



SalesCat™

The All-In-One Sales Tool



***Faster Sales! Bigger Sales!
More Sales!***

@!%*#?

-OR-

Frustrated by Sales Presentations?

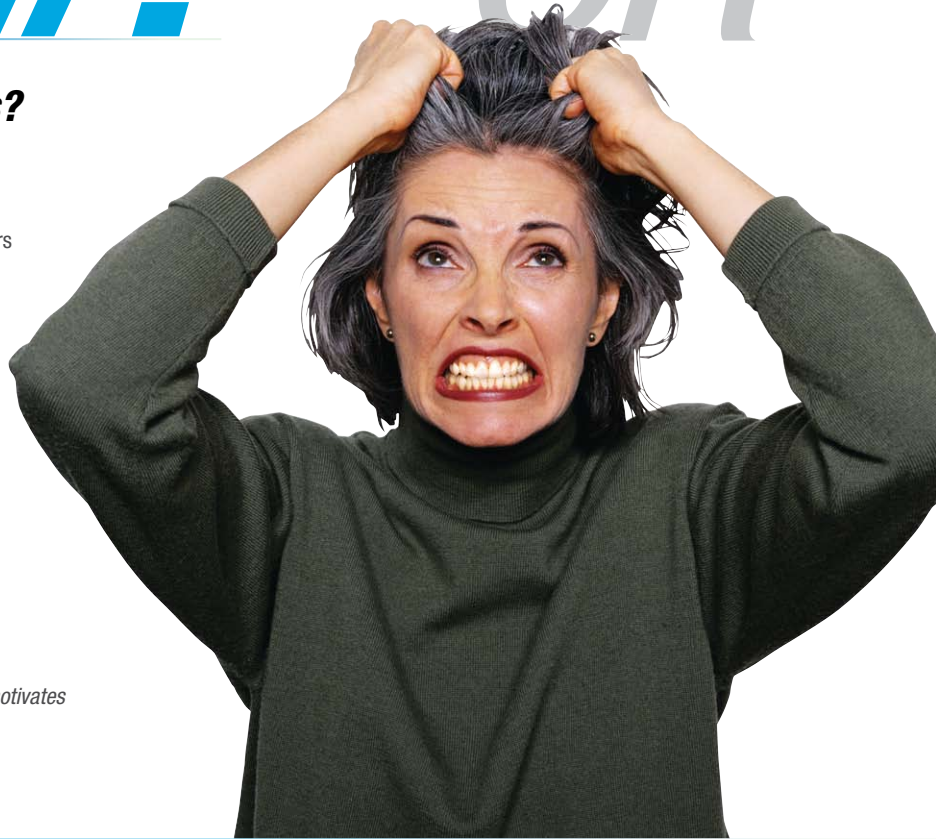
What if you had a sales tool that ...

- Brings all the wisdom of all your salespeople, product engineers and business analysts—plus all the sales materials created to support them—into every sales call?

What if this sales tool ...

- Is so easy to use, a grade schooler could do it?
- Is so powerful, a new hire could look like a seasoned pro?
- Opens up cross-selling opportunities you never had before?
- E-mails follow-up literature directly from the presentation?
- Builds sales force knowledge and confidence?
- Empowers your customers and prospects to choose their path to buying your products and services?
- Helps you close sales faster?
- Helps increase your sales 10%? 20%? 30%?

*This is the promise of **SalesCat**, an all-in-one sales presentation that motivates your customers and prospects to sell themselves on your solutions.*



The SalesCat Advantage

SalesCat is an electronic sales presentation built by the SalesCat team* for your sales team. We use Acrobat PDF technology, combined with your existing materials. You can incorporate videos, flash, data sheets, catalogs, interactive forms, e-mail ... all your sales materials.

We design the PDF presentation format with built-in web-like navigation that provides two-click access to all your products, all the literature, all the videos, catalogs and interactive forms right on your salespeople's desktop.

Your SalesCat presentation runs in Acrobat Reader. PDFs are something you use everyday, so there is no software or user licenses involved.

With SalesCat, each product line has its own presentation, with navigation providing immediate access to all other lines and product info—giving you powerful cross selling opportunities.

SalesCat is like having half dozen or more conventional presentations linked together—only faster, smoother and far easier. You can go thru specific presentations or navigate between points based on customer interest.

Perfect for Today and Tomorrow

SalesCat is the perfect one-on-one, group and long-distance selling tool. Its in-depth capability, combined with two click access to any product, service and video makes SalesCat great for any in-person sales situation ... and long-distance computer presentation—think webinar and Go to Meeting.

Because you can e-mail and attach literature right from the presentation, follow up is immediate. Navigation allows for immediate access to answers on the spot—all needed for a successful presentation.

*With over 30 years in the business, we've developed innovative, cost effective solutions for such clients as Stellram, MasterTech, Ametek, Timken, Allegheny Technologies, Drake, Romi, GE, Gleason, Hautau, IMTS and more.



SALESCAT?



On the surface, SalesCat looks like a slick, sophisticated sales tool. Beneath the surface, SalesCat is the most powerful sales machine you've ever put into the field!

Just click through a presentation like you would any slide-type format.

- You can personalize & customize
- You can play video
- You can play Flash
- You can download and open catalogs or product sheets
- You can fill out RFQs
- You can e-mail literature directly from the presentation
- You can sell more, faster

SalesCat is the most effective sales tool you can use!



Powerful!

Bring all your sales guns to bear on every sales call with SalesCat!

Presentations:

- Sales Presentations on every product line
- Video
- Flash/Animation

Printed Materials:

- Sales Literature
- Product Data Sheets
- Catalogs

Interactive Selling:

- Proposals
- RFQs
- POs
- E-mail

SalesCat presentations are so powerful, you can include a complete proposal form, personalize it to your customer's needs and deliver it on the spot!

Customer-Driven!

Customers learn what you want to sell and determine what they want to buy!

- Your navigation allows your customers to see your whole product range
- Your customers can determine their own path
- Your sales people are empowered with complete product information

Your customers can go as far into the presentation—and as far into the sale—as they want—from getting literature to placing orders.

Interactive!

Navigation fully engages your sales people, your customers and prospects

- Provides openings to ask questions
- Provides opportunities to expand the dialogue
- Raises the level of engagement
- Paves the way for expanded sales

SalesCat provides both the structure of a linear presentation plus the power of a customer-driven inquiry—all backed by in-depth product information.

Deal Maker!

With SalesCat, you build your sales five ways:

- Powerful multi-media presentation using all your resources
- Backed by complete product information
- Navigation that allows your customers to expand your selling opportunities
- Fulfill information requests on the spot
- Generate RFQs and Proposals and POs in real time

SalesCat takes the time and frustration out of the sales process—for both you and your customers.



Let's Get Started!

First thing we do is estimate the project—we have a quote form you can fill out and submit, or you can give us a call and we can take down the information and get back to you.

Step 1: Ballpark

We need to know how many product groups and products you have and the resources you support them with—brochures, catalogs, videos, animations, Flash, PowerPoints, photos, data sheets—what you use to sell.

With this, we can give you a ballpark estimate, which is usually within 10% of the final cost. If the ballpark is acceptable, we take it to the next level.

Step 2: Quote

Using Excel, we work with you to organize this information into a navigational map, showing how your resources will be organized and linked. When the navigational map is completed and approved, we present the final quote.

Step 3: Look and Feel

When the quote is accepted, we develop three graphic interfaces compatible with your company's standards. You choose the "look and feel" you want your presentation to have.

When you choose the look and feel, we go to work. We build the presentation elements, and provide you with PDF proofs.

Step 4: Interactive Proof

When the PDFs are approved, we make them interactive, linking to your resources, and embedding the video, flash and any executable files you want to incorporate. When we deliver the presentation, either on CD, DVD or memory stick, you'll see exactly how it works. At this point you make your final changes. The quote includes one round of "tweaking" changes at this level.

Step 5: Finished Presentation

When the final changes are made, we give you a finished presentation, either on CD, DVD or memory stick.

Updates

We realize no presentation is ever finished, so we can provide training on updating (Acrobat Professional), or handle any updates needed. Since we are using PDFs, it is almost as easy as adding pages to a ring binder—and linking them in.



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