

# MARKET MENTOR

## *New Business Development Customer Relationship Management*



### **Sales Automation & Relationship Marketing** *(Without the Risks, Hassles, High Cost & Headaches)*

**Automated Customer Relationship Management Program**  
**Flow Charts, Instructions and Tips on Getting Started**  
**Pre-designed Market Mentor© Tracks**  
**Pre-written Marketing Documents**

# MARKET MENTOR

## **Business Development Plan with Marketing Manual, CD, Audio Cassette with:**

- 60 MS-Word letters and faxes in hard copy and electronic format
- 25 E-Mail Templates
- 18 Pre-designed marketing tracks with steps that trigger each letter, fax or e-mail  
*(GoldMine ver. contains 6 pre-designed Automated Processes; ACT version does not contain any pre-written tracks, only the documents, notebook, CD & audiotape)*

### **Prospecting track**

*Letter track:* 4 steps - 3 letters & envelopes + follow-up reminder

*Email track:* 4 steps - 3 email messages + follow-up reminder

### **Interested with Appointment track**

*Letter/fax track:* 7 Steps - 6 letters/faxes & envelopes + follow-up reminder

*E-mail track:* 4 steps - 3 email messages + follow-up reminder

### **Interested with No Appointment track**

*Letter/fax track:* 5 Steps - 4 letters/faxes & envelopes + follow-up reminder

*Email track:* 4 steps - 3 email messages + follow-up reminder

### **Not Interested Now track**

*Letter track:* 4 steps - 3 letters & envelopes + follow-up reminder

*Email track:* 4 steps - 3 email messages + follow-up reminder

### **Not Interested track**

*Letter track:* 4 steps - 3 letters & envelopes + follow-up reminder

*Email track:* 4 steps - 3 email messages + follow-up reminder

### **Lost Sale track**

*Letter track:* 7 steps - 6 letters & envelopes + follow-up reminder

*Email track:* 7 steps - 6 email messages + follow-up reminder

### **New Customer track**

*Letter track:* 4 steps - 3 letters & envelopes + follow-up reminder

*Email track:* 4 steps - 3 email messages + follow-up reminder

### **Customer Care track**

*Letter track:* 5 steps - 4 letters & envelopes + follow-up reminder

*Email track:* 5 steps - 4 email messages + follow-up reminder

### **Nurture track**

*Letter track:* 13 steps - 12 letters & envelopes + follow-up reminder

*Email track:* 13 steps - 12 email messages + follow-up reminder



Works with:

**TeleMagic®, GoldMine®, ACT®, etc.**



**TeleMagic version . . \$ 2,495 (18 tracks & Sales Track)**

**GoldMine version . . \$ 1,995 (18 AP's, letters, etc)**

**ACT version . . . . . \$ 1,295 (no automated tracks)**

*(Does not include TeleMagic®, GoldMine®, ACT®)*



**See & Experience the power of Market Mentor**

Go to <http://www.oacinc.com> and click on

**MarketMentorOnline**

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