

Accelerate your sales with Activator!

THE ULTIMATE HIGH PERFORMANCE SELLING SYSTEM



ACTIVATOR!

FROM MASTERMIND SOFTWARE

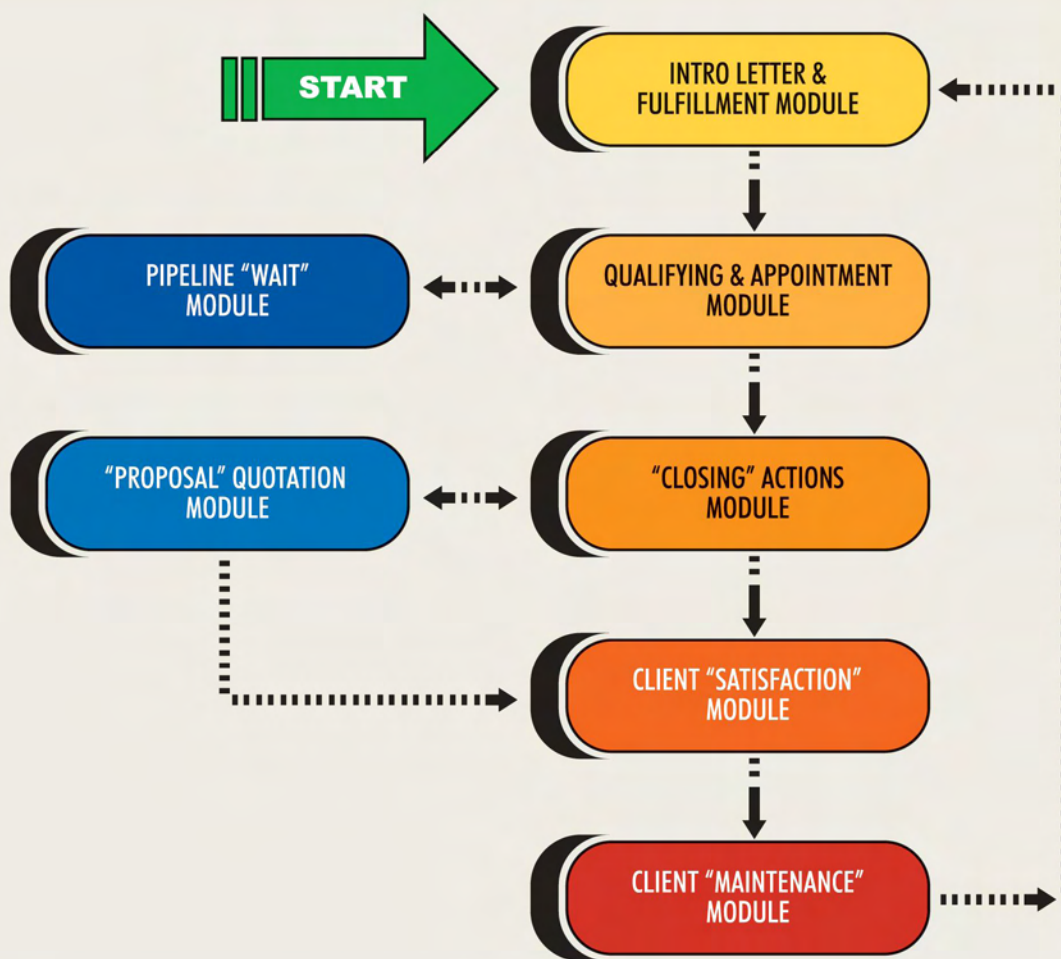
Your Competitive Advantage



TURBOCHARGING THE TYPICAL SALES PROCESS

ACTIVATOR! adds automation and best practices selling tactics to popular contact managers like Microsoft Outlook and ACT! By implementing this revolutionary system, you'll make sure your sales force is firing on all cylinders and is taking advantage of every selling opportunity.

Whether you're in financial services, printing, mortgage lending, insurance or any number of other industries, templates for each industry-specific sales action plan are pre-defined. That way your sales force can leverage their time and concentrate on driving customers through the sales pipeline.



“Without a doubt Activator is the best software purchase I’ve ever made. Not only does it make my job easier, but within six weeks it paid ten times the cost in commissions generated for me. It’s a great product.”

—Daniel Umansky, (Life Insurance)

GETTING IN GEAR IS EASY

Simply assign your contacts to relationship building campaigns using ACTIVATOR!, then set it and forget it!

Now you or your sales team can effortlessly manage thousands of prospects and customers, using the pre-written templates the system merges with each contact's stage of relationship.

By simply entering a contact's name and starting event, you ignite ACTIVATOR! From that point, the system automatically does the work of sending letters, faxes and emails and only notifies you when your personal interaction is required.

PUT THE PEDAL TO THE METAL

ACTIVATOR!'s totally unique interactive action notices can be accessed via Palm, e-mail, print, or fax. They take you through each step of the sales process, from introduction to appointment getting and closing, all the way through the client satisfaction and maintenance stages of the relationship.

This streamlined process will help you build ten times the customer relationships you have now!

MAKE PROGRESS EVEN WHEN YOU'RE IDLING

Activator! pro-actively executes a "wait" sequence to keep in touch. It's a great way to nurture relationships with top decision makers, and make your company the go-to choice when it comes time to purchase.

KEEPING CURRENT WITH THE CREW CHIEF

ACTIVATOR! works like a satellite tracking GPS system, so you can make sure nothing misfires or falls through the cracks. It lets you follow sales and contact relationships in real-time by updating each of these reports instantly.

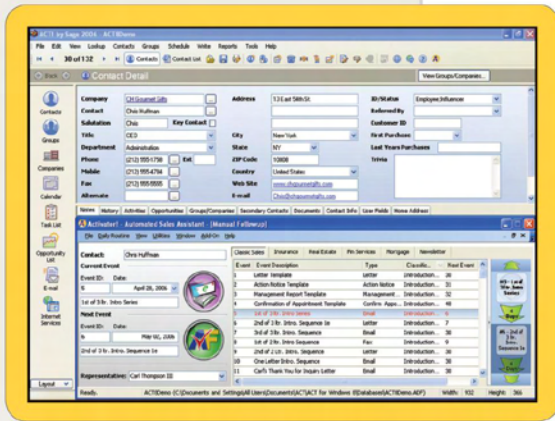
- Sales Activity Report
- Prospect Pipeline Report
- Salesperson Pipeline Report
- Sales Presentation Report
- Top Producer Report
- 30-Day Forecast Report
- Inactive Contact Report
- Lead Source Report
- Activity Cost Report
- Salesperson Performance Report

ACTIVATOR! IS FUN AND EASY TO DRIVE

That's why it works!

Furthermore, a full crew of Mastermind consultants is always available to assist you with customization and training. The crew will help you get ACTIVATOR! up to speed in no time, so you'll realize an immediate return-on-investment, while enjoying total control, peace of mind, and accountability.

So out-smart, out-market and out-sell your competition. Win the race for sales with ACTIVATOR!



↑ Activator! Displayed with ACT!



ACTION PLAN!

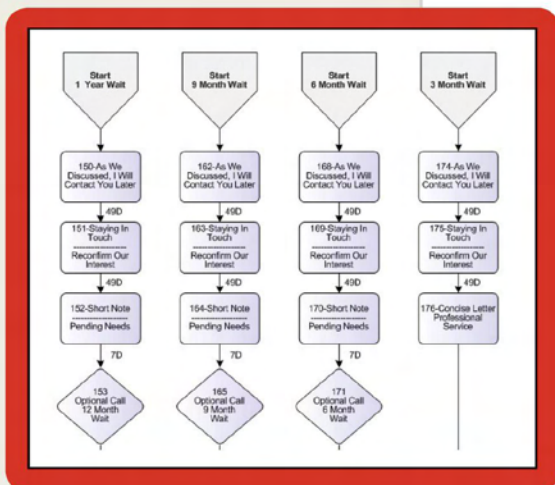
This prospect has received introductory letters. Review contact history and make initial call(s) for an appointment. Record remarks and select appropriate next action based upon contact response.

- ☐ 47 YES! Appt. Date: ____/____/____ Time: ____ Place: ____
- ☐ 41 NO (But qualified--to prospect farm) ☐ 40 Definite NO! (Delete Record)
- ☐ 36 WAIT # of Days: _____, or Date of Next Action: ____/____/____
- ☐ 150, 1 Yr. WAIT ☐ 162, 9 Mo. WAIT ☐ 168, 6 Mo. WAIT ☐ 174, 3 Mo. WAIT

ACTION PLAN!

This prospect has received introductory letters. Review contact history and make initial call(s) for an appointment. Record remarks and select appropriate next action based upon contact response.

↑ Interactive Action Notice



↑ Pro-Active Pipeline Wait Campaigns

WHAT THE FANS SAY ABOUT ACTIVATOR!

“More than a Home Run, This is a GRAND SLAM! For years I searched for something like Activator! Imagine my surprise when the process was so simple, foolproof, and CUSTOMIZABLE!!! If you have ANY doubts (product, support, etc.) PLEASE do not hesitate to contact me directly.”

—Shawn P. Adamo, (CPA)

“I would have paid ten times more for this program, it's that important to my business. I'm living proof that the only way this doesn't work to grow your business, is if you don't run the program and that's such a ridiculously simple thing to do. I work less now and I'm doing some of my best work ever.”

—Greg Heiple, (Financial Advisor)

“Activator! puts me in continuous contact with my clients. It's helped me increase my production while having less stress about the process. This product has revolutionized my business. Thanks again.”

—Joe Biggins, Countrywide Home Loans (Mortgage)

“Activator! has allowed me to access the full potential of my contact database, and I've only just scratched the surface of this great product. Time is a paradox: 'we've got all there is but never enough', Activator will rescue considerable amounts for you to use elsewhere. Brilliant!”

—John Copeman, (Success Coach)

“Activator! got my attention to the point where we have converted to it. I guarantee you I have all the products from just about every CRM product ever created.”

—James P. Cecil,
(Father of Nurture Marketing and Consultant to Microsoft)

SHIFT YOUR SALES INTO HIGH GEAR

Call a Mastermind Consultant today and you could be hitting top speed with your sales in no time.



Activator! adds “easy to use”, marketing, sales and customer relationship management automation to popular contact database programs like Microsoft Outlook and ACT! Win more sales, make more money and become a greater hero to your customers. Get yours today!