

SalesReady

More callbacks = more sales
Too often, sales are left on the table. SalesReady provides reps a central place to record call back reminders weeks, even months into the future.

Arm your account executives with printed contact sheets for road trips. Use the "hot leads" report to concentrate on closing hoped for, expected and sure deals by the dates they previously pledged into the system.

The next time there is a local tournament game, festival or event, use the power of the database to hit the phones & blitz like there's no tomorrow! SalesReady's auto-dialer, autosort, and timer/shot clock system motivates each rep to call in a few hours what they used to take days to do.

SERVICE / WARRANTY

Includes 800 phone support and free upgrades.

Software starts as low as \$795

Ready-to-use plug-and-play

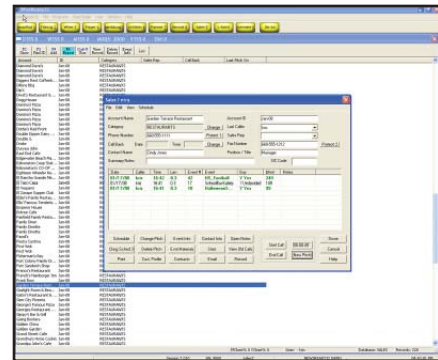
1TB servers from \$1,495

SALESREADY

Recharge your reps with up-to-date business data. Imagine all your sales team's data rolled into one central database and accessible from any computer in the building.

Compete with newspaper, online & cable for those smaller advertisers!

- Receive a central database of EVERY business in your market with the option to receive annual or bi-annual updates
- In-house telesales & call blitz management system
- Great tracking tool for account executives
- Shows telesales people who to call and tracks their progress
- Reminds account execs who to call and visit for long range projects
- Autodials for in-house sales staff so they can make more calls
- Database remembers who said yes or no to what for more efficient targeting the next time you sell an event
- Central storage of ALL contact details/history makes turnover less painful
- Schedules call backs for better follow-ups
- Prints call & contact lists for road warriors
- Tracks expected, hoped-for and sure sales and organizes leads into a report
- Tracks individual progress & emails the boss a daily sales report
- Made specifically for broadcast telesales
- Calendar system lets you schedule all NTR events, plan and track quotas, and link brochures, order and contract forms
- Nearly 200 broadcast specific information fields per account to store the kind of personal and business demographic information your station needs for long-term growth success in your market



TOTAL MARKET DATABASE

New clients, new sales, better service. To execute a solid growth strategy, your manager must be able to set goals and track the market so your reps don't step over their own feet as they make their calls and visits, especially since this is a long term campaign

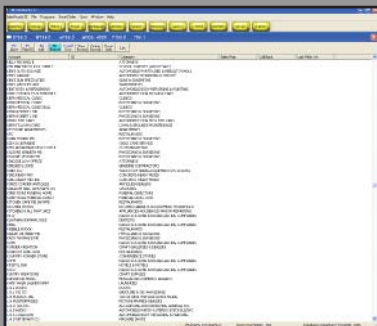
A central database system gives you the power to track your effort, collect valuable information that won't be lost with staff turnover, and gives the reps a no bull-shit means to report their progress in just a few minutes per week without time consuming paperwork. This type of system puts a lot of deals on the table.

HARDWARE REQUIREMENTS...

All WireReady products are Windows 7 compatible beginning with Version 9.0 and later. We recommend Windows 7 Professional 32 and 64 bit operating systems. All WireReady versions will also remain compatible for Windows XP Pro Service Pack 3 32-bit edition. Along with our software solutions, we offer optional 24/7 800 help desk support, live access assistance, remote training, on-site integration and setup, desktop and rackmount workstations, servers and a full range of LAN peripherals. Our software is integrated with all our products, so the same server can power your sales department, news department, website, even your studio playout and automation with a single vendor. WireReady can run stand-alone on one or more machines or run on a LAN with any file server or NAS. Software is client-based and Windows hardware/software compatible. For stand-alone computer, everything can run on the local machine, no server required.

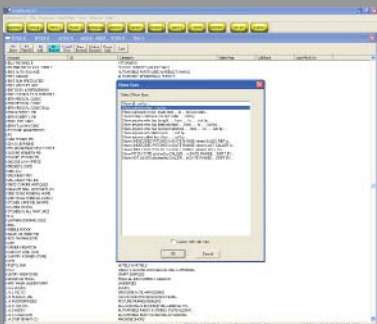
SCREENS AND DETAILS

CENTRAL DATA BROWSER



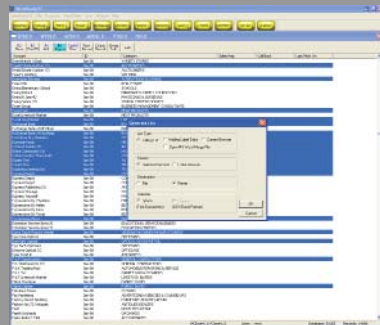
Draw calling lists and go after specific lists of clients for various reasons quickly and easily.

DATA SEARCH



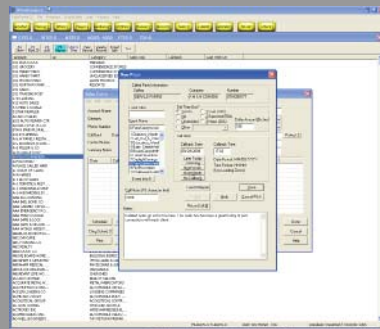
SalesReady has preset all the most important types of calling lists that reps use to go after both old and new business. Over 15 ways to sort the database and plenty of preset options to narrow down the database to a smaller more manageable list of potential advertisers. The easiest way to search is a simple "Google" box that searches all fields for the string of characters you choose.

PRINT LISTS EASILY



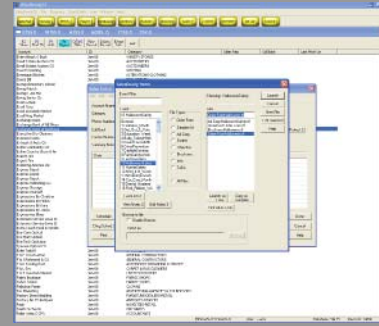
Send your reps to the streets armed with a list of clients to visit and all the contact information required. Select the records you need, click print and grab the list on the way out the door!

QUICK PITCH



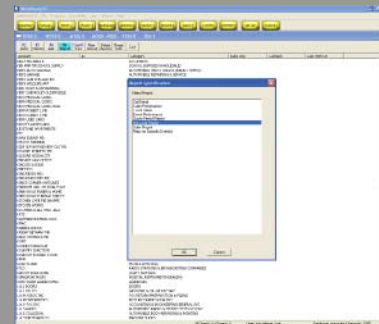
SalesReady makes it as easy to log the reason for every call or visit, what was pitched, the amount of the sale (or that amount that was discussed) and the result or expectation. Schedule callback reminders quickly and easily at the same time. Plenty of extra space for notes that require more explanation than a simple 'yes' or 'no.' Log it all from one simple screen.

CUSTOM CLIENT CARE MADE EASY



SalesReady makes it easy to organize all your scripts, order forms, brochures, ad copy and sample audio for each event. Access all these important documents right from the pitch screen and quickly give your clients the personal touch they need.

ACCOUNTABILITY & PERFORMANCE



SalesReady is loaded with performance reports for both reps and events. Emails the boss a daily call and sales report. Newest addition helps managers assist execs in identifying which advertisers are most ready to close with a 'hot lead' report.