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www.aatac.com

Wednesday, November 8th 2006

Carl Thompson
Mastermind Software

Carl,

I have been in sales for over 15 years and used many different contact manager products and assorted sales assist programs. Nothing has changed my life so much as Activator. The major difference between these products and Activator as been that Activator has streamlined my entire sales process. Not only did it simplify my life, it allowed me to use my sales assistants to prospect for me instead of continually providing client maintenance. The time created allowed for increased time for actual closings. Over the last three years of using Activator I have seen an increase in sales by 32%. However, I must say the thing I like most about Activator is the time it created for me at the end of the day; I now have the time to coach my son's soccer team.

Thanks for a GREAT program!

Jimmy Allison
AATAC, Inc.
Vice President of Sales

TITAN 50

SCORPION
by **AATAC**

TITAN 70

Cyclone 100

GPS Selling

Mastermind's Activator solution stands out in a sea of false prophets. It's disappointing and frustrating that most CRM software is designed by software engineers who know very little about the sales process. Activator was built by sales "thought leaders" that I have great respect for.

Activator is a true SFA (Sales Force Automation) solution with an intelligent client development blueprint. In my global sales consulting practice, Activator is the only solution I recommend to my clients. If you truly want to put your prospecting on autopilot with a system that's proven, measurable and results driven then there is only one choice for raising the bar in selling -- Activator.

Joe Heller, GPS Selling

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Dedicated to Multiplying Your Sales



My experience with Activator has been very positive. It allows me to keep all of my prospects in a follow-up loop so they are never forgotten. I am also able to maintain more consistent contact with my clients as well and therefore, I have been able to gain more time and use my time much more productively and effectively.

Eric Soiland
SmithBarney
Eric.soiland@smithbarney.com



November 10, 2006

To whom it may Concern:

As the owner of a printing business in a depressed market, my business should be going down. Fortunately, it is growing. As a matter of fact, I expect to achieve a 30% to 50% growth rate next year. When I evaluate the reasons for this, there is a direct impact from my implementation of Activator and working with my Mastermind Consultant, Steve Martinez.

When I was first introduced to the system, I wasn't sure what to expect. Investing in the Activator sales acceleration system was a step of faith that a structured selling system would deliver good results. The discovery sessions and customization of my action plan tied everything together. As I began to use the system and follow my Mastermind Consultant's advice, my business began to grow. Now, I don't know how I would be doing or where I would be without them.

As a business owner, I'm very busy. I used to think that I was too busy for selling and that I needed a salesperson to increase sales. With Activator as my virtual sales assistant, I can do more than having two salespeople on staff. This cost saving puts the money right back into my pocket.

The Activator sales acceleration program has streamlined what used to take me about 8 hours to do and now I'm doing more in about 45 minutes. My ability to build and develop strong customer relationships is putting the fun back into selling for me. I love it when a customer calls me out of the blue because of a follow up, business building letter or email they received.

When I look back at the decision of the Activator investment with my Mastermind Consultant, Steve Martinez, I couldn't be happier. I only wish for two things. One is that my competition doesn't discover this and two, that I would have done this sooner.

Sincerely,

A handwritten signature in blue ink that reads "Rudy Dykhuis". The script is fluid and cursive.

Rudy Dykhuis
President, Sir Speedy Grand Rapids

Realty Executives

Activator is an excellent product. Every morning, I open up Activator and get a list of letters, faxes, emails and phone calls that allow me to automatically market to past clients and future prospects. And Activator comes with sales processes that are infinitely flexible and customizable to my business. Once you put someone into Activator you never drop the ball!

Imagine my surprise when after a few weeks, I started getting calls and emails from past clients who I hadn't spoken to in over a year as a result of targeted, automatic marketing letters and emails supplied by Activator. And the technical support I have gotten from the Activator is the best I have had from any company.

If you would like to contact me about Activator you can call me at 416-410-1080 or email Anthony@anthonydyson.com

Anthony Dyson
President, Broker of Record
Realty Executives Dyson Inc

www.the-real-estate-lease-advisor.com

New England Consulting Group of Guilford, Inc.

Mastermind has been a great company to work with and receptive to helping their clients. The program gives us a method of linking our communication with clients and potential clients automatically. Because our systems are automated we don't have to think about the follow up task. Because it is flexible you can run any prospecting campaign you wish from the simple follow up to the complicated combination of emails, letters and fax. We would recommend this company and product. Tom Perrone 37 year veteran, Guilford, CT

Thomas J. Perrone, CLU, CIC
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January 23, 2007

Carl Thompson, III
Mastermind Software, Inc.
5983 Edmondson Pike
Nashville, TN 37211

Dear Carl:

As an Activator user since 2004, I really appreciate the improvements and enhancements you have made to the product. I particularly applaud your commitment to making Activator available to those of us who choose not to upgrade to the newer versions of ACT!

We have an ongoing mailing campaign that contacts 150 business owners a month. Until Activator, there was no way to follow-up on the initial mailings and personalize our responses to those that contacted us. In addition, our 5000+ database of business owners receives industry specific targeted mailings.

Good luck in 2007 and thank you for continuing to help those of us who use Activator to keep in touch with clients and keep our name in front of potential clients.

Regards,

A handwritten signature in black ink that reads "R E Mathews". The signature is written in a cursive, flowing style.

Robert E. Mathews
Director, Mergers and Acquisitions



I have been a user of Activator since 2003 and it is the magic bullet to keep your sales on track. Sales professionals are overwhelmed with higher quotas, larger territories, and more customers to support then ever before. New business development and ongoing customer contact fall to the wayside. With Activator these sales processes are automated insuring future business. I have used other so called CRM tools such as Siebel and Oracle and they don't even come close to the ease of use and high level of automation that Activator achieves. I recommend that anyone in sales should be using this tool.....

Thank You

Jerry Krenning
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Although I'm only into my third month using Activator, I've tripled the number of contacts with my prospects. I can't believe that Contact Management software companies don't include this with their software. This is why you buy software to manage your contacts. I'm looking forward to increasing the size of my contact database by three times based on the ease of managing my suspects and prospects.

Keep up the good work, and keep the new features coming!

Patrick Pennefather
Account Executive

Kapnick Insurance Group

Insurance - Employee Benefits - Risk Management - Financial Strategies

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November 9, 2006

Subject: How Activator has changed our business.

Company: PTI Communications is a small family owned business that sells telecommunication equipment. We have 10 people. 2 sales people and the rest installers and support personnel.

Before Activator:

For 20 years we have been set in our own ways here at PTI Communications. We never had a real organized marketing campaign. We would sporadically spend money on different ways to advertise, some worked and some didn't.

As for keeping in touch with our customer base; we rarely had any contact after the sale and installation. In fact we may never have heard from them until they were moving or looking for a new phone system. Sometimes we would call them years later and they had already moved or purchased another phone system.

Gaining new customers: Typically a customer was referred to us or we met them at a contractors show. We would get their business card, maybe give them a call to find out a few things about their current telecommunication equipment. We may have sent them some brochures. If we remembered we would follow up.

Since Activator:

First let me mention that the system was installed in July of 2005. I procrastinated until November 2005 to really learn it and get use to it. Once I started using it and sending letters and emailing activity really started to pick up. People that we hadn't spoken with in years started calling us. In fact one customer could not even remember who he purchased the phone system from. He called us and asked why we were sending him so many letters. By the way we ended up selling him a new phone system.

Since I personally started using it in November 2005 I can attribute at least \$50,000 to the implementation of Activator. But beyond the money we now are in contact with all our current customers, I am quite sure this continuous contact will lead to ever more money for PTI. PTI, now no longer "out of sight, out of mind"

Best features we like:

Once it is setup it is easy to use. Once you put a customer or potential customer in Activator they will never be able to get out of the campaign unless you remove them. I can click on auto follow up and it will tell me when to call someone, when to send a letter, when to email them. I click on letters and it will print them out with envelopes. All I have to do is stuff them and mail them. You can do multiple campaigns for the same customer.

Larry Robertson
Senior Account Manager
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