



Automated Marketing Program

for

TTI Consultants

Office Automation Consultants, Inc.

800-875-7599

sales@oacinc.com

www.oacinc.com

Thank you for your interest in Market Mentor for TTI Consultants.

Prior to starting my own business in 1991, I enjoyed a successful, 26 year career with Lanier Worldwide, Inc., where I spent 2 years as a service technician, 14 years in sales, 7 years in management and 4 years in sales training. I'm not applying for a job, just letting you know that I understand and appreciate the many challenges that small businesses like ours face every day.

We've applied our 40 years experience and the input from many clients to customize a sales automation and relationship marketing program specifically for TTI Consultants. Now you can "level the playing field" and compete more effectively and efficiently with our tried and proven program.

Although the Automated Relationship Marketing Program is designed to work with TeleMagic, it will work just as well with any other sales automation or CRM program that supports automated processes.

You can even use the letters, email and marketing tracks with your existing word processing program as long as you have the time and discipline to manually manage the process. Relationship marketing works regardless of how you produce your documents, email, etc. Our Automated Marketing Program just takes less of your valuable selling time to manage the process.

The following pages include pictures and short descriptions of the various TTI database screens, letters, sales tracks, etc. to give you a general overview of what's included.

Each screen can be customized to support your specific needs and the way you run your business. You don't have to adapt your business to our program . . . our program will adapt to your business!

You'll be amazed at how much one person can do with the right tools to help you stay in contact with your prospects and customers.

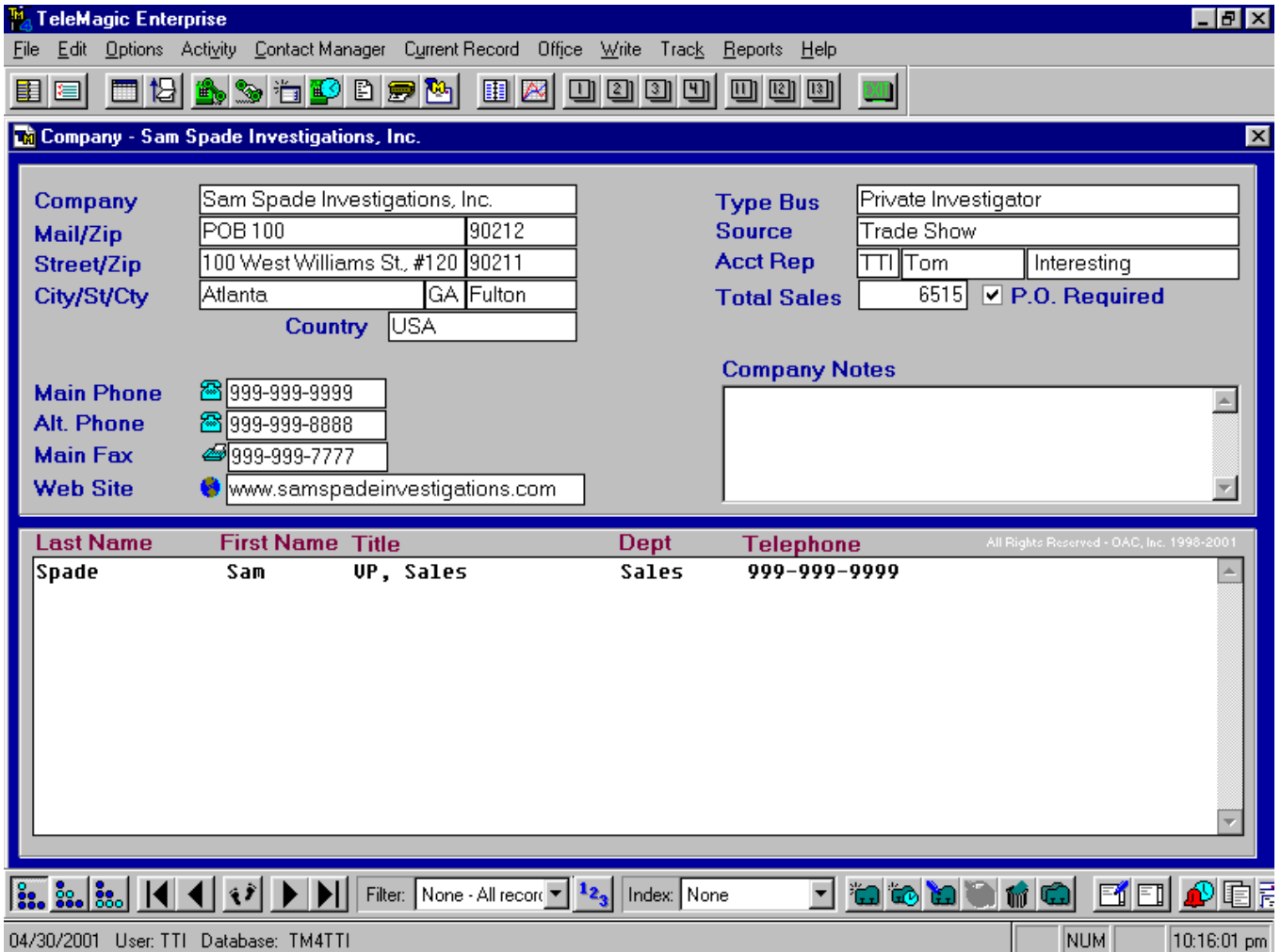
Thank you.

**Larry Breed
Office Automation Consultants, Inc.
800-875-7599
lbreed@oacinc.com
www.oacinc.com
www.marketmentoronline.com**

Market Mentor for TTI Consultants is available for purchase, and as a web-based subscription service.

COMPANY Information

Level 1 - Page 1



TeleMagic Enterprise
 File Edit Options Activity Contact Manager Current Record Office Write Track Reports Help

Company - Sam Spade Investigations, Inc.

Company	Sam Spade Investigations, Inc.		Type Bus	Private Investigator	
Mail/Zip	POB 100	90212	Source	Trade Show	
Street/Zip	100 West Williams St., #120	90211	Acct Rep	TTI Tom	Interesting
City/St/Cty	Atlanta	GA Fulton	Total Sales	6515	<input checked="" type="checkbox"/> P.O. Required
Country	USA		Company Notes		
Main Phone	999-999-9999				
Alt. Phone	999-999-8888				
Main Fax	999-999-7777				
Web Site	www.samspadeinvestigations.com				

Last Name	First Name	Title	Dept	Telephone
Spade	Sam	UP, Sales	Sales	999-999-9999

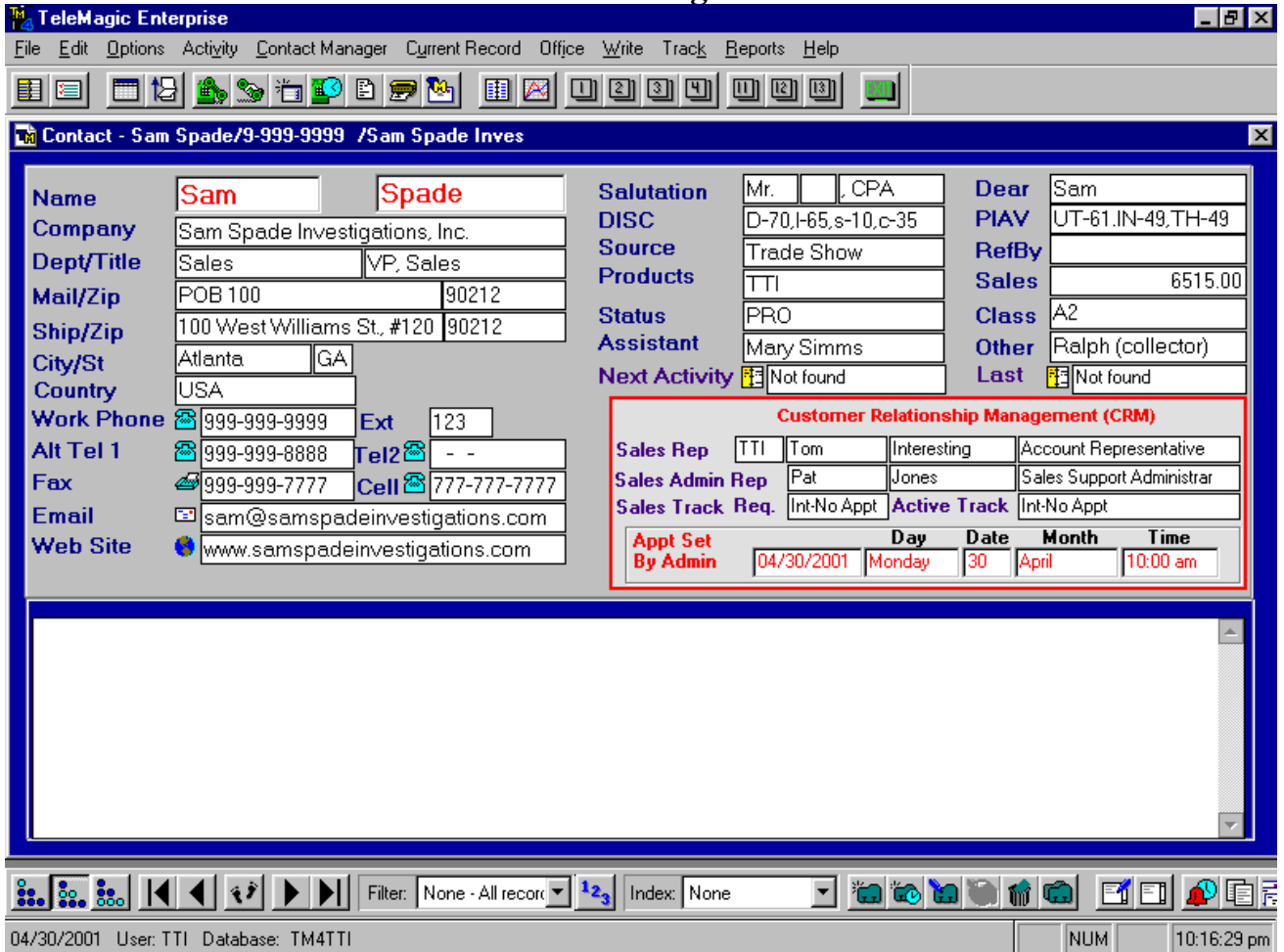
04/30/2001 User: TTI Database: TM4TTI

This is the Company database information that provides a quick overview of the company and a list of Contacts who work for this company.

The controls at the bottom of each screen allow you to find, add, edit, and delete records. You can click on GoTo (the 2 feet icon) or ALT/G, type in the first few characters of the company name and you're immediately at the Company record you want. To GoTo a specific Contact record just double-click on that record in the list and you will be taken directly to that record for more detailed information.

Filters allow you to isolate certain records that meet a certain criteria; i.e. all companies in the city of Atlanta or within zip code range of 31201-33201, etc. Indexes allow you to sort the records in any order such as by company name, city, state, etc. You can filter on any field.

CONTACT Information Level 2 - Page 1



TeleMagic Enterprise
File Edit Options Activity Contact Manager Current Record Office Write Track Reports Help

Contact - Sam Spade/9-999-9999 /Sam Spade Inves

Name	Sam Spade	Salutation	Mr. , CPA	Dear	Sam
Company	Sam Spade Investigations, Inc.	DISC	D-70,I-65,s-10,c-35	PIAV	UT-61.IN-49,TH-49
Dept/Title	Sales VP, Sales	Source	Trade Show	RefBy	
Mail/Zip	POB 100 90212	Products	TTI	Sales	6515.00
Ship/Zip	100 West Williams St. #120 90212	Status	PRO	Class	A2
City/St	Atlanta GA	Assistant	Mary Simms	Other	Ralph (collector)
Country	USA	Next Activity	Not found	Last	Not found
Work Phone	999-999-9999 Ext 123	Customer Relationship Management (CRM)			
Alt Tel 1	999-999-8888 Tel2 - -	Sales Rep	TTI Tom Interesting	Account Representative	
Fax	999-999-7777 Cell 777-777-7777	Sales Admin Rep	Pat Jones	Sales Support Administrar	
Email	sam@samspadeinvestigations.com	Sales Track Req.	Int-No Appt Active Track	Int-No Appt	
Web Site	www.samspadeinvestigations.com	Appt Set By Admin	04/30/2001 Monday 30 April 10:00 am		

04/30/2001 User: TTI Database: TM4TTI NUM 10:16:29 pm

This is the 1st page of a Contact record. Each screen can be re-designed including the field names, prompts and the location on the screens. The Contact screens contain valuable information to remind you of: (1) Who do I need to contact? (2) What have I done with this contact in the past? (3) When am I supposed to contact them again? After making contact, one click of the mouse (or touch of a function key) will set a recall for 1 week, 2 weeks, or 1 month from today.

The Notepad contains a history of past contacts, letters, email, faxes, etc. All letters, proposals, and email for each contact are linked to their TeleMagic record. Anytime you want to review any of their documents, just click and a listing of all documents is shown for you to review right from the Contact record. With just a couple of keystrokes or mouse clicks you can send a personalized letter, fax, or email right from within their record. Just imagine being on the phone with your prospect and faxing or emailing them a brochure, price list, testimonial letter or article, while they're on the phone!

CONTACT Information - Cont'd
Level 2 - Page 2
Qualifying Questions

TeleMagic Enterprise
 File Edit Options Activity Contact Manager Current Record Office Write Track Reports Help

Contact - Sam Spade/9-999-9999 /Sam Spade Inves

Qualifying Questions

Date: 04/29/2001

Company: Sam Spade Investigations, Inc. Contact: Sam Spade

Dept: Sales Title: VP, Sales

1. How many employees does your company have currently? **6-50**

2. How many, if any, people do you plan to hire in the next 12 months? **25**

3. Do you have a candidate selection process that identifies potential high performers for each job category? Selection Process? What is It? **Myers-Briggs**

4. Would you like to know about our process? -

5. Does your company use any individual or organizational assessment software? **Gut feelings**

6. Are you a Unionized facility?

7. Who makes your training/consulting service provider decisions?

John King, Fred Smith and Sam make the decisions

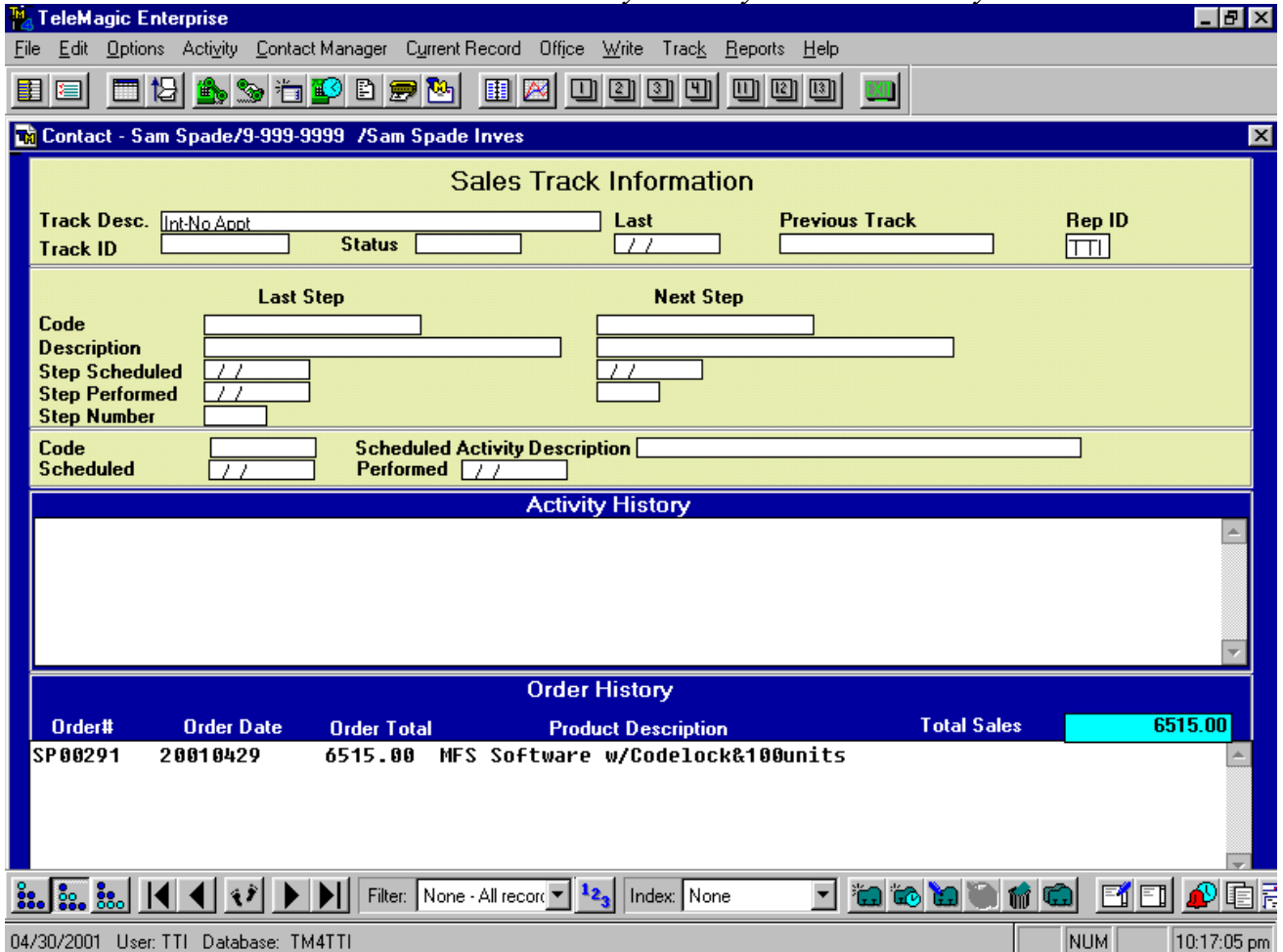
04/30/2001 User: TTI Database: TM4TTI NUM 10:16:50 pm

This page stores, tracks and manages the information uncovered in the initial and subsequent interview. You can revise, add or change the questions, as you like.

After completing the above information, if the contact is willing to set a telephone appointment or on-site appointment you can return to page 1 of their contact record, enter the agreed upon appointment date information and send them a letter or email to confirm the appointment.

Contact Level 2 – Page 3

Sales Track – Activity History – Sales History



TeleMagic Enterprise
 File Edit Options Activity Contact Manager Current Record Office Write Track Reports Help

Contact - Sam Spade/9-999-9999 /Sam Spade Inves

Sales Track Information

Track Desc: Last Previous Track Rep ID

Track ID Status

Last Step		Next Step	
Code	<input type="text"/>		<input type="text"/>
Description	<input type="text"/>		<input type="text"/>
Step Scheduled	<input type="text" value="//"/>		<input type="text" value="//"/>
Step Performed	<input type="text" value="//"/>		<input type="text"/>
Step Number	<input type="text"/>		<input type="text"/>

Code Scheduled Activity Description

Scheduled Performed

Activity History

Order History				
Order#	Order Date	Order Total	Product Description	Total Sales
SP00291	20010429	6515.00	MFS Software w/CodeLock&100units	6515.00

04/30/2001 User: TTI Database: TM4TTI

NUM 10:17:05 pm

Sales Track Information: Tracks the status of any sales tracks to which the contact is assigned Track description, Last Step, Next Step and scheduled dates for each to occur. Maintains a record of past, present and future relationship building campaigns to ensure that you are *“on your prospects and customers’ minds, when they are ready to buy.”* Requires Sales Track and Market Mentor

Activity History automatically logs each letter, fax, appointment, etc. in a one-line quick overview. Detailed information is kept in the Contact’s notepad. You can see the Date, Time, User ID and brief description of the history of contacts with this client. TeleMagic has a built-in report generator, which uses this valuable information to generate reports for analyzing the activities and results of the efforts of your sales people. NOTE: Please study the TeleMagic Activity Manager self study manual available on our website.

Order History: This is a roll-up box showing a brief overview of all of the sales made to this contact. To go to a particular sales order, just double-click on it to view/edit the individual sales order. NOTE: Not necessary if you already use an accounting program for billing.

New Business Development Track
Introduction - Prospecting

Intro Letter #1
Who We Are

Wait 7 days

Intro Letter #2
What We Do

Wait 5 days

Intro Letter #3
We Will Call

Wait 4 days

Follow Up
Phone Call

**INTERESTED
WITH
APPOINTMENT**

Wait 1 day

Appointment
Confirmation
Letter or Email
APPT201

Wait 2 days

Pre-Appointment
Reminder
Letter or Email
APPT202

Wait 1 day

Post-Appointment
Thank You
Letter or Email
APPT210

Wait 3 days

Phone
Re-assign
Wait
Stop

**INTERESTED
WITH NO
APPOINTMENT**

Wait 1 day

Thanks for Interest
Info with Letter or
Email
INFO205

Wait 5 days

Did You Receive?
Follow up Letter or
Email
INFO206

Wait 7 days

We're Still
Interested
Letter or Email
INFO208

Wait 3 days

Phone
Re-assign
Wait
Stop

**NOT
INTERESTED
NOW**

Wait 1 day

Not Now Letter or
Email #1
Not Now1

Wait 30 days

Not Now Letter or
Email #2
Not Now2

Wait 30 days

Not Now Letter or
Email #3
Not Now3

Wait 3 days

Phone
Re-assign
Wait
Stop

**NOT
INTERESTED**

Wait 7 days

No Letter
or Email #1
No1

Wait 90 days

No Letter
or Email #2
No2

Wait 90 days

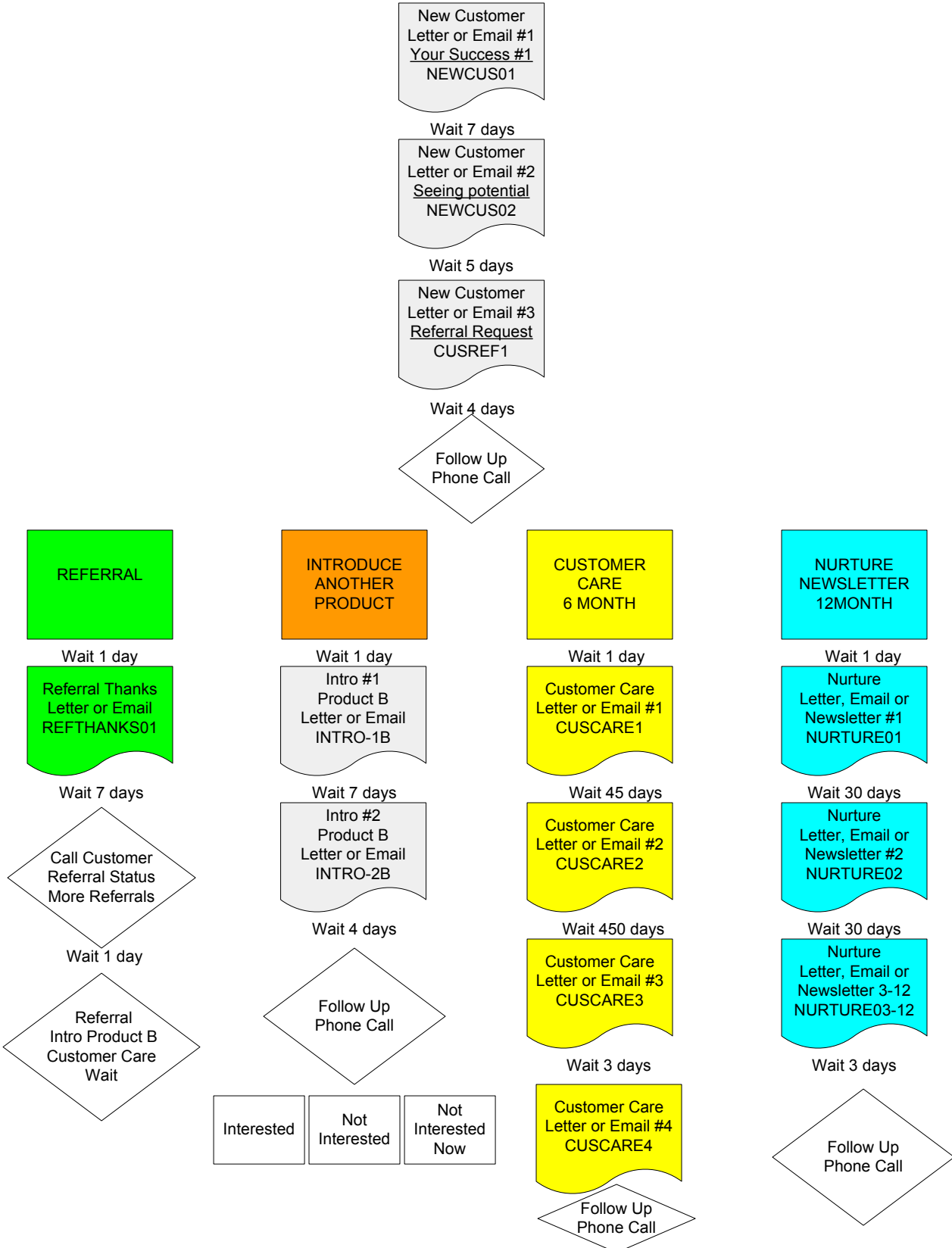
No Letter
or Email #2
No3

Wait 3 days

Phone
Re-assign
Wait
Stop

Customer Care

Retention & Referral Plan



TTI CONSULTANTS
AUTOMATED MARKETING PLAN - SALES TRACKS

INTRODUCTION TRACK

STEP	DESCRIPTION	DOCUMENT PATH	NEXT STEP	# DAYS
10	Intro 1-Computer Manual	c:\tmtti\data\tti\trackdoc\ttiintro1.doc	20	5
20	Intro 2-Can You Tell?	c:\tmtti\data\tti\trackdoc\ttiintro2.doc	30	5
30	Intro 3-My Story	c:\tmtti\data\tti\trackdoc\ttiintro3.doc	40	3
40	Phone call	Phone call	50	0
50	Track end	end	End/reassign	0

FOLLOW UP TRACK

STEP	DESCRIPTION	DOCUMENT PATH	NEXT STEP	# DAYS
10	Follow 1-info included	c:\tmtti\data\tti\trackdoc\follow1.doc	20	7
20	Follow 2-Did you receive?	c:\tmtti\data\tti\trackdoc\follow2.doc	30	14
30	Follow 3-It's been awhile	c:\tmtti\data\tti\trackdoc\follow3.doc	40	10
40	Phone call	Phone call	50	10
50	Track end	end	End/reassign	0

NOT INTERESTED TRACK

STEP	DESCRIPTION	DOCUMENT PATH	NEXT STEP	#DAYS
10	Not now 1	c:\tmtti\data\tti\trackdoc\notnow1.doc	20	60
20	Not now 2	c:\tmtti\data\tti\trackdoc\notnow2.doc	30	60
30	Not now 3	c:\tmtti\data\tti\trackdoc\notnow3.doc	40	7
40	Phone call	Phone call	50	1
50	Track end	end	End/reassign	0

NEW CUSTOMER TRACK

STEP	DESCRIPTION	DOCUMENT PATH	NEXT STEP	#DAYS
10	New customer 1	c:\tmtti\data\tti\trackdoc\mfscus01.doc	20	7
20	New customer 2	c:\tmtti\data\tti\trackdoc\mfscus02.doc	30	5
30	New customer 3	c:\tmtti\data\tti\trackdoc\newcust3.doc	40	3
40	Phone call	Phone call	50	0
50	Track end	end	End/reassign	0

CUSTOMER CARE TRACK

STEP	DESCRIPTION	DOCUMENT PATH	NEXT STEP	#DAYS
10	Customer care 1	c:\tmtti\data\tti\trackdoc\cuscare1.doc	20	7
20	Customer care 2	c:\tmtti\data\tti\trackdoc\cuscare2.doc	30	5
30	Customer care 3	c:\tmtti\data\tti\trackdoc\cuscare3.doc	40	3
40	Customer care 4	c:\tmtti\data\tti\trackdoc\cuscare4.doc	50	0
50	Track end	end	End/reassign	0

LOST SALE TRACK

STEP	DESCRIPTION	DOCUMENT PATH	NEXT STEP	#DAYS
10	Lost 1	c:\tmtti\data\tti\trackdoc\lost01.doc	20	7
20	Lost 2	c:\tmtti\data\tti\trackdoc\lost02.doc	30	5
30	Lost 3	c:\tmtti\data\tti\trackdoc\lost03.doc	40	3
40	Lost 4	c:\tmtti\data\tti\trackdoc\lost04.doc	50	0
50	Lost 5	c:\tmtti\data\tti\trackdoc\lost05.doc	End/reassign	0
60	Lost 6	c:\tmtti\data\tti\trackdoc\lost06.doc		
70	Track end			

YOUR COMPANY NAME/LOGO
YOUR COMPANY ADDRESS
YOUR COMPANY CITY, ST, ZIP

November 10, 2008

«First_Name_LVL2» «Last_Name_LVL2»
«Company2_LVL2»
«Contact_AD1_LVL2»
«Contact_City_LVL2», «Contact_State_LVL2» «Contact_Zip_LVL2»

Dear «Dear__LVL2»,



If you invested \$20,000 in a computer system wouldn't you expect an operator's manual to tell you what the system could do and what keys to push to get the results you want? Of course you would; particularly with a network. You'd need to know how to interface each workstation with the others on the network as well as the file server to maximize its capabilities.

So why not an *"operator's manual"* for your people? After all, human resources are every bit as important and *"expensive"* (or more so), than a computer system. Yet, like trying to operate a sophisticated piece of equipment without a manual, many businesses manage their employees by trial-and-error. This is a costly proposition that often results in frustration, conflict, low productivity, low morale and ultimately . . . costly turnover!

TTI-Advanced DISC Success Insights reports will help take the guesswork out of managing people. Just load the program onto your computer, answer 24 questions and within minutes you'll have a 20-page *"operator's manual"* for each of your employees. The computerized report is based on four dimensions of normal behavior. These four dimensions fall into these categories:

- Problems**How you approach problems and challenges
- People** How you interact to influence people
- Pace**.....How you respond to change and activities
- Procedures**..... How you respond to rules set by others.

For a limited time we are giving away one free profile per company. If you would like to have a **Complimentary** report for your own personal evaluation, just give us a call.

Sincerely,

YOUR NAME HERE

YOUR COMPANY NAME/LOGO
YOUR COMPANY ADDRESS
YOUR COMPANY CITY, ST, ZIP

November 10, 2008

«First_Name_LVL2» «Last_Name_LVL2»
«Company2_LVL2»
«Contact_AD1_LVL2»
«Contact_City_LVL2», «Contact_State_LVL2» «Contact_Zip_LVL2»

RE: Request for Information



Dear «Dear__LVL2»,

Thanks for your interest in our products and services!

Enclosed is the information you requested. Once you've had a chance to review it, please give me a call and I'll be happy to answer any questions.

Sincerely,

YOUR NAME HERE

YOUR COMPANY NAME/LOGO
YOUR COMPANY ADDRESS
YOUR COMPANY CITY, ST, ZIP

November 10, 2008

«First_Name_LVL2» «Last_Name_LVL2»
«Company2_LVL2»
«Contact_AD1_LVL2»
«Contact_City_LVL2», «Contact_State_LVL2» «Contact_Zip_LVL2»

Dear «Dear__LVL2»,

Today it seems that most of us just don't take the time to express our appreciation to our customers for their business. However, it is one of the single most powerful ways to demonstrate a high level of professionalism and encourage others to do business with us.

Thanks again for placing your trust in us. We look forward to a long, mutually-rewarding business relationship; and remember that I'm always here to help you any time you need me.

Sincerely,

YOUR NAME HERE