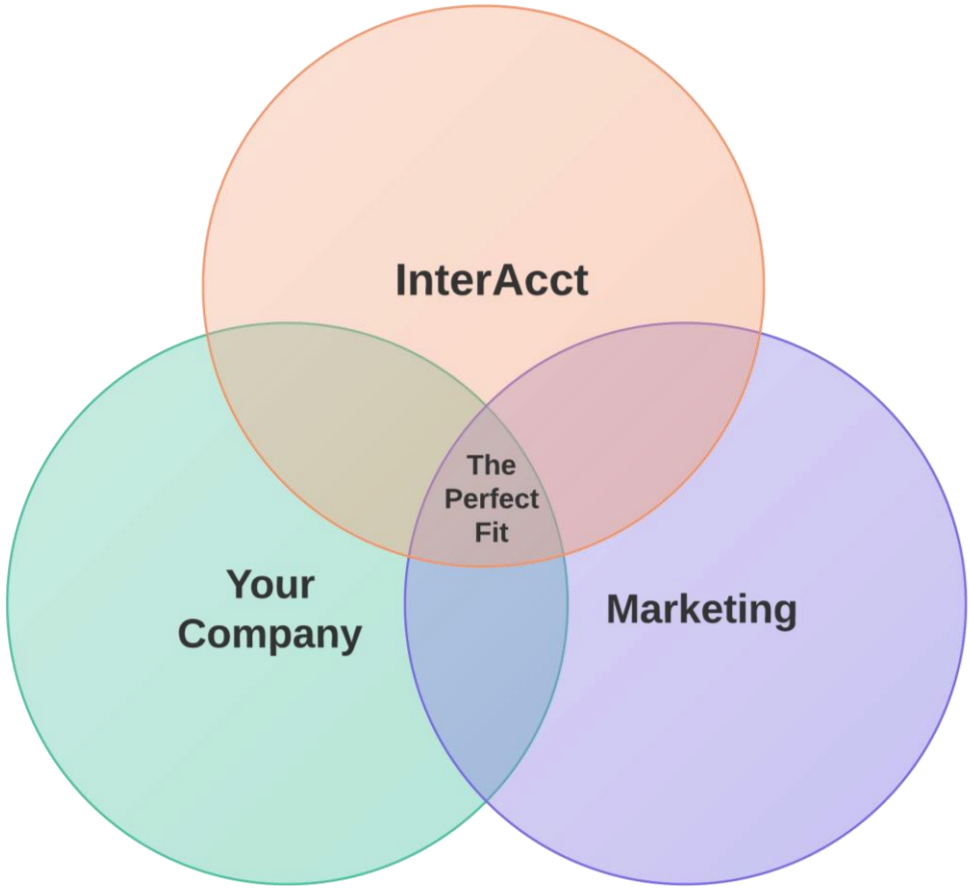
InterAcct for Marketing

InterAcct Software Pty Ltd
ABN 47 003 411 658
B1a 15 Narabang Way
Belrose NSW 2085
Ph: 1300 66 26 26
support@interacct.com.au

InterAcct for Marketing

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.
- ☑ **New Sales Leads** — Using the selection direct mail / email facility to existing Customers and Prospects
- ☑ **Analysis** — Post Promotional Analysis allows you to determine what source of lead is providing the greatest gross profit.
- ☑ **Trends** — Monitor trends of incoming leads by Source, Industry, Region & Business Potential.
- ☑ **Telemarketing** — An optional Telemarketing system to process 'raw' names into Prospects.
- ☑ **Database Mining** — Identify latent business opportunities for new and upgraded customer sales



"Marketing is a contest for people's attention"

Client/Prospect Database

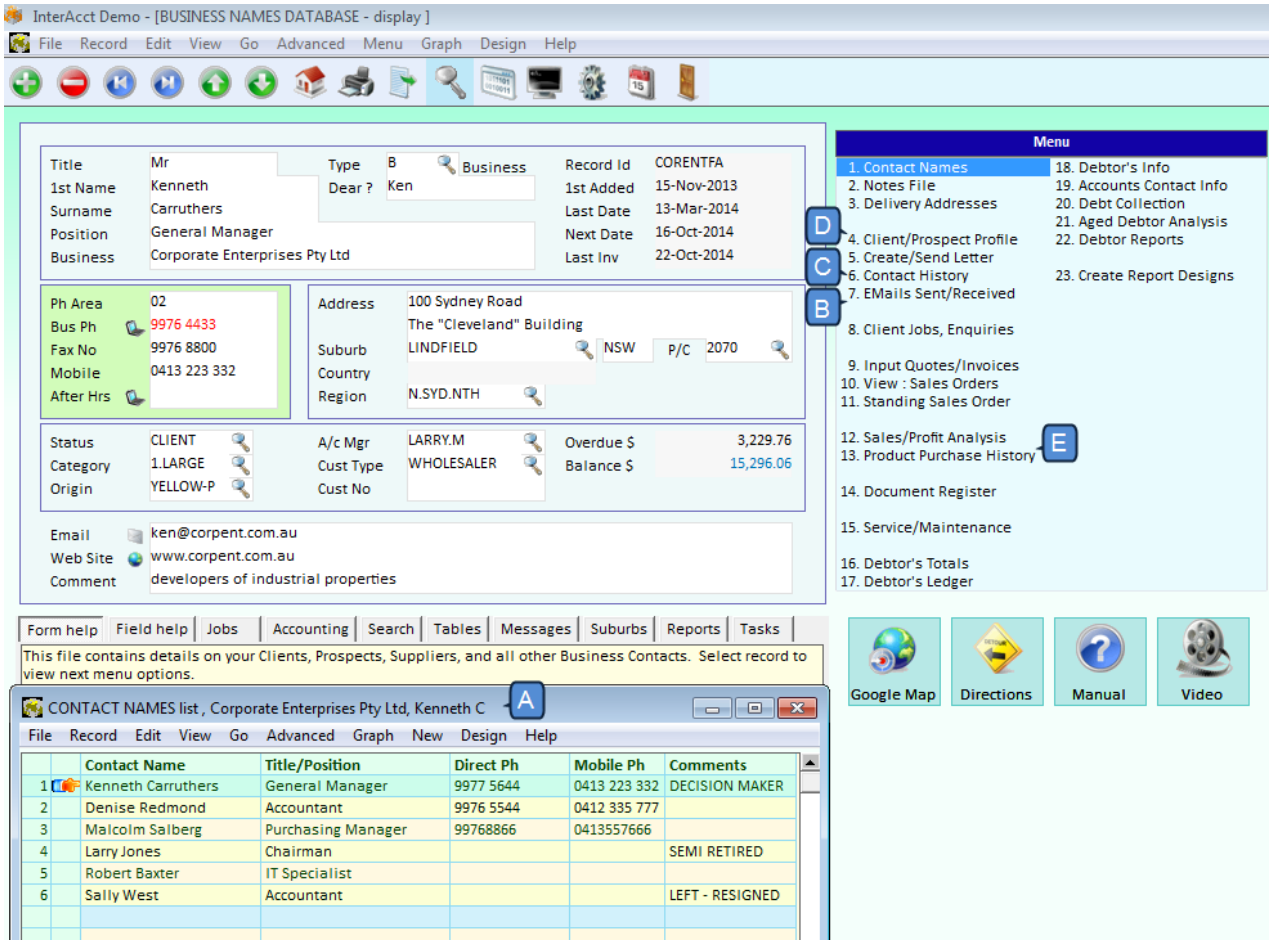
A — Multiple Contacts per Client / Prospect Company with multiple **Mail-Flags** for targeted mail campaigns.

B — E-Mails Sent / Received using the **InterAcct MS-Outlook Interface** to view emails to and from a company and a contact name, including a direct menu link to the original email message.

C — Contact **History** for past and future activities recorded, monitor overdue follow ups

D — Client / Prospect **Profile** allows you to profile their products / services used in the past, currently, and their future requirements enabling opportunities to be realised.

E — **Sales / Profit** Analysis and **Purchase History** show you the past worth of the customer as well as their potential for future business.



Client / Prospect Marketing Structure

Effective Marketing

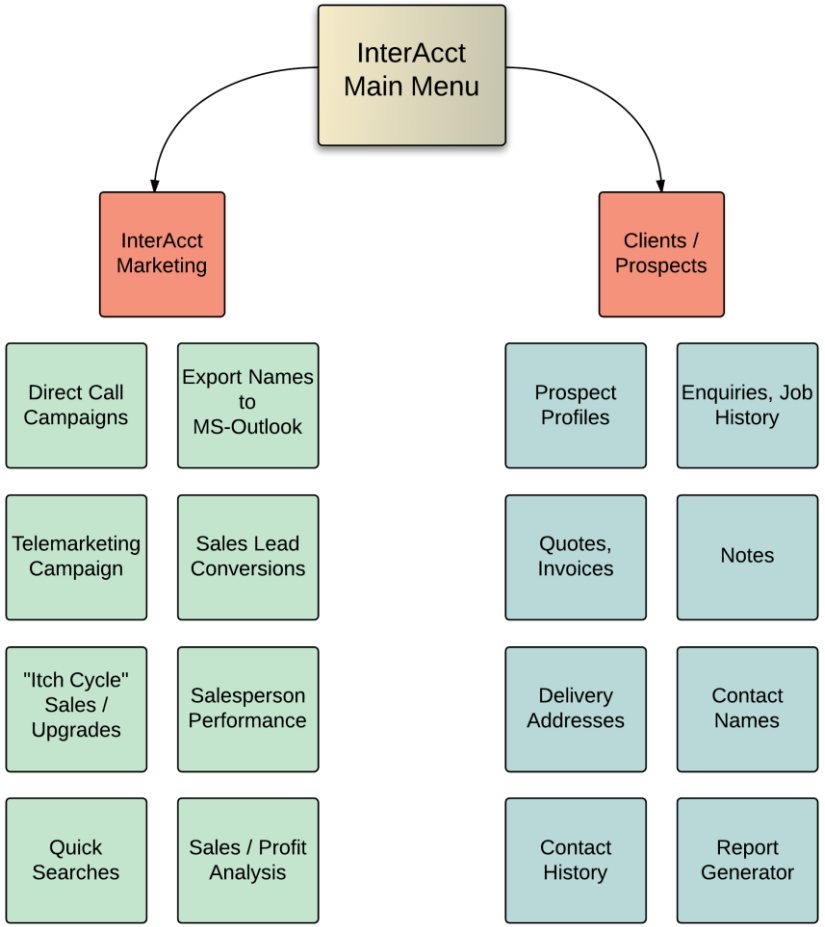
Conversion Analysis:
Show by month the number of enquiries converted into quotes, sales, and gross profit generated.

Latent Opportunities
Are there customers that need to upgrade / re-order soon?

Are their Contracts expiring with your competitors?

Corporate Goodwill:
A knowledge database on all your past customers is great, however but a complete profile on all your potential customers is even better.

- ✓ Who
- ✓ What
- ✓ When





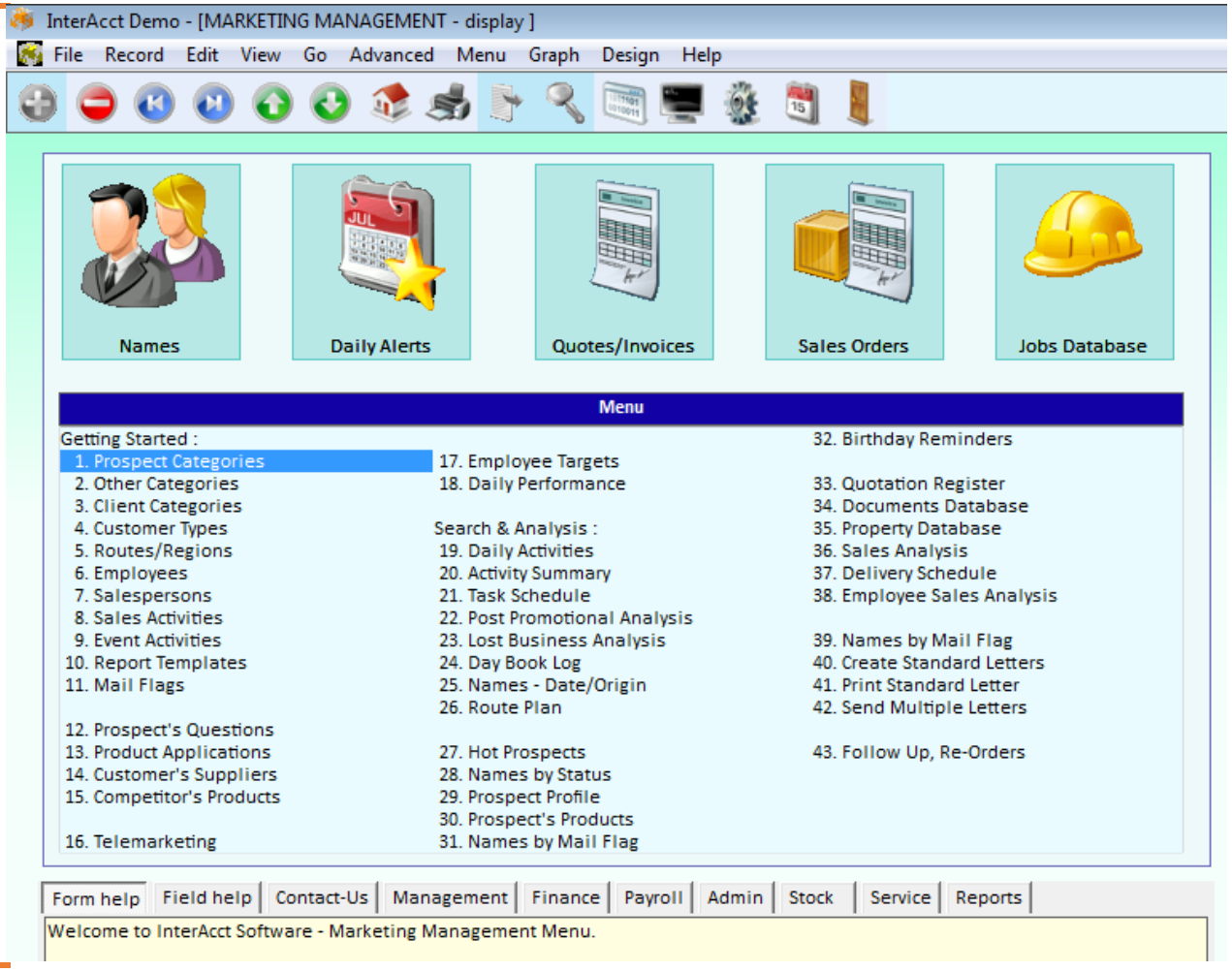
Software Features

	Feature	Advantage	Base?
Central Database	A single centralised business information database for accounting plus Sales & Marketing	Take what is written down on scraps of paper, or in staff member's memory and protect that important and valuable information	Y
Classification	Classify / Search Business Names by Salesperson, Status, Category, Origin and optionally by Branch, Region, Business Potential and Corporate Group	Being able to interrogate a Corporate Database to monitor inactivity on the part of employees, Prospects and Customers	Y
Action/Reaction	Keep proper records of sales and marketing activities that have occurred and when the next best follow up should occur	Prioritise follow ups in the Diary in order that the most important ones are done first. Monitor overdue follow ups by employee	Y
Conversion Analysis	What source of lead gives the highest gross profit	Put your limited advertising dollars where you are getting the most qualified sales leads	Y
Prospect Profiles	What a potential customer has used in the past for their Products and Services or is currently in use. This directly relates to their future needs	Have knowledge on when the best time is to follow up a potential customer, profile their needs, prepare a quote, and gain their business	Y
Telemarketing	Telemarketing allows you to import 'raw' business names to be phoned, to then track the results in terms of appointments or sales made	Gather information about 'raw' names. Convert into Prospects and make sales appointments.	Option
Contact Names	Any number of contact names per Company, with multiple contact numbers, emails, etc. or their role in the decision making process	Who are the Decision Makers, Breakers, and Recommenders? Get close to a Prospect by recording the small important information pieces.	Y
Salesperson Targets	Monitor Actual versus Target sales activities and sales results by salesperson on a Daily, Weekly, Monthly basis	Counsel salespeople on the best quantity, mix, and quality of sales activities to gain the best sales results	Y

Screen 1: Marketing Management Menu

Marketing Management Menu: The Marketing Management Menu will be the new home for marketing staff, enabling access to all of InterAcct's marketing software features such as **Telemarketing** and **Mail Flags**





Screen 2: Telemarketing Menu

Telemarketing:
The telemarketing menu allows a User to start **Campaigns,** as well as creating call scripts, monitor **Results** from calls, **Follow Ups**

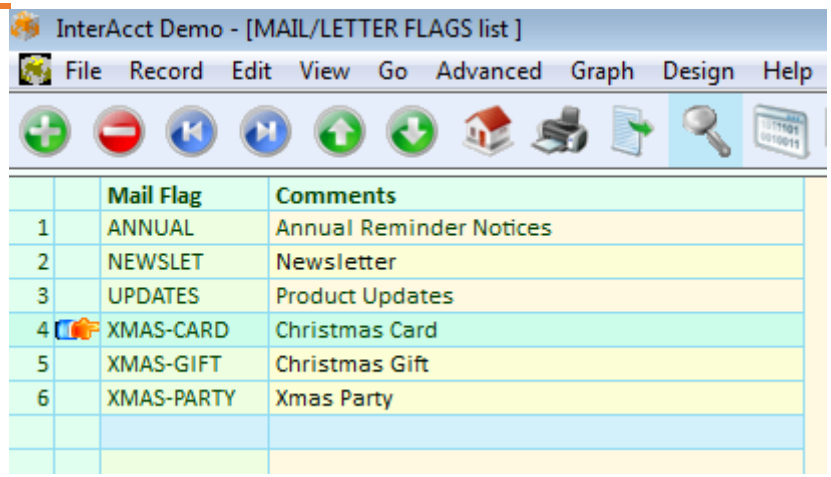
After Telemarketing has been setup, various search enquiries are available such as **Call Summaries** and **Daily Activities**

Foreign files can be imported into InterAcct from a number of sources such as **Australian Business Index, MYOB Customers, Yellow Pages** and standard **CSV Files**



Screen 3, 4: Mail Flags - Prospect Categories

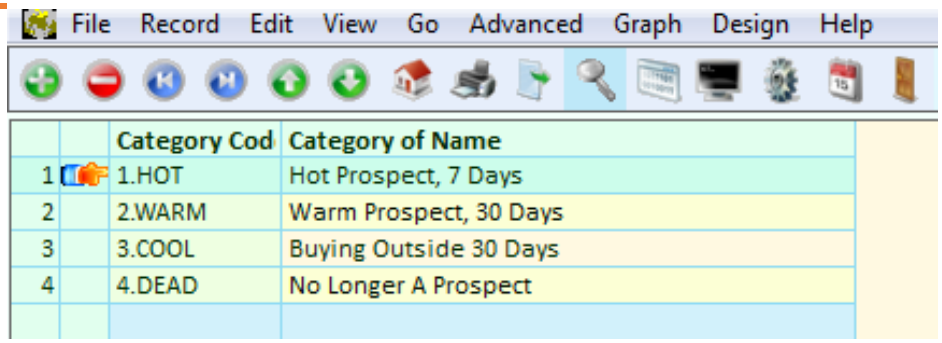
Mail Flags:
Mail flags allow you to target groups of people with specific marketing material. For example, a customer or prospect has signed up to a product update mailing list, or monthly newsletter.



	Mail Flag	Comments
1	ANNUAL	Annual Reminder Notices
2	NEWSLET	Newsletter
3	UPDATES	Product Updates
4	XMAS-CARD	Christmas Card
5	XMAS-GIFT	Christmas Gift
6	XMAS-PARTY	Xmas Party

Prospect Category:
By categorising Prospects by their status, **priority** can be given to those who are considered **'hot'** (a high sales lead chance) while less attention can be given to those cool or dead prospects, **saving time and money.**

Follow ups of 'low level' Prospects can be delegated to Sales Support employees – rather than (expensive) Salespeople



	Category Cod	Category of Name
1	1.HOT	Hot Prospect, 7 Days
2	2.WARM	Warm Prospect, 30 Days
3	3.COOL	Buying Outside 30 Days
4	4.DEAD	No Longer A Prospect



InterAcct Pricing (Per User)

Users	Base InterAcct	Job Costing, Estimating, Quoting (A)	Costing by Phase (B)	Building Repairs, Insurance Claims (C)
1	$1,650 (15-25)	+ $550 (10)	+ $385 (5)	+ $275 (2-3)
2-3	$1,100 (20-30)	+ $550 (10)	+ $385 (5)	+ $275 (2-3)
4	$825 (20-30)	+ $413 (10)	+ $275 (5-8)	+ $207 (2-3)
5-9	$660 (25-35)	+ $330 (10-15)	+ $220 (5-8)	+ $165 (3-5)
10-19	$550 (30-40)	+ $303 (10-15)	+ $193 (5-8)	+ $138 (3-5)
20-49	$440 (40-60)	+ $275 (10-15)	+ $165 (10-15)	+ $110 (3-5)
50+	$385 (50-75)	+ $253 (15-25)	+ $143 (10-20)	+ $99 (5-10)

Software Pricing

Software Pricing is per Computer Network "User" as defined in the above table. The optional software modules (e.g. 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 ($1,650 x 20%) = $330

+ 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 $180 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

Toll Free: 1300 66 26 26
Email: sales@interacct.com.au **Web:** http://www.interacct.com.au