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503-799-4412



Lead Generation The Weakest Link in the Sales Processes

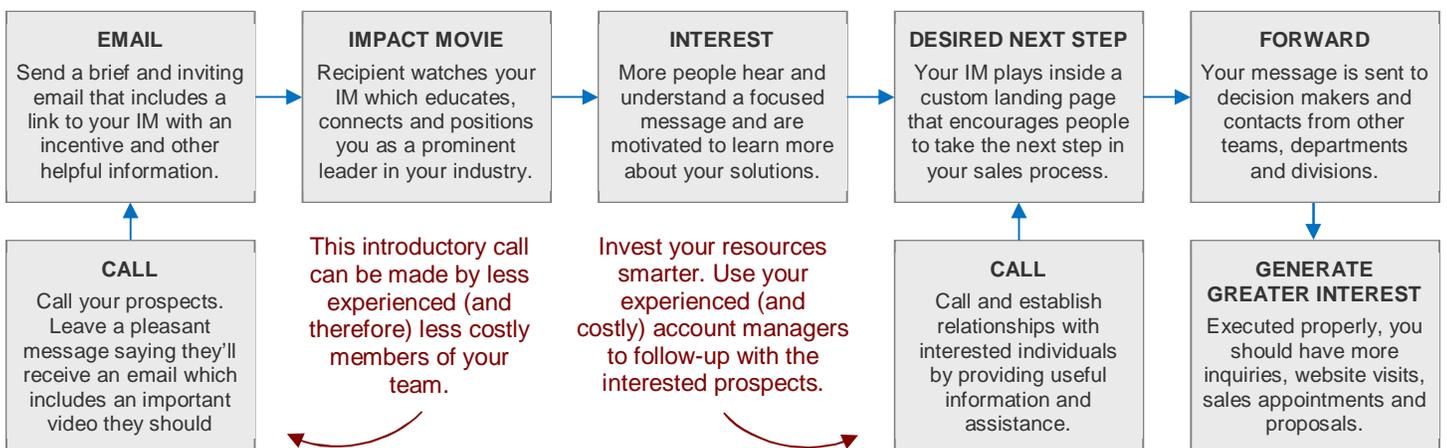
The biggest sales challenge for most companies is obtaining leads. More specifically, it's getting their message in front of qualified prospects. Marketing has changed quite a bit in recent years. It's more difficult to get in front of Customers. In addition, we are bombarded with advertising and have more options than ever to turn it off. Nevertheless, people want to be educated, engaged, and entertained. This is why we introduced Impact Movies and why they have become so successful for our Clients.

Give them the Information that They Want to Know

What's more, people want to keep-up with what's going on around them... changes in technology, their industry, new opportunities, threats, emerging markets and changes in competition. They also want to know about the products and services that are relevant to them and will benefit them.



A Process that Generates Predictable Results



If you've ever made cold calls, you know it's not easy. First, it's hard to reach people on the phone. Second, it's hard to get them to listen. Then, even if you accomplished these two tasks, you still need to deliver the perfect pitch every time.

Let's face it, when you get called, what do you do? Think of ways to hang-up! Well, Impact Movies break-down that invisible barrier – that uncomfortable feeling you get.

Now, the purpose of your call is merely to ask them to watch a short message - one that they should watch to know what's happening in their industry. At the end of your video, offer something useful to capture their contact information.

So don't waste any more resources trying to get prospects to listen to your pitch. Instead, spend your time contacting people who have already shown interest in your solutions.

RESULT: A Process that Produces Predictable Results with Less Time and Overhead

And this is what our customers do... They know how many emails they need to send - how many calls they need to make. We've taken a process of "shooting-in-the-dark" and created a formula. And it's the same process we want for you... a friendly, more predictable process - with less overhead.

Sales is merely a factor of exposure and superior messaging. The more people who are exposed to your compelling message and the more people who you provide useful information to on a regular basis... the more people will do business with you.

USES: There are many other ways to use Impact Movies to attract leads

This datasheet describes how to use Impact Movies with emails and telemarketing. However, there are over 20 ways to use these videos to find qualified leads.

Visit our website to learn about the other ways to utilize this powerful sales tool and our other marketing solutions.



Get your Entire Team to Help Spread your Message

In this economy, we need to work smarter and more efficiently. One way to work more efficiently is to enroll others in helping you achieve your goals. There are many people around you who can become major contributors and assets. But, to get the best results, this task needs to be planned and executed properly. The best way to build a successful team is to follow these steps:

1. Enrolling - Show employees why it is in their own best interest to help their company succeed and how easy it can be.
2. Empower - Remove all the hard work by making it as simple as possible for your employees to help you get ahead.
3. Excite - Share the success and excitement of belonging to a winning team.
4. Execute - Explain the specific objectives of your sales tools and how they should be used by each employee or partner.
5. Measure - Create specific process, goals and procedures for measuring and providing feedback.

Have it Ready to Play... *by Everyone*

Obviously, everyone in your company has different levels of ability when it comes to explaining your services. But, your Impact Movie always delivers a consistent message.

- Your team won't require any product-specific training. They merely need assistance in the areas listed below.
- The best programs are ones that only need to be set-up once. Although this may take some effort to set-up, the rewards will continue with little additional time and effort.

Have it Ready to Play... *Everywhere*

Have your video ready to play wherever you host visitors.

- Copy it on all computers and mobile devices (conference and training rooms, cafeteria and lobby).
- Make it easy to find your video by using the same shortcut on each device where it is loaded.

HINT: Use the Tradeshow or Handout format. These don't need an Internet connection so it can be played in remote areas of your office or when your Internet connection is down.

Potential Departments that may Assist

Identify all people who are in regular contact with customers and other stockholders. Here is a list of potential departments.

PRODUCTION / MFG Analysis, Spec's. Project Mgt, Dev.	CUSTOMER SERVICE Operations, Training Vendors, Suppliers	AFFILIATES, PARTNERS Reseller Channel Dealers, Agents
MANAGEMENT Business Alliances Boards of Directors	COMM. RELATIONS Interviews, Articles Industry Associations	HUMAN RESOURCES Recruiting, Educating Orientation, Training
SOCIAL MEDIA Yours & Employee Partners & Affiliates	FINANCE & LEGAL Lawyers, CPAs Insurance, Banking	MEDIA & PR Educating, Outreach Directory Listings

Your Rollout Meeting

WHO TO INVITE

We suggest that you hold a Rollout Meeting with your team when your project is near completion. We will give you an agenda for this meeting. It is meant for two groups:

1. People who will use it to spread your message to your audience (Customers, Prospects, Affiliates, Partners.)
2. People who you will need to help support it (such as your IT Department for loading it on your servers, setting up reports and analytics; and Graphic Design and Programming for loading it into your website.)

Resources to Help other People Help You

We can provide you with tools to help make this process easy for you. Here are some of the resources that we can provide.

TEXT FOR EMAILS Text for email follow-ups when talking on the phone or chatting online.	SIGNATURES & LINKS Text for signature lines and assistance in setting these up for your team.
SCRIPTS FOR FINDING OPPS Sample scripts for everyday conversations that are helpful and friendly to uncover additional sales opportunities.	TALKING POINTS Ways to pleasantly mention your IM in conversations and ask for names of other people inside customer organizations.
MSG FOR SOCIAL MEDIA Sample messaging for your social media sites and those of your team members.	MESSAGING FOR PARTNERS Text to include in the websites and materials for all partners, resellers and affiliates.

PREPARATION

There are some important things to prepare before this meeting.

1. Copies of your videos on CDs and USB drives.
2. Identifying the best uses for your departments and individuals.
3. Resources to help your team be successful (emails, scripts, etc.)
4. The specific objectives of this IM and how it will be used.

HOLDING THE MEETING

We are happy to conduct this meeting for you. In some cases, having us moderate the meeting helps it flow easier and achieve your objectives faster.

Call us today to get started along a better path.

Your AngelCore Team
503-799-4412



Multi-Sales Tool Development Benefits in Time and Cost

In today's competitive business climate, it's getting harder to get ahead. You need to make every dollar count - and minute too. You need to get the most from your investments. At AngelCore, our goal is to maximize the sales ROI for our Customers. These companies are some of the fastest-growing in the world and include Microsoft, HP, Xerox, Epson, BP, US Bank, SAP, USDA and American Airlines. We do this by increasing sales, decreasing costs, reducing risks and saving you time. In the end you get better results and at a low price. Taking care of our Customers for less cost... reaching more people with a better message. That's what we do. Here are some of the ways our Clients are increasing sales while reducing their overall marketing costs.

Experience that Minimizes Risks and Costs

Don't wing it. We have years of experience helping our Customers achieve their goals.

- We know the tips and tricks, ins and outs.
- We will help eliminate the risks and pitfalls that can sabotage your results.

Anyone can make a sales video. We make Results.

We've made nearly 5000 sales videos. One thing we've learned is that their success is not a guarantee. Our goal isn't to make videos. It is to deliver tools that work for you. We do this with:

- tools that work and
- a superior sales process.



Benefits of Developing Multiple Sales Tools at One Time

Increase Sales

It starts with having a "Sales Strategist" who works with you to see the big picture, such as:

- Integrating all your sales tools so they can benefit and support each other.
- Delivering our tools in different formats so that they can be used (1) many ways, (2) throughout the different stages in your sales process and (3) by others in your company.

Lower Production Costs

There is a great cost savings when you produce a few sales tools at one time. We will spend less time and effort for:

- Strategy, orientation and planning
- Branding, positioning and messaging
- Creating designs, repairing graphics, and so on.

Time Savings for You

You'll save considerable time compared to creating these tools separately. It takes time to execute a successful advertising and sales campaign. And with each additional service, the savings are even greater. You'll spend less time:

- Explaining your company and product details
- Describing your challenges and sales process
- Locating and sending files, specs, photos, graphics
- Reviewing messaging, copywriting, designs, etc.



Benefits of Having an Integrated Sales Process

Efficient Sales Process

Together, we'll build a sales process around your specific needs.

- Don't spend valuable time and money where it's not needed. Instead, strengthen the areas of your sales process that are weak.
- Then use your time more effectively by using the right sales tool at the right time.

Superior Messaging

We'll develop messaging that's speaks to your Customers' pain crafted from our proven story-telling model.

- Messaging that is targeted to your different market segments and different Customer needs.
- Messaging that helps you educate and connect with your audience.

Focus on Results

You'll work with a team that understands the purpose of each tool and how it fits into your specific process. Our goal is to produce results by focusing on:

- Leading your Customers to the next stage in your process.
- Special offers, incentives and deadlines to target specific segments.
- Reaching markets that you were unable to reach before.

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Lead Generation Sales Tools Package

The AngelCore Lead Generation Sales Kit includes several tools to create leads in the front of your sales process. Of course, all these tools can be used in all the stages of your sales cycle. These are proven and cost-effective marketing programs aimed at maximizing the return on investment (ROI) of whatever is the primary sales anchor in your process. This can be inside sales, webinars, sales visits, needs analysis, demos, tradeshow and so on. These services may be swapped, but there is a substantial cost savings when multiple services are ordered at one time. You are welcome to contact your amazingly wonderful AngelCore Sales Specialist for a quote on a custom set of sales tools to help you achieve your sales goals.

The basic Lead Generation Package consists of the following:

	List Price:	Bundle Price:
<input checked="" type="checkbox"/> One Impact Movie - An Impact Movie can be used 20 ways and in all the stages in your sales process. Reach decision makers and turn all your employees into salespeople.	Call _____	Call _____
<input checked="" type="checkbox"/> One Landing Page - A Landing Page can display important details about your services and upcoming events. Visitors can register for webinars, demos or 1-on-1 meetings; download sales materials, watch videos and broadcast your achievements and successes.	_____	_____
<input checked="" type="checkbox"/> Case Studies - Nothing is more convincing to people than actual testimonials from Customers. We will research, write and publish two written case studies. You may also choose to produce Impact Movie (video) Case Studies for an added charge.	_____	_____
<input checked="" type="checkbox"/> Press Release - We will write a press release announcing - well, whatever! We can help you uncover media opportunities to get the word out about you or promote your upcoming events. It's also another sales tool to boost your image and connect with your audience. Attach it to emails and add on your landing pages and social media sites.	_____	_____

Additional services to boost the results of your sales activities:

<input type="checkbox"/> PowerPoints - PowerPoints can be used at every stage in your process. We can create just the slides or write the entire script using our award-winning messaging techniques.	_____	_____
<input type="checkbox"/> Custom Books - Exhibitor Magazine named Custom Books, "the perfect in-booth giveaway". You can watch an Impact Movie on the Custom Book's website at: www.CustomBooks.com .	_____	_____
<input type="checkbox"/> Sales Materials - Sales materials that are useful and professionally-designed will boost your image. We can produce brochures, monthly newsletters, whitepapers.	_____	_____
<input type="checkbox"/> Magazine Articles - We can write articles about you and then get them published in the magazines of your choice... 100% guaranteed. You get published or you pay nothing.	_____	_____
<input type="checkbox"/> Other: _____	_____	_____

	List price:	\$ _____
	Discounts:	\$ _____
	Net cost:	\$ _____

Organization: _____

Billing Address: _____

Description: AngelCore Lead Generation Package Name: _____

Cost: _____ (Enter from quote) Title: _____

Phone: _____ Email: _____

Date: _____ Signature: _____

Thank You

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Please complete these forms with the help of your AngelCore Sales Strategist. Then, fax them to 503-217-6036. The terms and conditions for the individual services apply. Visit our website for updates and new information. We look forward to helping you achieve your sales and personal goals.

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Impact Movies[®]

Details & Order Form

Impact Movies are the most watched and forwarded sales videos in the world. They are used to deliver a consistent and persuasive message to a specific audience. They are carefully-scripted messages based on our award-winning messaging model. They are designed to educate and connect with your audience and encourage the viewer to take the next step in your sales process. You can watch an Impact Movie about our Impact Movies at: www.AngelCore.com.

Types (and styles) of Impact Movies

There are different styles of Impact Movies. The styles apply to your specific message and goals. Obviously, the cost of your movie will vary depending on the style, the length and other factors. Speak with your Sales Specialist to determine what kind of message will best achieve your goals. We will then provide you with a quote for your project. Here are the different styles that we offer:

- Photo Based Uses pictures, images and on-screen text. Good for displaying a physical product or people.
- Silhouette or Icon Based Uses simplistic vector-based illustrations (icons or silhouettes without detailed movements or displayed emotions). Good for helping simplify a more sophisticated value proposition or process.
- Illustrated / Info Graphics Primarily uses vector-based illustrations with charts or graphs. Good for explaining technical details.
- Whiteboard Style Consists of black or colored lines being drawn on a white background while the narration walks you through the value proposition or process. Good for explaining a process.
- Cartoon Oriented Uses more detailed vector-based illustrations such as cartoon characters or backgrounds (with detailed movements, facial expressions, and/or displayed emotions). Good for adding humor and building a friendly connection.
- Motion Graphics Utilizes sophisticated movements and motion. Good for grabbing attention and displaying a product or service that requires showing motion or speed in their value proposition.
- 3D Animation Uses 3D animations (rotating objects to show multiple sides or the interior of objects). Good for explaining complex information and differentiators.
- Guided Tours These are longer messages which have chapters so viewers can choose the topics they want to watch. There used for demos, tutorials, demos, orientation and training.

An AngelCore Impact Movie includes the following:

- A rich multimedia movie that includes a carefully crafted message, meaningful visuals and professional narration.
- Each Impact Movie is produced in different formats to allow you to use it 20 different ways.
- All source files that went into producing the different versions of your movie.
- No charges for minor changes to your movie for six months.
- One free Landing Page that is customized to your sales activities and process.

Our Guarantee

AngelCore's fixed pricing is all inclusive. All aspects of production are completed to your 100% satisfaction.

Timelines and Deliverables

Producing an Impact Movie requires many steps: each having to be completed on time. The most likely factors that delay a project are: last minute changes to the script, late-addition new features, significant redesigns and slow feedback from our Client.

Script Revisions after Final Recording

We can make any changes to your movie during production. However, once the final audio has been professionally recorded and processed, we reserve the right to charge an additional \$85 per sentence for changes.

Deposit and Payments

We require one half of the cost at the beginning of the project and the other half at the beginning of the 2nd month. The deposit is due prior to the initial interview. If this will be a problem, then please let us know. By signing below, the Client agrees to these terms and conditions.

Organization: _____
Billing Address: _____
Description: One Impact Movie as described above Name: _____
Cost: _____ (Enter from quote provided) Title: _____
Phone: _____ Email: _____
Date: _____ Signature: _____
Other Instructions: _____

Thank You
Your AngelCore Team
503-799-4412



Case Studies & Success Stories

Program Details

According to studies on consumer behavior, one of the most effective sales tools available to businesses are case studies and success stories. But, collecting and compiling this data is a lot of work...from securing positive comments, to developing compelling studies. That's where we come in. We do all the work. Our writers are expert interviewers, researchers, and writers. To view sample case studies, see our own Client Results Booklet.

Case Studies are Effective Because they...

Drive Consumer Behavior

- Proof your solutions work is the most effective way to move Customers through your sales process.
- Customer testimonials ease sales resistance and eliminate skepticism building instant credibility.

Can be Used Many Ways

- You can publish your case studies in all your other sales materials.
- You can use pieces of your case studies throughout your sales process. For example, include Customer quotes from within the case studies in all your sales tools and presentations.

Reasons to Partner with AngelCore for Case Studies:

- We've successfully completed 1000's of projects. As a result, we've developed an efficient process that reduces costs and saves you time and money.
- We're experienced at writing case studies that engage and motivate readers to take the next step in your sales process.
- We help your Customers articulate their positive experiences. By asking them insightful questions, we elicit forthright, honest, and believable testimonials that prove that your solutions work.
- People relate better to data when evaluating results, therefore we focus on presenting quantitative and measureable data. We are particularly adept at converting subjective responses to hard numbers that your Customers can understand.
- We can publish your case studies in whatever format you need: hard copy, digital or even produce Impact Movies that feature the successes you Customers have had with your solutions.
- These "Success Story" movies are usually used as a follow-up to the initial Impact Movie.
- We'll assist you in using your case studies in as many ways as possible to accomplish your objectives and maximize the return on your marketing dollars.

Superior Results

We've assisted over 4000 companies with their marketing and sales. Many of these are among the fastest growing companies in the world. We've received over 300 awards for internet advertising, marketing and ROI. With so much riding on every dollar, your best option is to partner with a company with a proven track record of success.

Targeted & Effective Messaging

We use the same proven messaging model for all our services. We maintain a knowledge base of successful messages, designs and other techniques. These have been collected from 10 years of testing and evaluating diverse messages across many industries and services.

Reduce Marketing Costs

We'll show you how to use your sales resources to optimize your sales process. In most cases, these changes will generate more leads, shorten your sales cycle, and increase sales. Best of all, many Customers actually reduce their overall sales costs by using their resources more effectively.

Maximum ROI

For many of our Clients, our services pay for themselves almost immediately. All our services are produced in a way that allows them to be used multiple ways (usually 10 or more). We will help ensure that all your sales activities work together so you can get the greatest benefit from your marketing dollars.

Customer-Focused Development Process

We've completed 1000's of projects. As a result, we have fine-tuned our development process to save you time and money.

- We limit your involvement to a bare minimum.
- We know what we need to do... there's no guess-work.
- We drive the project so it gets done, so that you can start using it as soon as possible.

Low Cost Business Model

We try hard to keep our costs down in order to provide our Customers with the lowest prices possible for our services. Our low cost structure includes a lean business philosophy, economies-of-scale, and an efficient development process.

Thank You
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Case Studies & Success Stories Order Form

Need Customer testimonials, case studies and success stories but don't have the time to make this a priority? We can help. We produce these critical marketing communication tools that make great second or third stage messages in your sales process. They feature the successes that your Customers have had and provide a useful way to show the benefits of your solutions to current and future Customers. Our writers have 16 years of experience in writing corporate content for thousands of companies.

Case Studies and Success Stories Program Consists of the Following:

- Initial interview to identify intent, content format, details and goals.
- Identify target audience to interview as needed.
- Contact and interview potential success story Clients.
- Convert Client successes into objective, quantifiable data.
- Create first draft.
- Modify case study, get approvals and perform additional research as needed.
- Edit, rewrite, as necessary, and publish a 1 page case study.
- 100% satisfaction guarantee (see below).

Cost for Case Studies:

Quantity	Price
First Case Study	\$2,800
Additional CS's	Call
Longer (2-3 pages)	Varies

Final Delivery Formats (4 options):

You can choose the format of your completed case studies based on how you plan to use them. Here are the available options:

Delivery Formats	Description	Price
Text Only	Plain text in a MS Word file for you to use as desired.	Included
Graphic Design	Graphic designed to your preferences. Appropriate for handouts.	Call for quote
Digital Ready	HTML format for use on the internet. Designed to your preferences.	Call for quote
Case Study Movie	Impact Movies that feature your best case studies.	Call for quote

Your Involvement & Communication

Our process limits your involvement to the bare minimum and delivers the best product possible for you. To keep your project on schedule (and as a courtesy to our staff), we ask that you reply to requests within 24 hours.

Deposit, Payments and Milestones

The first payment of \$1500 is due at the time we get started on the project. The balance is due upon completion of all the case studies. For subsequent projects, the same proportions and milestones apply.

Our Guarantee and Commitment

AngelCore's fixed pricing is all inclusive. There are never additional charges. All aspects of production are completed to your 100% satisfaction.

Payment Terms and Delays

In exchange for our hard work and commitment to the success of your goals, we ask that payment is made as soon as an invoice is received. If this will be a problem, then please let us know.

You may terminate this agreement at any time, however, you must pay for all work completed on your project. Thank you for your understanding. We are committed to the success of your objectives and marketing efforts.

Organization: _____

Billing Address: _____

Description: One Case Study

Case Study: \$ 2,800 Name: _____

+ Options \$ _____ List: _____ Title: _____

+ Options \$ _____ List: _____ Phone: _____

Net Investment: \$ 2,800 Other: _____ Signature: _____

Date: _____

Other Instructions: _____

Please complete this form and fax it to 503-217-6036.

Thank You
Your AngelCore Team
503-799-4412



Press Release Details & Order Form

A Press Release is a simple yet effective marketing tool when executed properly. Our experienced writers will produce a press release that spotlights your achievements, advancements, millstones and other noteworthy news.

A Press Release can be used Many Ways

- Share it with employees, Customers, partners and other important stakeholders.
- Post it on your website to show the world that you are succeeding and moving forward as a company.
- Use it as another sales tool to consistently connect, educate and get useful information in front of your Customers.
- It can improve your SEO page rankings and click-through rates.
- Try to get it published in traditional media outlets (see below) and in on-line resources.

Press Release Development Process

We will provide a short questionnaire for you to complete. This will help you frame the content surrounding the news that you'd like to share. This will be followed by a telephone conversation to discuss the goals, ask questions and get clarification about the facts. Once completed, we will develop a one page press release (typically 400-500 words). This will be shared with you to get your comments and feedback. We will then rewrite and edit the press release as needed until we all feel that it best represents what is newsworthy and needs to be communicated. This process typically takes 1-2 weeks.

Optional: Press Release Wire Distribution Price

- | | |
|---|---------|
| <input type="checkbox"/> National Press Release Wire Distribution (400 words): | \$ 1500 |
| • Each Additional 100 words: | \$ 200 |
| <input type="checkbox"/> Regional or New York City PR Distribution (400 words): | \$ 1100 |
| • Each Additional 100 words: | \$ 150 |
| <input type="checkbox"/> Single Market or Metro Area (400 words): | \$ 800 |
| • Each Additional 100 words: | \$ 100 |
| <input type="checkbox"/> Add Multimedia Asset (photo, video, etc.): | \$ 600 |
| • Each Additional Asset: | \$ 250 |

Optional: Media Relations Direct Contact \$ 2000

- This includes direct distribution of the press release to up to 10 key media outlets, such as local and national newspapers, magazines, trade publications and local television.
- Services include phone and email follow-ups to ensure the media contact received your press release.
- Placement of your press release is not guaranteed. Whether it's picked up and placed is at the discretion of the various editors and publishers around the country.
- Nevertheless, your press release will be out on the Internet, which will enhance your SEO rankings and overall click-back rates.

Our Guarantee and Commitment

AngelCore's fixed pricing is all inclusive. There are never additional charges. All aspects of production are completed to your 100% satisfaction.

Payment Terms

In exchange for our hard work and commitment to the success of your sales goals, we ask that payment is made as soon as the invoice is received. If this is an issue, then please let us know.

Organization: _____
Billing Address: _____
Description: Press Release Development: \$ 800 Name: _____
Cost: \$ 800 (Add cost for options) Title: _____
Phone: _____ Email: _____
Date: _____ Signature: _____
Other Instructions: _____

Please complete this form and fax it to 503-217-6036.

Your AngelCore Team
503-799-4412