

On-line, Strategic Support of Sales Efforts, Track and Manage Call Activity

The UNISON Contact Management module will completely support the efforts of a traditional telemarketing initiative or an entire inside sales effort. The system offers capabilities ranging from assigning personnel and tracking the volume of outbound call activity to providing detailed management reports. UNISON offers a comprehensive approach to sales with full access to customer and invoice history.

On-line Access to Complete Customer Histories and Profiles

With easy access to your customer data and the UNISON Mail List Management component, you can conduct an entire campaign. From identifying appropriate mailing lists and designing special promotions to generating sales letters, mailing labels, and sales calls, UNISON can accommodate your sales objectives.

Fast, Easy Assignment of Calls

UNISON offers the ability to use an extremely broad selection criteria to generate a call list. For instance, you may wish to assign percentages of a total list or issue specific prospect categories to each of your telesales representatives.

Prioritize Calls

A user-defined priority table lets you determine which calls are a priority and allows you to flag these calls for your representatives. For instance, hot-leads may be identified as priority calls.

Prompt Prospect Data and Input Options to Assist Callers

Sales representatives have access to a full range of interactive information to help guide them through highly personalized conversations with each prospect. You can configure UNISON to require entry of specific information regarding the call, including the time the call was made and to whom.

Sales & Marketing



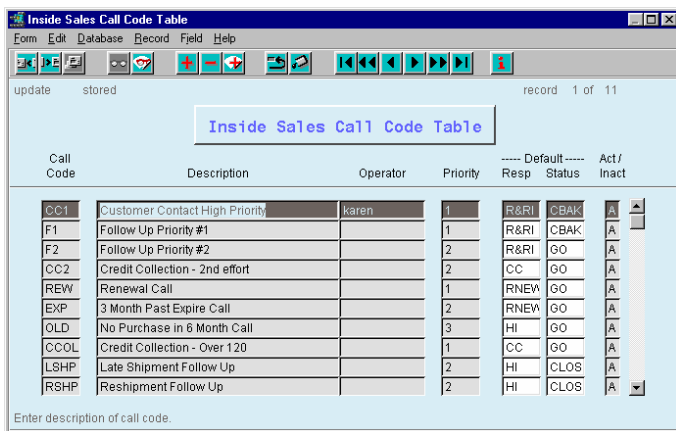
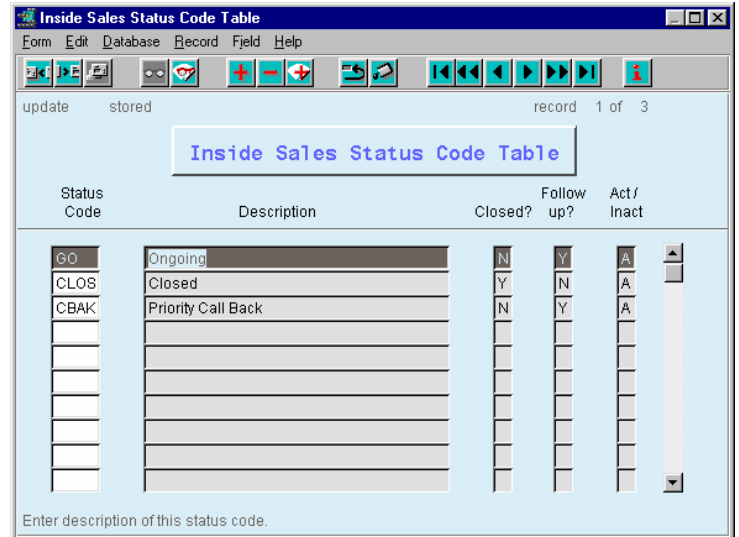
Global Turnkey Systems, Inc.
2001 Route 46, Suite 203
Parsippany, NJ 07054

phone (800) 524-2132
fax (973) 331-0042
email sales@gtsystems.com
web www.gtsystems.com

On-line, Strategic Support of Sales Efforts, Track and Manage Call Activity

With UNISON...

- ✓ Once you have gained control over telesales, you will spend significantly less time administering and tracking your program, enabling you to focus on improving results.
- ✓ Unlimited response codes are completely definable by you. Keeping prospect status information up-to-date is also quick and easy as callers are guided by simple prompts.
- ✓ Powerful selection routines can select prime prospects for sales efforts.
- ✓ UNISON provides an *unlimited* number of contacts per customer.



Access Information

- | | |
|--------------------------|-------------------------|
| /// Closed / Open Calls | /// Call Status |
| /// Call Priority | /// Call Manager |
| /// Order History | /// Additional Contacts |
| /// Call History | /// Invoice History |
| /// Address Maintenance | /// Item Inquiry |
| /// Item Purchases | /// Ship-To History |
| /// Product Line History | /// Customer Interests |
| /// Contact Sequence | /// Order Entry |

UNISON Features

- | | |
|---|---|
| ✓ Full Inquiry Access | ✓ On-line access to Cross-sell or Up-sell |
| ✓ Unlimited Notepad for Comments | ✓ Automatic Faxing of Written Follow-up |
| ✓ Access to Customer / Prospect History | ✓ Data Verification |
| ✓ Flexible Reporting | ✓ Interface with Word Processing |
| ✓ Follow-up, Scheduling, Expediting and Control | ✓ Automatic Dialing of Out-going Calls (with appropriate interface) |