InterAcct for Telemarketing

Why InterAcct?

☑ **Integrated**	Fully integrated system from first recording a new sales enquiry, to estimating, quoting, win/loss analysis, purchasing, invoicing, and all the other accounting processes.
☑ **Optional Modules**	Telemarketing is one of many optional 'Software Modules' as part of InterAcct's Sales and Marketing System
☑ **Sales Targets**	Set daily sales $ and activity targets by salesperson – check variances.
☑ **Hot Prospects**	Manage Hot Prospects by Salesperson.
☑ **What Priorities?**	Prioritise follow ups – check if they are overdue.
☑ **Lost Business**	Analyse the reasons why sales are won or lost.
☑ **Conversions**	Analyse what lead sources are most profitable
☑ **File Imports**	InterAcct allows you to import raw data files, such as a list of names



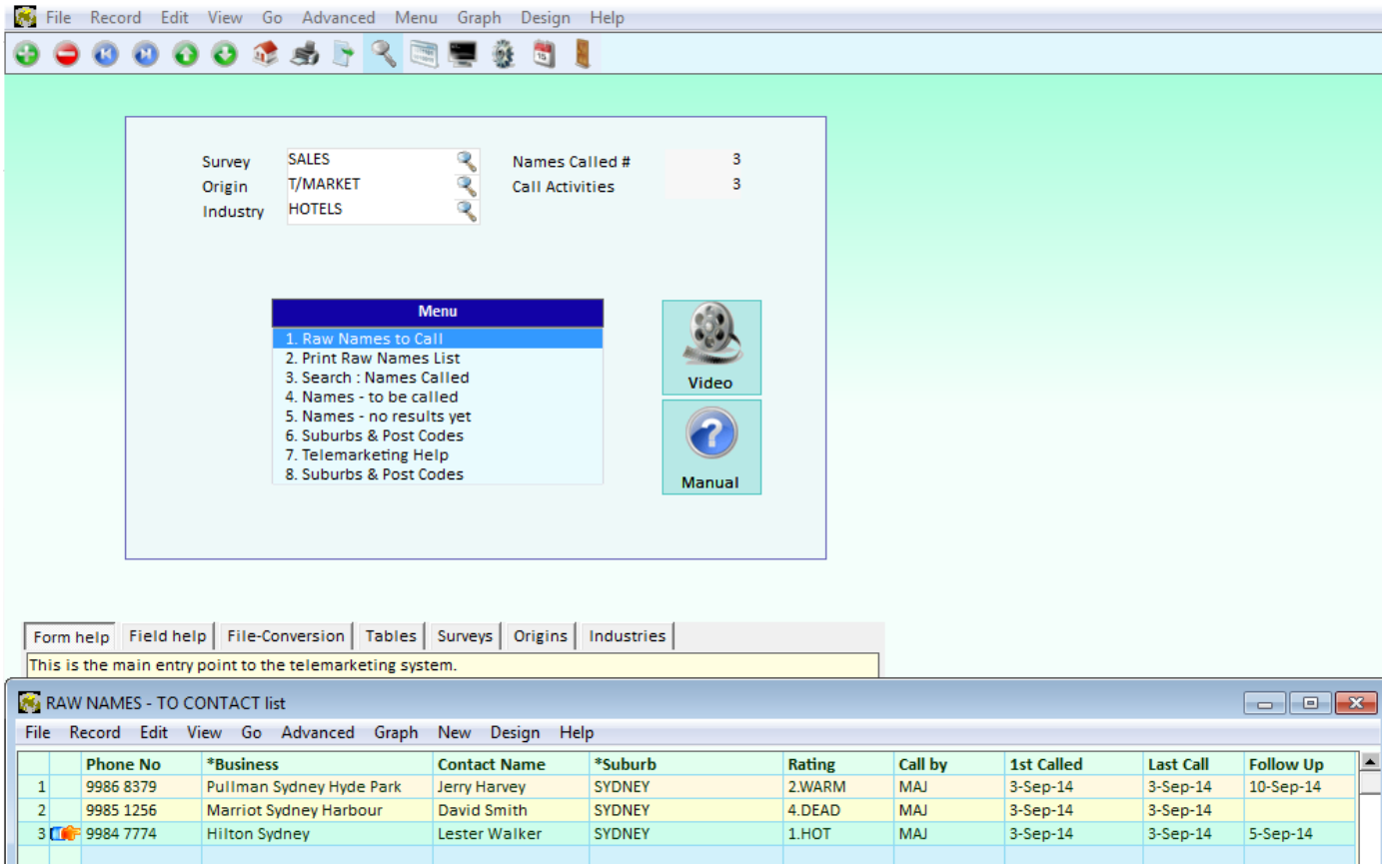
Telemarketing – Start Your Campaign

Run Several Telemarketing Campaigns at once

Relational Database:
No limits to the number of records (eg: number of Telemarketing Campaigns, or Raw Names for calling)

Integration:
Easily create appointments for your sales staff for those 'hot' prospects from within the Telemarketing system – automatically add to their schedule

Questions & Answers:
Store and Record Questions and Answers, gather information for an indication on when your services or product may be needed in the future



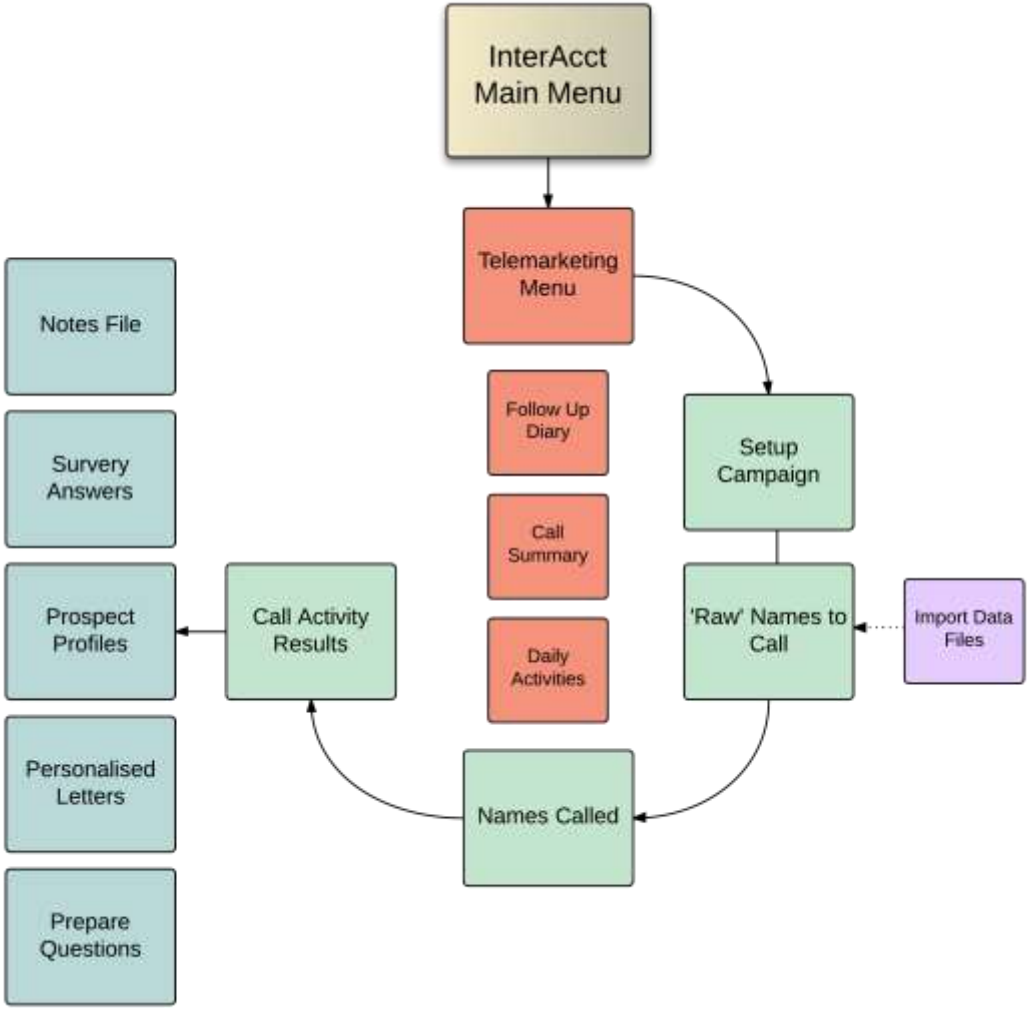
InterAcct Telemarketing Overview

Telemarketing and information go hand in hand

Telemarketing is an optional Software Module as part of InterAcct's Sales and Marketing System. It allows you to **import raw data files** of names (or input them) and then **'process'** those names via a Telemarketing Call Campaign. The system **analyses Call Results** from this activity, and records follow up dates.

Telemarketing is **linked into Prospect Profiling** (questions and answers about the current status of a Prospect), plus being able to **record** what **Products / Services** are being **used, or needed**.

InterAcct allows the creation of personalised letters, or quotations – all with **minimum keystrokes**



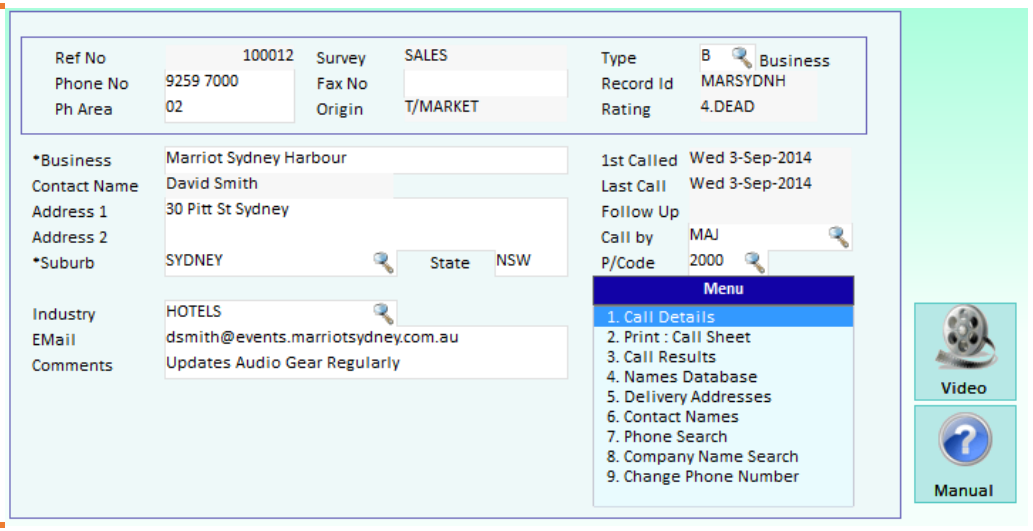
Key Features & Advantages

	Feature :	Advantage :	Base?
Semi-Automatic	Data from the Telemarketing system is posted to other parts of the system, such as Businesses and Contacts	Saves time rekeying data into other parts of the system, such as the Business Contacts database	[O]
Lookup Fields	Data entry is sped up by lookup fields, where data is saved upon entry	Standard and common actions are stored and can be retrieved quickly with a few key strokes. This is rather rekeying the same information, this saves a lot of time	[O]
Scripts	Free format scripts can be created	A script will give your telemarketers an edge, being able to approach the customer and respond to any number of different reactions and questions.	[O]
Profiling	Profile a Prospect – what products being used, competitor involvement, future needs, purchase history, sales/profit analysis.	What a Prospect has used, or is currently using is normally a good indication as to their future needs and therefore what to quote / sell them.	[O]
Integration with Salesperson Diary	A telemarketer is easily able to update the Diary of a Salesperson for follow ups and quotes	Never lose a sale appointment because of poor communication to lost or forgotten prospects	[O]
Visual Search Enquiries	View enquiries files such as 'Call Summary Analysis' or the 'Daily Activity Register'	Rapidly gather an update on your Telemarketing campaign, see what has been done, who needs to be followed up and the status of your Prospects	[O]

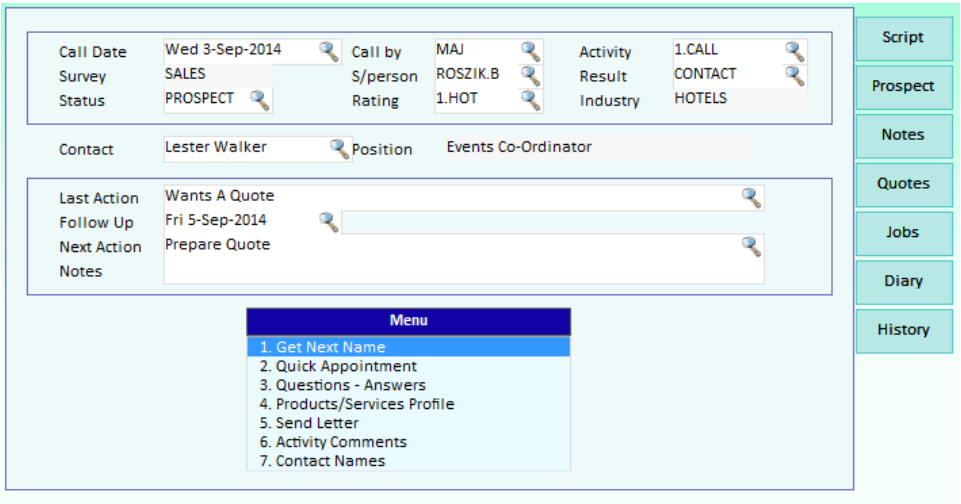
"Win-Learn not Win-Lose"

Screen 1, 2: Raw Name File - Call Results Screen

Raw Name File:
The Raw name file contains data which is populated once a call has been made such as ‘Rating’, ‘Record ID’, ‘1st Called’, ‘Last Call’, ‘Follow Up’ and ‘Contact Name’

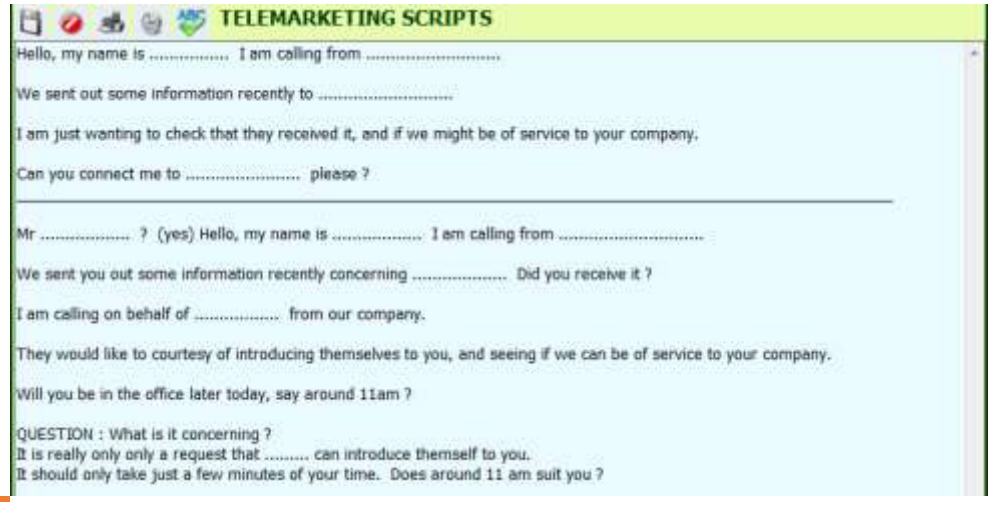


Call Results Screen:
Call Results is filled in by the Telemarketer as they are speaking to a prospect, notes can be made here for the propsect and if the call is successful, an appointment can be booked for a Salesperson which automatically updates their diary.

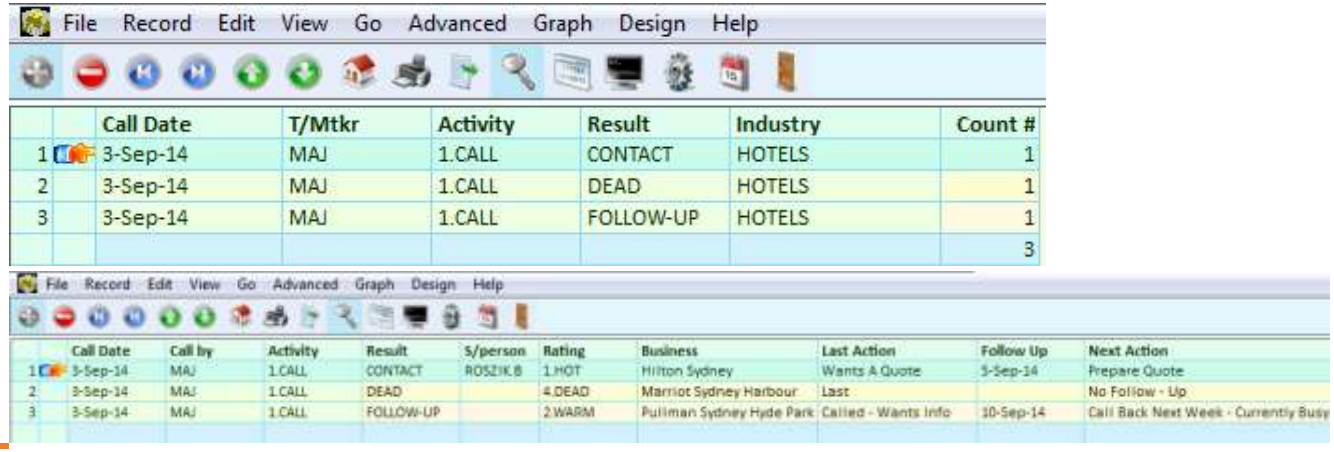


Screen 3, 4: Script – Visual Search Enquiries

Telemarketing Script:
Telemarketing scripts are key to directing your Telemarketers into gathering as much information and maximising conversions. Within InterAcct it is possible to have as many scripts as you like, (possiby for your 1st, 2nd, 3rd call) tailored to businesses while being highly flexible in their ability to be updated and saved on the fly



Visual Search Enquiries:
Visual Search Enquiries make it easy to identify the status of a Telemarketing Campaign. All field in these enquiries allow search on the fields to be able to 'drill down' on the details.



InterAcct Pricing (Per User)

Users	Base InterAcct	Hire Industry (A)	Visual Calendar - Scheduler (B)	Telemarketing (C)
1	$1,500 (15-25)	+ $500 (10)	+ $350 (5)	+ $250 (2-3)
2-3	$1,000 (20-30)	+ $500 (10)	+ $350 (5)	+ $250 (2-3)
4	$750 (20-30)	+ $375 (10)	+ $250 (5-8)	+ $188 (2-3)
5-9	$600 (25-35)	+ $300 (10-15)	+ $200 (5-8)	+ $150 (3-5)
10-19	$500 (30-40)	+ $275 (10-15)	+ $175 (5-8)	+ $125 (3-5)
20-49	$400 (40-60)	+ $250 (10-15)	+ $150 (10-15)	+ $100 (3-5)
50+	$350 (50-75)	+ $230 (15-25)	+ $130 (10-20)	+ $90 (5-10)

Software Pricing

Software Pricing is per Computer Network "User" as defined in the above table. The optional software modules (eg, Job Cost Estimating) require the Base InterAcct as well, and are purchased based on the number of base Network Users. Prices are all ex GST.

+ Annual Support Pricing

Yearly support is calculated at 20% of purchase price, with no CPI annual increases. Support is reduced by 30% after 3 years. For example a single User (with just the base InterAcct) would be ($1,500 x 20%) = $300

+ Implementation & Training Budget

The (Number) denotes the estimated min/max hours of Implementation & Training required in the budget per installation / module (not per User). Implementation / training "Advanced" is currently charged at the average rate of $160 per hour.

Modules

There is a wide variety of software modules available for purchase, talk to InterAcct staff about your specific software needs.

Request a Cost Estimate:

InterAcct Software Pty Ltd

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Email: sales@interacct.com.au **Web:** http://www.interacct.com.au