

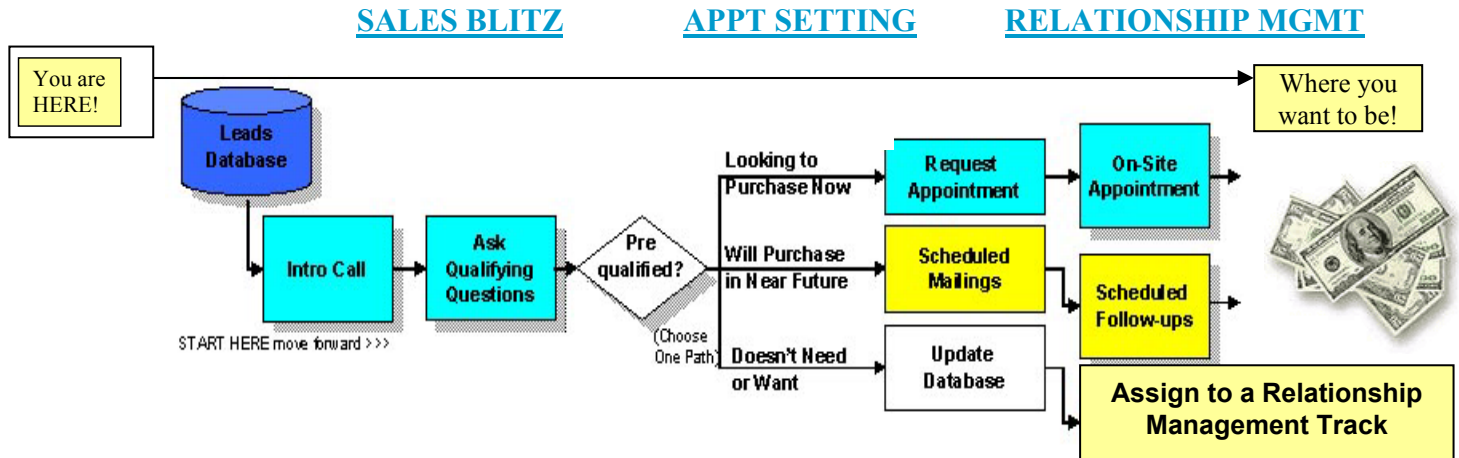
Market Mentor ONLINE is a **Lead Generation** and **Relationship Management** subscription service. Our services include; databases, telemarketing, mailing services, sales automation, email campaigns, long-term follow up and customer relationship management. We have the latest web-based technology and professional staff to help our clients *“Multiply Sales without Adding Sales People.”*

1. SALES BLITZ: If you’ve ever participated in a *“sales blitz”*, then you know its positive impact on generating new prospects as well as a renewed enthusiasm among your sales people. You also know how much hard work and time it takes to pull off a successful sales blitz. Our Market Mentor Online Sales Blitz program is an ongoing daily, weekly, and monthly sales blitz designed to keep each of your sales rep’s pipeline full of potential sales opportunities throughout the year. We provide the database and telemarketing to arm your sales reps with the business intelligence they need to make more effective and productive sales calls based on accurate and up-to-date information. This also ensures that your reps are in accounts before your competition and are informed about competitive deals going on now.

2. RELATIONSHIP MANAGEMENT: Successful lead generation depends primarily on 3 things; 1) the quality of your **database**, 2) the experience and effectiveness of the **people** making the calls, and 3) the **timing** of the calls. Traditional telemarketing firms are only effective with the 10%-20% of prospects who are in the market to buy now, assuming that the timing of their phone call is perfect. After we’ve found the 10% who are interested now, we use our Market Mentor Automated Marketing Program to send a combination of personal letters, email, and phone calls to build name recognition and relationships with the 80-90% who aren’t ready to buy now. That way we ensure that you remain *“on their minds”* without getting on their nerves” until they’re ready to buy!

TIMING is the key to *“discovering”* leads with the 10% who are ready to buy now.

RELATIONSHIPS are the key to *“developing”* future leads with the 90% who are not ready to buy now



Most lead generation efforts end when the prospect says No; not so with Market Mentor Online. That’s when the power of our relationship management program begins to work overtime for you. As we call your prospects to qualify current opportunities, we verify their information and update your database with information like competitive equipment, lease expirations, etc. Based on the outcome of each call, we schedule each viable prospect for the appropriate follow up.

- 1. Interested:** We immediately notify you by email and update the contact record
- 2. Call back later:** We schedule a call back on our calendar and we call them back for you
- 3. Not interested:** We place them onto a *“not interested”* follow up track and call back later
- 4. Leasing Track:** We place them onto a *“lease expiration”* track and notify you when to call
- 5. Lost sale:** We place them onto a *“competitive user”* track for future opportunities
- 6. No contact:** We place them onto a *“missed you”* track and follow up with another call later
- 7. New customers:** We place them onto a *“new customer celebration”* thank-you for your business track
- 8. Customer Care:** We place your current customers onto a *“customer care”* track to protect your customer base

Ask about our Referral/Reward Program



Who We Are: Market Mentor Online is an out-sourced Telemarketing, Lead Generation and *Customer Relationship Management* subscription service. The service was started in 2001 in Atlanta, GA by Larry Breed of Office Automation Consultants and Jeremy Heymann of Heymann Consulting, two successful TeleMagic marketing partners.

Services Offered: After 15+ years of designing and implementing Sales Force Automation (SFA) and Customer Relationship Management (CRM) systems, we saw that too many of our clients and our competitors' clients were not consistent in utilizing their systems and therefore not receiving a reasonable return on their investment.

The impetus behind our service is an old saying; *"Millions of quarter-inch drill bits were sold last year and nobody wanted them. What they wanted were quarter-inch Holes!"*

We saw that in the SFA/CRM industry in that, millions are spent each year on sales automation software and nobody wants it either. So we decided to provide all the tools and the people on a subscription basis so our clients could bypass all the *"sales automation stuff"* and get what they really want. . . . more Sales!

What We Do: We act as a *virtual* sales and marketing support staff by providing sales automation and customer relationship management software, technical support, administrative staff to write and mail prospecting and customer care letters, telemarketing staff to maintain consistent contact with your prospects and customers, and sales and marketing professionals to manage the whole process.

How We Do It: We start out by discussing your individual needs, timeframe, and marketing budget and recommend a marketing plan that is appropriate and affordable for your specific marketing objectives.

We create a private online account and give you and your staff access to it. We import a targeted prospect database into your account, create marketing letters and telemarketing scripts, assign a telemarketer to your account, train your staff on how to use the system and get started.

When we find a prospect, we update their contact record in your database and send you an email with their contact information about what needs to be done. You also receive a detailed and summary report each week containing all of the activities and results from the previous week.

What's the Investment: Subscriptions vary depending on the type, quantity, and length of services required. After we understand your particular needs, we will be happy to recommend an effective and affordable marketing plan for you.

How You Benefit:

1. Nothing to buy; no one to hire
2. Investment and commitment is kept to a minimum. Month-by-month with a 30 day notice
3. Includes unlimited use of our sales automation and customer relationship management software
4. Sales people spend more time calling on real prospects and less time cold-calling
5. Consistent, professional, relationship-marketing sales approach and reliable follow up
6. Regular management reports to keep you informed as to what's going on with your sales team
7. A professional image with your prospects and customers to ensure top-of-mind awareness