



**DEVELOPED BY:**



**creative**INTERFACE  
virtual sales tools for virtually every business

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## PRODUCTS OVERVIEW



### THE VIRTUAL SALES REP™

The VSR™ is a unique concept in new media development. An interactive business card-sized CD-ROM presentation that adheres to a tight product definition resulting in a streamlined production process and surprisingly low production costs. With a full arsenal of standard and optional presentation modules, your VSR™ can be customized to suit your exact needs. The VSR™ is a highly effective tool for delivering your business message to an engaged audience. The results routinely exceed our clients' expectations.



### THE VIRTUAL SALES ASSISTANT™

The Virtual Sales Assistant™ is the perfect complement to any website. The VSA™ is an on-line 'Flash' presentation of approximately 3 minutes in duration offering a full function interface, professional graphics, on-screen text effects and streamed audio track. The VSA is perfect for service/product presentations or corporate overviews on your website. It is also highly useful as a linked target in either a Virtual Letterhead™ or Virtual Sales E-announcement™ to encourage viewers to your site. The VSA™ is also available as a stand-alone version that can be distributed via ftp download or cd-rom.



### VIRTUAL LETTERHEAD™

You wouldn't send out an invoice or a cover letter on plain paper, why would you send out your e-mail in plain text? Use Virtual Letterhead™ in all major e-mail clients to present impactful, highly polished e-mail stationary for effective one-to-one marketing campaigns or exceptional branding in your everyday e-mail. With built in features such as downloadable contact cards, links to location maps, individual pages on your website and more, Virtual Letterhead is one tool that no business should do without.



### THE VIRTUAL SALES E-NNOUNCEMENT™

The Virtual Sales E-announcement™ is the next generation of e-mail-based targeted marketing tools. The VSE™ is a customized e-mail template designed specifically for your company to utilize as a primary tool in your E-marketing strategies. Each VSE™ comes complete with an animated banner, formatted message, graphics and links to your website. VSE™'s can be bulk e-mailed and can include personalized merge fields for effective marketing. You can easily reformat and retask your template to suit your daily needs. Some uses of a VSE are newsletters, e-zines, e-catalogs and introductory e-mails.

In addition to being the developers of this exciting line up of interactive marketing tools, Creative Interface also offers a comprehensive suite of professional services from corporate identity development, website design and full marketing strategy development and deployment services.

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# 1. INTRODUCTION

## Welcome

Welcome to *The Virtual Sales Rep*<sup>™</sup>: a unique and exciting concept in interactive marketing. This sophisticated marketing tool offers a high degree of flexibility and customization yet is designed to reduce many of the frustrations and much of the time and cost needed to develop a fully customized promotional CD-ROM. In fact, a typical *VSR*<sup>™</sup> costs approximately **1/2** the cost of an equivalent custom-developed promotional CD-ROM—produced by us or anyone else!

Put simply, the Virtual Sales Rep<sup>™</sup> is a professional and highly sophisticated sales presentation that is delivered by you to prospective clients or customers on a business card sized CD-ROM. The key to the low cost of the *VSR*<sup>™</sup> is the production process. Using our experience in developing custom titles over the past decade, we have developed a methodology that results in a back end that is pre-configured and used repetitively and a front end that is entirely customized to deliver your company's message.

There are several key factors to the low cost of the *VSR*<sup>™</sup>:

***Concept Development.*** Because we have already fully developed the initial concept and all module storyboards, you do not have to pay for all of the early CD-ROM conceptual development and proposal stages of a typical custom multi-media title.

***Education.*** Typically, a significant amount of time is spent educating clients on the multi-media opportunities open to them and how to best take advantage of them. The *InfoPak* explains your options, illustrates them with examples, and provides you with the tools to specify exactly what your objectives are.

***Economies of Scale.*** We have spent a great deal of time pre-developing professional graphic backgrounds, musical themes and computer programming scripts for the *VSR*<sup>™</sup> program. The result? You end up with a very polished and attractive product for a fraction of the cost. Even though we will re-use these assets, no two *Virtual Sales Reps*<sup>™</sup> are alike.

***Streamlined Process.*** The *VSR*<sup>™</sup> has been developed with efficiency in mind. We have ensured that each dollar you spend is used productively to move rapidly towards your finished product. There is no 'slush fund', we haven't 'padded' the price—we mean business! If you have already reviewed the accompanying CD-ROM you will have seen the power of interactive multi-media on CD-ROM.

Truly, the opportunities are limited only by your imagination. Consider just a few uses of your *Virtual Sales Rep*<sup>™</sup>:

- Provide a virtual tour of your manufacturing process and corporate location
- Demonstrate complex manufacturing processes
- Provide a searchable catalogue of all of your products complete with ordering capabilities
- Extend a personal invitation for dealer inquiries
- Display a gallery of previously completed work such as landscaping projects or artist renderings
- Provide a launching ramp to your Internet web site
- Include your latest company newsletter
- Display your company annual report
- Survey your current customer base to receive valuable feedback

The Virtual Sales Rep<sup>™</sup> is a highly configurable product that provides you with the ability to modify its' structure to meet your specific needs. Each VSR<sup>™</sup> is packaged with several standard modules and a selection available optional modules and services.

## **2. MODULES AND SERVICES**

### **2.1 Standard Virtual Sales Rep**

These items are included in the cost of your Virtual Sales Rep<sup>™</sup>.

#### **1. Menu Driven Navigation System:**

Provides access to each of the topics or sections of your VSR<sup>™</sup>. The viewer is provided with the choice of sitting back and have the VSR<sup>™</sup> present each section sequentially or the viewer can choose to jump to each section by name, move forward, backwards or pause the presentation at any point.

#### **2. Customized 'Look and Feel'**

Each VSR<sup>™</sup> user interface is professionally developed by an experienced graphic artist/multi-media designer. If you have an existing corporate image, we will design around it or provide you with a whole new look and feel.

#### **3. Music and Sound Effects**

Your Main Menu includes a complementary background music clip that will be heard during the viewing of the main menu, submenus and certain other specified sections such as the Contact Us section. Where applicable, we will apply subtle, background music or sound effects to recorded narrations throughout your VSR<sup>™</sup>.

#### **4. Narration**

Your VSR<sup>™</sup> will be professionally recorded in a recording studio. You will be asked to choose from a selection of available male or female professional talent.

## 5. **Interactive Slideshow(s)**

A core module in most *VSR™*'s—the Interactive Slideshow—combines sight, sound and interaction to drive your message home. This module allows you to effectively present information similar to a typical slide show, combining photographs, background music, narration, navigation controls and some degree of interactivity. This module provides the viewer the ability to control their own pacing and interact with the presentation by mousing over graphics to retrieve additional information. Illustrate your points with impact and high retention!

Your Virtual Sales Rep™ may contain up to ten minutes of recorded narration and include up to 75 individual images. The slide show will be controlled via 'VCR' type controls that will allow the viewer to move forward and backward throughout the presentation, pause the presentation and return to the main menu.

## 6. **Contact Screen**

Viewed prior to exiting the presentation, the Contact Screen provides the viewer with an opportunity to effortlessly contact you via fax or e-mail. They may require further information, request a sample, set up a sales appointment or whatever you wish. Make it easy for the viewer to do business with you.

In addition to accessing full contact information for your company, the viewer can provide their own contact information plus comments, questions or any of the requests mentioned above. Upon filling out the contact form, the viewer can decide to either print out the fax-back form automatically and fax it to you; or send the information request immediately by direct email. We also provide a button on the contact screen that allows the viewer to go directly to your company web site or send you an email using their email client.

## 7. **Content Development**

We provide a full turnkey solution including an initial client planning meeting, storyboard development, narrative copy writing, on-site photography, project reporting and staged product deliveries.

## 8. **CD-ROM**

A 'gold master' CD-R with all files installed and tested suitable for mass duplication on Business Card Sized CD-ROM. See the section on available services for information regarding mass duplication.

## 2.2 Optional Modules:

Optional Modules are available at an additional cost. Please refer to Section 5, Pricing Terms and Conditions, for more information.

### 1. Intro Video

Personalize your presentation with a 30 to 60 second video taped introduction. Your “talking head” infomercial will engage the viewer and encourage them to explore your *Virtual Sales Rep™*. The Intro Video module provides you with the opportunity to personalize your presentation and allow the viewer to place a face to a name. We recommend you briefly introduce yourself and your company, provide a short overview of your product line or services offered and invite/encourage the viewer to explore the CD-ROM.

Look upon the intro video as a 30 to 60 second ‘infomercial’. The Intro Video is shot at a mutually agreed upon location utilizing the latest digital video technology. You may be the star of the video or you can bring along a photogenic friend for the task. We will allow up to 1-1/2 minutes of finished video, however, bear in mind the attention span of the prospective audience and limit yourself to approximately 30 to 45 seconds. You are allowed to record the video as many times as you like until you are happy with it, however, we do place a two-hour time limit on the overall recording session.

The Intro Video is designed to be a basic ‘talking head’ introduction but we will strive to ensure that it provides the maximum amount of impact, creating a favourable impression on the viewer. At our discretion, we may utilize certain video enhancements such as transitions, screen titles or embedded graphics based on your submitted narration script.

### 2. Catalogue Module

The catalogue module allows the viewer to browse or search your complete product line from two to seventy-five individual products in multiple categories. The database version allows you to provide catalogue level information on up to 75 items whereas the non-database version is designed to illustrate up to six products with significantly more detail and a more customized screen layout. Be sure to view the catalogue module section of the CD-ROM for examples of each.

You may already have your product line information catalogued in a computer application such as an accounting program or your contact management software. If this is the case, you may want to check if your application is capable of exporting the data, this could save a significant amount of time and ensure accuracy of details.

Database Version: Each product item may include a photo, a text description in a scrolling text box, and user defined text fields. These text fields might be used for such things as the product code, the product name, the price, or any other text information. The viewer can search on any individual text field to find product items that match a certain parameter. The viewer can also browse sequentially through the catalogue. *Refer to Section 2.3.1, Database / Cataloguing to learn more about added value features to your database catalogue such as advanced search functions, multi-media fields such as individual product video clips, animation or sound clips or larger relational databases or even a functional shopping basket with updated pricing.*

Non Database Version: Suitable for a reduced quantity of products where each item is illustrated with considerably more detail than the database version. Each item is presented on a separate screen with up to four graphics or illustrations per item. Each product can include up to a 30 second narration and one descriptive scrolling text field. An unlimited number of user defined single line text fields is available for such things as product codes etc. If you have existing video for any of your products, we will digitize and present up to one minute of 'as-is' video. See Section 2.3.1, Database / Cataloguing section for information on enhancements such as custom video, on-line ordering and live price updates from the Internet.

### 3. **Documentation Module**

The Documentation Module is highly useful for delivering considerable quantities of textual information. Relevant uses of the documentation module would be such things as product operation manuals, installation manuals, magazine articles, how-to articles or any other type of information that would require advanced navigation, printing and saving to disk capabilities. It is also an ideal method for delivering formatted company newsletters.

The documentation module has one feature that is unique among all of the available modules. The viewer can choose to save this module to their hard drive and access it at a later date for review. This means that a) The document contains material that the viewer might wish to save; and b) The document should—to some extent—stand alone as a reminder of your company. Consider including your corporate logo in the document, or better still, present the document on your letterhead and as a graphically designed marketing piece.

The method of delivery for the Document Module is the popular *Adobe Acrobat* format. Acrobat has gained considerable favour on the Internet for several reasons. The document is multi-platform and can be read on PC's, Macs and other types of computers and the Acrobat interface delivers advanced navigation features from word search capabilities to hyperlinked text to user interaction. Documents can be updated automatically via the internet providing up to the minute news on product releases etc...

### 4. **Web Module**

Consider the benefits of bringing the internet to the viewer. With our powerful web module, you can seamlessly provide access to on-line web pages through a fully functional web portal. If you wish, you can restrict the sites or pages available to the portal including web pages situated on your CD-ROM. This option is ideal for delivering dynamic content such as latest news releases, pricing etc...

## 2.3. **Other Available Services**

We believe the Virtual Sales Rep™ to be an ideal all around business marketing solution. We hope that you'll agree with us that the features we've packed into the VSR™ for the standard price represents an incredible value for small and large businesses alike. If, however, the Virtual Sales Rep™ does not quite meet your interactive needs, consider a fully customized interactive title. We would be happy to develop a proposal for you that would suit your particular needs. Another option is to consider adding custom modifications to your Virtual Sales Rep™. As we continue to develop custom solutions for our customers and as technology endlessly evolves so do the specific features and services that we are able to offer. In the meantime, please consider some of the options available to you with the *Virtual Sales Rep™*. *Please refer to Section 5 for pricing information.*

## 1. **Corporate Identity/Logo Development**

Your image is what begins a conversation about who you are. Will it be a powerful and memorable conversation? Will it engage your customer or potential customer? Will it differentiate you from your competition in the most compelling way. We provide that image brand building that answers “Yes!” to all these questions.

## 2. **Illustration and Animation**

Need to illustrate a point but don't have anything to look at? Consider custom development of hand created drawings, both two and three-dimensional. Still tough to illustrate that point? To demonstrate complex processes or to enliven any presentation, animation will guarantee your client's attention.

## 3. **Marketing Support/Collateral**

Looking to promote your VSR™ with a direct marketing flyer? How about a customized presentation folder to deliver your VSR™ and cover letter? Our print department can take care of all of your needs from business cards to posters and more.

## 4. **Custom Video**

Working with our qualified videographers and post-production team can greatly enhance the impact of your VSR™ with customized video. Whether working with existing footage or developing from scratch, we can offer professional audio dubbing, special effects, custom music development and more.

## 5. **Photography**

Using state-of-the-art digital photography, we will come on-site and professionally document your products, location and more. If all you need is that ‘one picture’ we can offer you access to a full stock library of royalty-free images. We also offer image enhancement for damaged or poorly shot existing photographs.

## 6. **Web Site Design**

Take advantage of all of those digital assets gathered on your VSR™ and reformat them as a web site. We will include all of the relevant information from your VSR™ and combine it with interactive forms, customized navigation systems and even search engine registration. Don't have anywhere to host a web site? No problem, we can take care of that for you too! A web site is an ideal platform to promote your *Virtual Sales Rep*™—and a *Virtual Sales Rep*™ is an ideal follow-up tool to encourage web visitors to make contact with you to request a VSR!

## 7. **Trade Show Loop**

Turn your proactive VSR™ into a looped presentation that you can use at trade shows and in your showroom. The presentation will cycle automatically through the main presentation sections. The presentation will continue to react accordingly if operated with a mouse or by touch screen monitor but will continue on its cycle if left untouched for 5 minutes or longer.

## 8. **CD-ROM Labels and Duplication**

Wow your customers with an attractive custom-designed CD! Service includes:

- Creation of glass master used for pressing discs. This is a one-time charge and the glass master is available to you for future reproduction at reduced cost

- Custom-designed CD and jewel case label
- 500 silk screened Business Card Sized CD-ROMs

## 9. **Database / Cataloguing**

Ask us about:

- Fillable shopping baskets with the ability to either process orders from the CD-ROM over the Internet or automatically generate requests for quotation of single items or complete systems.
- Advanced SQL statement search capabilities. (i.e. show me a selectable list of all drills that have chucks, weigh less than 2 lb. and cost between \$50 and \$75)
- Enhanced multi-media information on category groups or individual items such as product video clips, narrated descriptions, virtual reality viewers of database items, live time pricing piped in from the Internet and more.

## 10. **Custom Programming**

Our pool of multi-media authors have extensive knowledge of numerous programming languages including Lingo, Visual Basic, C, Java, Basic, Visual J+, VBA and more. Do you have a particular need? Talk to us!

### 3. PRICING, TERMS AND CONDITIONS

#### Pricing

The standard price for the *Virtual Sales Rep*<sup>™</sup> is **\$9,850 CAN** plus applicable taxes. This price includes:

1. Each of the standard items as described in this InfoPak.
2. One single 'Gold Master' CD-ROM ready for duplication, packaged in jewel box with generic VSR<sup>™</sup> labeling and jewel box insert.

**VSA<sup>™</sup>—Virtual Sales Assistant<sup>™</sup> Online Slideshow Presentation.....\$2,450**

**VSE<sup>™</sup>—Virtual Sales E-announcement<sup>™</sup> Animated E-mail**

Purchased with a VSR<sup>™</sup>, VSA<sup>™</sup> or web site .....**\$650**

Purchased as stand-alone product .....**\$950**

**VSE<sup>™</sup>—Virtual Letterhead<sup>™</sup> Image-Rich E-mail with downloadable Vcard**

Purchased with a VSR<sup>™</sup>, VSA<sup>™</sup> or web site .....**\$450**

Purchased as stand-alone product .....**\$650**

Cost for additional staff members: 1-3 .....**\$40 each**

4-10 .....**\$30 each**

11+ .....**\$25 each**

The following are prices for Optional Modules and other available services:

Intro Video Module: ..... shot at our location: \$950 / shot off-site: \$1,650

Web Portal Module .....\$250

Corporate Identity Development..... *Starting from* \$1,200

Illustration and Animation ..... *Priced on request*

Marketing Support Collateral: ..... *Priced on request*

*(e.g. direct mailers, presentation folders, stationery)*

Custom Video ..... *Priced on request*

Photography ..... *Priced on request*

Web Site Design ..... *Priced on request*

Trade Show Looped Version of VSR<sup>™</sup> .....\$300

CD-ROM Labels and Duplication ..... *Priced on request*

*Price includes:*

*i) Creation of glass master*

*ii) Creative label design*

*iii) 500 silk screened business card sized CD-ROMS*

Copywriting ..... *Priced on request*

Database / Cataloguing ..... *Priced on request*

Custom Programming ..... *Priced on request*

**Terms:**VSR™ Purchase

- A. A 30% non-refundable working deposit is due upon acceptance.
- B. 30% is due upon submission of a completed storyboard of the presentation including rough narration and screen layouts.
- C. 30% is due upon submission of a completed final Beta version of the VSR™.
- D. The balance is due upon successful and approved completion of your Virtual Sales Rep™.

All Purchases excluding VSR™

- E. A 50% non-refundable working deposit is due upon acceptance.
- F. 50% balance is due upon completion of project.

Upon receipt of the working deposit, we will schedule your production and provide you with a firm production schedule and delivery date. VSR™ production is based on a first-come, first-served basis. Our normal working lead time for completion of your VSR™ from submission of your working deposit is 4 to 6 weeks, provided content deliverables are received on a timely basis.

**Conditions:**

At the completion of your project, you will be provided with a 'beta' copy of *your Virtual Sales Rep™* along with a 'request for changes and additions' form and a client sign-off form. The 'Beta' CD-ROM will be identified as a 'sample only' copy and shall not be distributed. When your *Virtual Sales Rep™* has been completed to your satisfaction, you shall submit a signed client sign-off form and your final payment. Upon receipt, we will deliver to you the final gold master.

The source code for the presentation remains the property of the developer however, you are assigned full duplication and distribution rights to your *Virtual Sales Rep™*.

Your source code will be archived by the developer for any desired future changes or additions to your *Virtual Sales Rep™*.

## 4. GETTING STARTED

From experience, nothing can replace good planning, and effective communications when it comes to developing a successful multimedia title. For this reason, we have developed a robust process for the planning and status reporting of the development phase of delivering your Virtual Sales Rep. Throughout our dealings, you will have access to a dedicated section of our website for your company that we call the “Client Central Portal” From here you can access various assets such as screenshots, latest storyboards, Microsoft Project updates and more.

### Quotation Agreement

Our initial process starts with the delivery of a quotation agreement. At this stage, we may well have carried out preliminary discussions with you as to the intended use of your VSR and some of the features that you might be interested in but we will not have carried out a full needs analysis.

### Proposal

Upon acceptance of our quotation and working deposit, we will schedule with you a time to meet for a full needs analysis meeting where we will jointly discuss the VSR, your company, your goals, existing marketing initiatives etc.. The needs analysis meeting is held so that we may gain a fuller understanding of your business and expectations. We will then develop and submit a formal project proposal. This is generally a descriptive document intended to clearly communicate our understanding of the project. The purpose of the proposal is to allow you to visualize the navigation system, content and delivery strategies discussed at the needs assessment. The proposal may incorporate a rough look and feel for the interface and may sometimes include proposed rough narration notes depending on the specific situation. Depending on the outcome of the needs analysis meeting, we may propose additional optional modules in support of your goals that if approved, will result in a revision to the original quotation agreement.

### Storyboard

Upon acceptance of the proposal, the storyboard is then developed that graphically and textually describes the presentation from launch to exit in a detailed manner. The storyboard is utilized as a living document that is constantly revised and updated throughout the life of the project. Included in the storyboard is the narration to be recorded, screen-by-screen, thumbnails of the graphic elements to be added to the presentation and any notes regarding user interactions, included assets etc... The delivery of the rough storyboard for approval is a milestone of the project and acceptance of the storyboard launches the actual development phase.

### Development Phase

The development phase generally lasts anywhere from two to four weeks depending on availability of assets and information requested from the client. Upon conclusion of this phase, a “Beta” version is submitted for feedback and approval. The Beta version typically includes an ‘in-house’ test narration included for visualization and timing purposes.

### Final Phase

Upon acceptance of the ‘Beta’ version, any required tweaks and modifications are made to the presentation and the narration is recorded at a professional recording studio according to your talent choice. Please allow two to three weeks after delivery of the final version for any required duplication services.

## 5. APPENDIX

### **Marketing your *Virtual Sales Rep*<sup>TM</sup>**

Okay, so now you have one of the most powerful marketing tools available today - now what do you do with it? As with any other tool, it is only useful if you use it. That means getting the tool into the correct person's hands and ensuring that they view it. There are a number of techniques that you can apply to achieve this.

There are generally three main phases to a marketing cycle:

#### **1. Awareness 2. Desire 3. Action**

In some cases, the desire for your product or service may cause the consumer to gather awareness of your products, services or general company information that can then lead to action such as a phone call or visit. In other cases, new found awareness of your company, if handled correctly, can lead to desire for either the products and services themselves, or more information that will hopefully lead to consumer action. So you can see that awareness can lead to desire and desire can lead to awareness. In either case, the desired outcome is action.

An example of a marketing tool that is aimed at consumers following the desire → awareness → action process are the Yellow Pages. They assist you in turning your desire for a product or service into an awareness of companies that provide that product or service and act as a tool for allowing you to enhance that awareness by taking the action of phoning or visiting that company. The Yellow Pages serve a viable function, but what if the consumer was not aware of your product or service, or were not aware of their potential desire? The same concern exists with Internet web sites. If they don't come looking for you, are they likely to find you? The *Virtual Sales Rep*<sup>TM</sup>, is designed to act as a pro-active marketing tool that can be very effective in developing an awareness of your companies products or services, enhancing the viewers' desire for your products or services through effective communication and facilitating a desired action such as requesting more information, an initial consultation, or even ordering your products and services directly.

So we have determined that the VSR<sup>TM</sup> is effective at moving prospective customers through the stages of awareness, desire and action but we now return to where we started: how do we pull this tool out of our toolbox and put it to work? Well, we create an awareness of the tool, we then create a desire for the tool and then, you guessed it, we allow the prospective customer to take the action of requesting a copy of your *Virtual Sales Rep*.

There are a number of ways in which we can create an awareness of your *Virtual Sales Rep*<sup>TM</sup>. We could take a direct route and simply tell people about it. One method would be to set up a direct mail campaign and send targeted prospects a cover letter and possibly even a flyer highlighting the features of your VSR<sup>TM</sup>. In later follow up, you can ask the prospect if they would be interested in receiving a complimentary copy of your VSR<sup>TM</sup>. This allows you to develop a relationship with the prospect in baby steps that does not require a high level of initial commitment on the part of your prospective customer. He is far more likely to allow you to send him the CD-ROM after receiving a letter than he will be to let you meet with him. You might consider simply sending him the VSR<sup>TM</sup> and by-passing this first step. It has been our experience however, that unsolicited mail of any description tends not to be assigned a high level of value by the receiver. If your VSR<sup>TM</sup> is not associated with a perceived value by the customer, they are less

likely to view the information and will tend to be less receptive to the information viewed. All marketing efforts have an attached cost, and you will want to ensure that your marketing efforts are focused on motivated prospects by qualifying them before distributing your VSR™.

Another method of creating an awareness of your VSR™ is by incorporating it into your overall marketing strategy. For example, If you have a web site and you also are involved in print advertising, promote your web site address from within your print advertising. By far, the greatest source of leads for your web site will be interest that you generate through direct contact and site advertising. Once the prospective customer has become motivated to spend a few minutes to review your web site, inform them about the available VSR™ and give them enough information to motivate them to request a copy. Once they have received your VSR™, give them enough information to motivate them to take the next step. As you can see, the VSR™ can fit seamlessly into you comprehensive marketing strategy to move your prospective customer through progressive stages of interest and commitment to getting them to the stage where they are either ready to do business with you or to at least set up a face-to-face appointment. Conclusion: Consider that one of the potential functions of your VSR™ is to qualify prospective leads as prospects worthy of your personal attention. This can be particularly important in cases where your potential market is widespread geographically or when it is generally difficult to obtain initial appointments with prospective customers in order to determine if they are, in fact, prospective customers. Don't be afraid to use your VSR™, it is serving little use, packed in a box in your office. However, if you limit the distribution of your VSR™ to people that have expressed a desire to view the CD-ROM you will find that among other benefits, the VSR™ will serve as a source for qualified potential prospects allowing you to concentrate on motivated, educated and well advanced prospects.

### ***The Virtual Sales Rep™- Frequently Asked Questions***

#### ***How many people actually have access to multi-media computers?***

This is a question that we used to be asked much more frequently four or five years ago than we are today. It is very rare for any computer to have been purchased in the past two years that is not capable of reading a CD-ROM. In fact, most software today is only available on CDROM and so a CD-ROM drive is almost a necessity. In some larger companies, executives will not specify a multi-media (i.e. Sound capable) computer because they primarily work on business applications. By far the larger majority of these executives, however, do have access to multi-media computers within their business or at home. Indeed, having the viewer interact with your VSR™ in their own homes away from the noise and interruptions of the workplace can be an ideal situation. Some of the latest statistics state that more than 95% of households with school age children have at least one computer in the home!

#### ***What are the minimum requirements of the viewers' computer?***

The minimum requirements for running a *Virtual Sales Rep™* presentation are far below the current standards for average computers of today. The VSR™ will run on both Windows 95 and Windows 3.1 platforms on 486 processors and above with a minimum of 8 megs of ram. In some cases, where video is included on the CD-ROM, a 'Video for Windows' driver may need to be installed by the viewer but this is an easy task and the install program is included with each VSR™. Each VSR™ is designed to run directly from the CD-ROM and requires no software to be loaded onto the viewer's computer.

***What are the major advantages of a CD-ROM over more traditional print literature?***

Many of the advantages of the VSR™ are illustrated on the accompanying CD-ROM however some general benefits of CD-ROMS over print literature are:

- 80% of print brochures are thrown away before they are read, those that are read are generally scanned and easily forgotten.
- CD-ROMS are easily modified over time whereas print literature requires extensive page layouts and remaking of printing plates.
- Print literature is linear in nature and non-interactive in format. CD-ROMS can contain, non-linear, branched information that is fully interactive providing instant and delayed feedback to the viewer.
- CD-ROMS can be duplicated for a fraction of the cost of print literature publishing
- Print literature relies on textual descriptions and simple diagrams to illustrate complex issues. CD-ROMS can utilize video, interactive exercises, simulations, case studies, animations, verbal descriptions, textual descriptions, testimonials, complex 2d and 3d illustrations and virtual reality models to carry out the same tasks with testing and feedback capabilities.

***Will the Virtual Sales Rep™ replace any of my current marketing efforts?***

Again, the answer to this question will depend on your current marketing efforts. In general however, the VSR™ has been designed to work alongside and enhance your other marketing efforts. For example, rather than replace the need for displaying at trade shows. The VSR™ makes an excellent trade show presentation and trade show follow up tool to assist you in further development of the leads generated at the trade show. We recommend that you consider how the VSR™ can seamlessly fit in with some of your other efforts. Many of our customers work with us to develop comprehensive marketing strategies that support and enhance each of the various aspects of their strategies while maintaining a consistent corporate image.

***Can I change my Virtual Sales Rep™ over time if need be?***

Companies change, they grow, they move in different directions, they add new product lines and so too can your *Virtual Sales Rep™*. We archive each *Virtual Sales Rep™* that we create in a safety vault. At any time, we can easily open up your presentation and make required changes. These changes are price quoted prior to the changes being made but are generally quite inexpensive. Address changes and the like are minor modifications that can often be completed within a couple of days of your request.

***What do I do once I have the final Gold Master in my hands?***

The Gold Master is your master copy. With it, you have several choices. If you have access to a CD-writer and high end printing equipment you might wish to duplicate the CD-ROMs yourself. This is becoming a cost effective alternative although it is difficult to mimic the professionalism of four colour process printing, silk screened discs and shrink wrapping. The second option would be for you to purchase duplicated copies. See the 'Available Options' section of the InfoPak for more information on this option. Lastly, you can choose to deal with a professional CD-ROM replication house directly. They will take your Gold Master and create a 'Glass Master'. With the Glass master, they simply stamp out as many CD-ROMs as you wish. They will often have a minimum quantity of either 300 or 500 discs. You will probably find that the most economical number to duplicate is 500 or more discs. At this level, a silk screened disc inserted into a jewel box complete with printed front and back inserts and then wrapped in plastic will cost less than two dollars per copy.