

In today's markets, basic contact management doesn't cut it. You need to generate new prospects while you nurture existing customer relationships.

Everyday, LeadCommander drives new business into companies that have discovered that cultivating business is easy with the right tool.

Always on the leading edge, LeadCommander Professional includes:

- Business, Residential and Personal Contact Management
- Direct Mail Marketing Campaign Management
- Online Marketing and E-Messaging
- Prospecting and Farming Tools
- Time-released Action Plans
- Project Management
- Lead-Generation
- Client Follow-up
- FreedomVOICE Hotline/Virtual Office Integration
and much more...



...all from a relationship-building standpoint!



Fierce competition in today's markets sends businesses scrambling to find new prospects while maintaining fruitful relationships with existing customers...



Rising costs continue to devour hard-earned revenues forcing companies to seek out new technologies that make more effective use of time and money...

Whether your business involves products or services, you work from a corporate office or out of your home, you face headline challenges like these every day. We know, because like all businesses, we face them, too. We knew we'd save time and money if we could quickly and easily:

- Track complete customer data including alternate contacts, all addresses and phone numbers, past and future activity, notes...
- Build a solid client referral base
- Acquire new, qualified prospects
- Group clients and prospects by industry, area, interest level...
- Implement product- or industry-specific marketing campaigns to target-market new prospects
- Keep organized and stay on top of client follow-up campaigns
- Review sales activity to measure the effectiveness of marketing efforts

Enter LeadCommander...

a system that combines contact management with lead-generation and marketing campaign management, all from a relationship-building standpoint. Not only can you track and instantly retrieve any information pertaining to your contacts and their related activities, you can also implement traditional and leading-edge marketing campaigns, and even evaluate their effectiveness. Imagine how much time and money you'd save, and more business you'd generate, by replacing a mailer that isn't pulling with a mailer or e-message that's already proven to work!

Take a look at these 8 Easy Steps to Profit-building relationships with LeadCommander...

WARNING! Use of this system results in increased business, reduced costs and more free time. Proceed at your own risk!

1

Import data from industry-standard data providers to help you contact new prospects

Choose from LeadCommander's pre-defined one-click import options, or import data from any other source, including other database programs and data-capturing utilities.

Import...

MetroScan	Import data from Transamerica's MetroScan CD products
DataQuick	Import data from DataQuick's CD and On-Line products
D&B MarketPlace CD	Import data from Dun & Bradstreet MarketPlace CD Version 3.0
SelectPhone	Import data from ProCD's SelectPhone Home and Business Editions
ConnX	Import data from ConnX CD products
ACT! 2.0	Import data from Symantec's ACT! Version 2.0
Information Products	Import data from Gold Key, MyFarm, Farm2000 (uses many names)
User-Defined	Import data from another source
Select Template	Select a user-defined template you previously saved

Cancel

Main Screen

Find Finds... Lists Tag Group Replace New Sort by... Write Menu Help
Find All Omit... Bookmark Untag All Revert Rec Delete Calendar E-Merge Print Exit

Main Alternate Free Fields Site Container Notes History

Tag Date Entered 5-5-01 Last Edited 5-6-01 Farm_Class My Neighborhood

Company ABC Company 415-555-1234 Office
First Name John Salutation 408-555-6789 Fax
Last Name Smith jsmith123@c E-Mail
Title

Mail Line 1 772 Palo Alto Avenue City Palo Alto State CA
Mail Line 2 Zip 94301 Zip4 CRRT

ID_Status Hot Type Buyer Do Not Mail To
Referred By Newspaper Agent A. Baker Last trans. In/Out

Calls Appts To Do's All This contact's activities for Alan Baker

Date	Day	Time	Regarding	Priority	
5/10/01	Frid	9:00 AM	Confirm appt.	P	Done New
5/11/01	Sat	2:00 PM	Presentation	P	Done New
					New

Main Screen

From the Main Screen, instantly access all relevant contact information including telephone numbers and scheduled activities. The tabs at the top of each contact 'card' are used to navigate to other contact screens shown in this brochure.

2

Find a target group, eg. owners of properties with 3k sq. feet and purchased more than 20 years ago... or businesses in the 94086 zip code with revenues of \$1 - \$10M and the SIC code for manufacturing

Residential Data

If you are a real estate professional or market your wares to homeowners, use LeadCommander's Site layout to track property data or aim marketing campaigns at property owners.

Multimedia Containers

Use LeadCommander's Container field to store pictures of properties or clients, movies or video clips, recordings of conversations, or even links to documents in other programs.

Finding records is a breeze...

simply choose 'Find', and enter your search criteria in one or more fields...

the search itself is blazingly fast!

Alternate Information

Alternate contact information, shipping and billing addresses help you keep accurate records.

Free Fields

LeadCommander's 24 free fields enable you to track any information not already provided for.

3

Choose a one-click Action Plan to schedule a series of marketing tasks for your target group

The screenshot shows a software interface with a menu bar at the top containing: Use Plan, Find Plan, Find All, Add Plan, Delete, List, Print, Done, Help. Below the menu bar is a 'New Task' button. The main area displays an 'Action Plan' for 'Low Down Sale' with Plan Code 'LOWDOWNS', No. of Tasks '4', and Last Edited '6/18/01'. Below this is a table with columns: User, Priority, Task Type, Task Details, and Days from Base Date.

User	Priority	Task Type	Task Details	Days from Base Date
Jane Doe	<input type="checkbox"/> P	Mailer	Send Flier 1	0
Jane Doe	<input type="checkbox"/> P	Call	Followup on Flier 1	5
Alan Baker	<input type="checkbox"/> P	Call	Followup Call - Invite to presentation	14
Alan Baker	<input type="checkbox"/> P	Call	Close sale	21

Action Plans

Action Plans consist of a series of related tasks or activities. When an Action Plan is assigned, its related tasks are scheduled automatically. Action Plans can be assigned to individual contacts or groups of contacts. Action Plans are perfect for marketing campaigns, client follow-ups and even special projects. For example, a Realtor might create an Action Plan for escrow-related activities; a salesperson might create a sales cycle Action Plan; while a Doctor might create Action Plans for specific medical treatments.

4

Mail-merge with the built-in letter writer or your favorite word processor to create personalized mailings to your target group...

The screenshot shows a letter template titled 'After-sale Follow-up Letter'. The text is as follows:

May 21, 2001

John Smith
772 Palo Alto Avenue
Palo Alto, CA 94301

Dear John,

I wanted to thank you for your recent purchase. I am glad that you chose to do business with me. As I promised, I will be following up with you from time to time just to make sure that you are enjoying your new product and that it is functioning properly. I will also keep you up to date on any product updates and new additions to our product line.

If you know of anyone else that might benefit from our products and services, I would appreciate you referring them to me. If you need anything or have any questions about your new product, please do not hesitate to contact me.

Or use LeadCommander's trademarked E-Merge function to send personalized e-mail messages to your target group... Look, Ma, no spam!

The screenshot shows an email message template. The header information is: To: John Smith, e-mail: johnsmith@xyz.com, From: Alan Baker, e-mail: alanbaker@abc.com. The body of the email is as follows:

Dear John,

I wanted to thank you for your recent purchase. I am glad that you chose to do business with me. As I promised, I will be following up with you from time to time just to make sure that you are enjoying your new product and that it is functioning properly. I will also keep you up to date on any product updates and new additions to our product line.

If you know of anyone else that might benefit from our products and services, I would appreciate you referring them to me. If you need anything or have any questions about your new product, please do not hesitate to contact me.

Sincerely,
Alan Baker
ABC Marketing Company

5

Print cost-saving address labels and envelopes sorted for bulk mailing and bar-coded for accelerated delivery

Smart Labels

LeadCommander is smart enough to know that you don't always use all the labels on a sheet.

Select the label you want to start printing on.
Note that LeadCommander prints down first.

1	11	21
2	12	22
3	13	23
4	14	24
5	15	25
6	16	26
7	17	27
8	18	28
9	19	29
10	20	30

Avery Labels
5160
5260
8160

6

Use the interactive Calendar to view the next task of your marketing action plan, and the auto-dialer for speedy follow-up calls

Calendar

Point-and-click calendar makes activity scheduling a breeze. Quickly view activities by day, week or month, and by type or priority.

7

Use contact **History Pads** to record completed activities, and **Note Pads** for information you can use to build fruitful relationships

History for John Smith

Date	Time	Regarding	Ph. Called
Type	Status	Results	Party Called
5/12/01	11:21 AM	called to check on wife's condition	
Call	Completed		
5/10/01	2:20 PM	sent wife chocolates	
To	Done		
5/5/01	5:00 PM	Mail "Thank you for interest" letter	
Mailer	Sent		
5/5/01	2:30 PM	Fax "Low Down" info	
Fax	Sent		
5/5/01	1:35 PM	Wanted more info on "Low Down" by fax	415-555-1234
Call	Rec'd	told him I'd fax info right away	

7 Found

History for John Smith, Page 1, 6/18/01

History Pad

Completed activities are logged in contact History pads. With the click of a button, instantly display only specific activity types, or search for a particular key word or phrase. You can even search all contacts for a specific history entry. For example, finding all contacts who responded to a certain mailer can assist you in evaluating the effectiveness of your marketing campaigns. You can also quickly search all contact histories by date range, company, contact or even key words to generate detailed and accurate call activity reports... Ideal for departmental meetings!

Note Pad

Store personal information or any other data that will assist you in building fruitful relationships with your contacts. Like history pads, Note Pads are completely searchable, which provides you with even more power and flexibility!

Notes for John Smith

Date	Time	Note
5/13/01	11:18 AM	Wife says to thank me for the chocolates
5/12/01	2:22 PM	Wife is feeling much better
5/10/01	9:00 AM	Wife broke leg Thursday night, she won't be coming on Sat., she likes chocolate truffles should send her some
5/6/01	2:03 PM	Says he wants to talk wife about "Low Down" program
5/5/01	2:03 AM	Runs business out of home; has four employees; likes to ski; has 2 dogs; 3 children

7 Found

Notes for John Smith, Page 1, 6/18/01

8

Search across all contact history and note pads globally to evaluate the effectiveness of your marketing campaigns

LeadCommander's intuitive Lead-Generation, Contact Management and Marketing capabilities have already Increased Sales and Profitability for thousands of users...

Why wait to improve your business? Call Today!



1-877-LEADCOMMANDER
(877-532-3266)

Or visit our web site for complete details:

www.leadcommander.com

DataBasix Technologies™

2222 Francisco Drive, Suite 510-102 • El Dorado Hills, CA 95762
Toll-free: 877-532-3266 • Int'l: 916-941-1163 • Fax: 916-939-3534

© 1994 - 2018 All Rights Reserved.