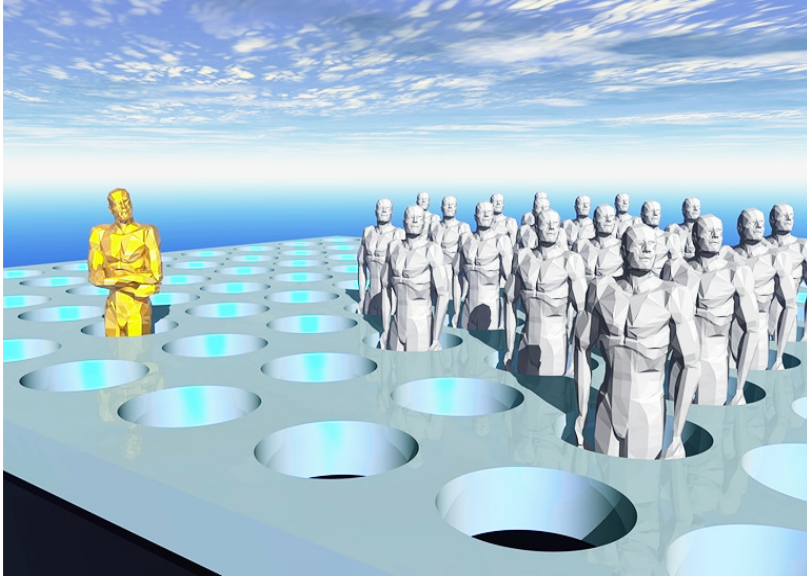


Marketing



*Communicating awareness;
creating interest; demonstrating
advantage; generating
enquiries ...*

pegasus
OPERA II

*Client
Systems*

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Our Touchpoint range of software has a number of vital administrative functions built into it – generation of targeted marketing lists, campaign evaluation, contract administration, service call costing and invoicing for instance – but as a pre- and post-sales system, making and responding to calls and enquiries from contacts in prospect and customer organisations are core activities.

Contacts can be in respect of on-going business, but from a sales point of view, we all look to receive enquiries from organisations we have not previously dealt with, from new areas of an existing customer, or of course, and usually most valuable, repeat business from existing contacts.

It may be that an organisation needs to do little in the way of publicity and promotion, but most do.

Where promotion of a company's products and services is or should be a necessary and vital part of its strategy then focussed campaigns and relevant target audiences need to be established. The old adage "50% of my marketing spend is wasted, but I don't know which 50%" can be easily realised!

This is not to say that there aren't situations where a blunt instrument is appropriate – catalogues, sale promotion and newsletters might all use the entire database or a full bought-in list – the cost of pruning and selection may not be worthwhile. Our marketing module can cope with this, including being able to import external lists.

But it also facilitates marketing from an accurate database, to appropriately qualified contacts by providing enhancement of basic name & address data with marketing-oriented details such as company type, size, region, number of employees, buying interests etc. These along with other selection criteria can be used to export data mail, e-mail, fax or internal listings.

The main features are:

- Postal integrity (postcodes, towns, counties)
- Flexible choice of coding for companies and contacts
- Duplication checks, verification routines
- Ability to prioritise and select relevant contacts
- Selection criteria that access coding, sales history, product interests, previous enquiries, service criteria
- Sensitivity to contact permissions (calling, mailing etc)
- Identification of appropriate contacts for campaign
- Export of data for mailing, e-mailing, faxing, calling etc
- History of correspondence sent

In addition, with the Calls Management module installed, data can be exported for follow up calls, and campaign responses measured, analysed and costed.

The Overture Marketing module and Pegasus Opera II system are truly..

Working in concert ...

... WITH YOU