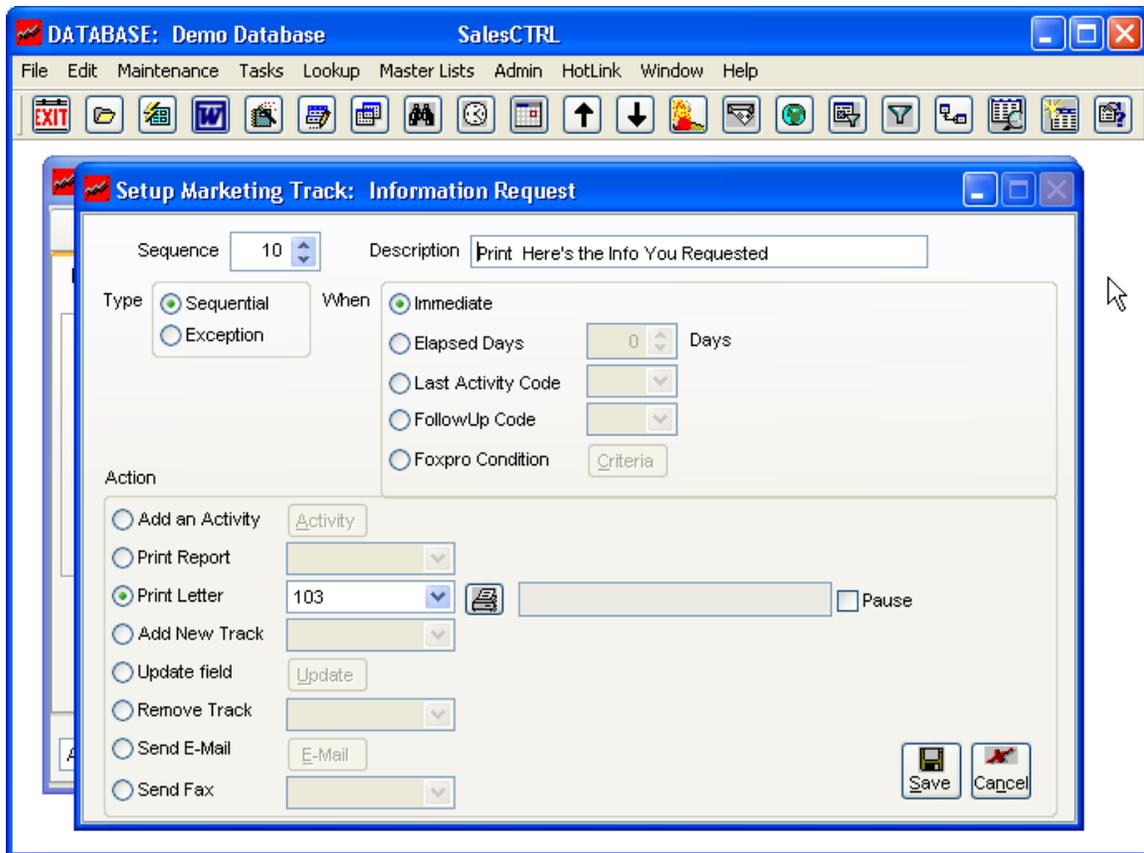
The Automated Marketing function provides a systematic approach to keep in touch with customers, prospects, vendors, employees or any contact you have in your database.

## SalesCTRL Automated Marketing Screens



Using our predefined tracks you can customize them or add new tracks to create a marketing program designed for your specific requirements by database. You can assign multiple tracks to a contact or group of contacts and automatically switch the contacts to a different track based upon the logic you establish for the specific track.

## SalesCTRL Automated Marketing Screens



Each marketing track consists of a series of steps to perform based upon a condition such as the number of elapsed days, last activity code, follow up code or custom logic using the Expression Builder.

You control whether to add an activity, print a report, print a letter, add another track, update a specific field or fields in the contact's record, remove the contact from the track, send an email or a fax.

## SalesCTRL Automated Marketing Screens

The screenshot displays the SalesCTRL software interface. The main window is titled 'SalesCTRL' and shows a contact record for 'Annette Vento' at 'Microwave Products, Inc.'. The record is displayed in a form with various fields and tabs. The 'Contact' tab is active, showing the following information:

Company	Contact	Activity	Sales	Billing	Products	Distributors
	Telemarket	Sales	Invoice Option1	Opportunity	Distributor Rep	

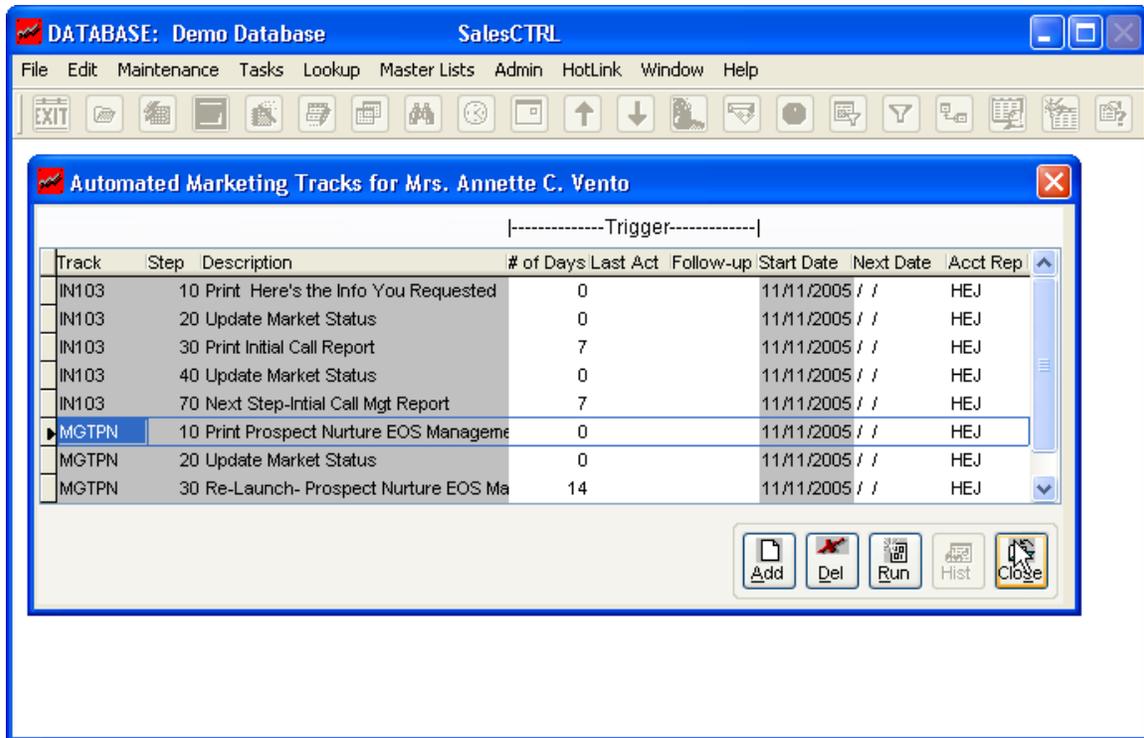
Record No: 20  
Prefix: Mrs. Primary Contact:   
First Name: Annette C  
Last Name: Vento  
Full Name: Mrs. Annette C. Vento  
Salutation: Mrs. Vento  
Title: Vice President Marketing  
Data Group: Sales Rep: HEJ Hank E Jovan  
Group Code: A Alternate Person  
Phone: 617 555-8135 Ext: 204  
Fax: 617 555-5381  
Call Type: 3 Best Time: 15:00  
E-Mail: annven@micro.com  
Company Name: Microwave Products, Inc.  
Address Line 1: 5491 South Center Street  
Address Line 2: Suite 10  
Address Line 3:  
City: Westwood State: MA  
Postal Code: 02090 Country:  
Sales Partner:  
Role: 1 Advisor  
Refer'd By: Jennifer Morris  
Next F/U Date: 04/16/2005 Telephone contact

Buttons at the bottom: Add, Copy, Del, Print, Scroll Comp, Dates, Alt Add, Auto Letter, Auto Mkt, Cancel.

You can place a contact on multiple Marketing Tracks from the contact record or through the Task Manager using specific criteria. For example, you could add all of the contacts imported from a mailing list you purchased to a specific product track based upon the value of the Product Interest field you maintain in your database.

Another example is to place a customer on a warranty expiration track that automatically generates a notification so many days prior to the expiration date as reminder to purchase an extended warranty program. This track could also email a reminder to the appropriate sales rep of the extended warranty sale opportunity and even add the contact to their To-Do List for follow up.

## SalesCTRL Automated Marketing Screens



Automated Marketing Tracks for Mrs. Annette C. Vento

|-----Trigger-----|

Track	Step	Description	# of Days Last Act	Follow-up	Start Date	Next Date	Acct Rep
IN103	10	Print Here's the Info You Requested	0		11/11/2005	/ /	HEJ
IN103	20	Update Market Status	0		11/11/2005	/ /	HEJ
IN103	30	Print Initial Call Report	7		11/11/2005	/ /	HEJ
IN103	40	Update Market Status	0		11/11/2005	/ /	HEJ
IN103	70	Next Step-Initial Call Mgt Report	7		11/11/2005	/ /	HEJ
MGTPN	10	Print Prospect Nurture EOS Managemen	0		11/11/2005	/ /	HEJ
MGTPN	20	Update Market Status	0		11/11/2005	/ /	HEJ
MGTPN	30	Re-Launch- Prospect Nurture EOS Ma	14		11/11/2005	/ /	HEJ

Buttons: Add, Del, Run, Hist, Close

This contact has several marketing tracks which can be processed directly from the contact's record or through the Run Marketing Tracks function.