



## Web based Sales Automation, Automated Sales Campaigns, Telemarketing and Lead Generation

Now you can enjoy the benefits of sales automation without the risks, high costs, headaches and frustrations, and without having to buy anything, load anything onto your computer system, or hire anybody to run it.

**You Sell . . . we'll do everything else!**

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### What's Included in Market Mentor Online?

**A. Sales Automation & Contact Management:** A user-customizable, relational database to store, track and report on information about Companies, Contacts, Equipment, Sales & Marketing Activities, sales forecasts, expiring contracts, and much more. Accessible via your Internet browser 24/7/365.

**B. Market Mentor© Sales & Marketing Campaign Management:** Sales automation programs have the “*potential*” to automate your *sales people*, however, they don't automate your *sales process*. Market Mentor is an Automated Relationship Marketing Program with over 50 customizable letters and email templates and 16 sales and marketing campaigns; to automate your entire *sales process*!

**C. Telemarketing follow-up, opportunity management, lead generation and sales management:** Even with the most sophisticated SFA/CRM program, eventually, somebody needs to follow up with your prospects to move the sales process along. If your sales people don't follow up in a timely manner, your ROI will be disappointing at best, not to mention the lost opportunities!

We'll make your follow up calls for you. At the completion of each prospect's sales campaign track, our professional staff will call each prospect, confirm receipt of your information, qualify the opportunity, set appointments and notify you of the results. We will enter contact comments into each prospect record, update their record status, schedule callbacks on your sales rep's calendars, re-assign to another MMOL follow up sales track, and update management reports.

In essence, we become your virtual sales manager to make sure proper follow up occurs and notify you when it doesn't. Market Mentor Online's VSM© (Virtual Sales Manager) can be set to monitor any data field in your MMOL database and automatically email a sales rep, owner, service manager, alerting them of any changes, appointments set, status changes, etc.

### Want More Information?

Call: 800-875-7599 or Visit our Website: <http://www.marketmentoronline.com>

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View an online Power Point presentation at

<http://www.marketmentoronline.com/ppt/1-mmollead.swf>

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