

What makes WINSALES so effective ...

Three primary functions generate the desired results:

- 1 - WINSALES "Consistently" interacts with sales leads
- 2 - WINSALES systematically "Nurtures" relationships
- 3 - WINSALES manages sales leads in "volume"



In a Macro sense, the selling process breaks down when any one of these functions is discontinued or disrupted. Now, when times are good or you are in a hot market, a disrupted selling process often goes unnoticed because sales are meeting projections. But when times are lean, a disrupted sales process is felt by everyone and the campers become restless with everybody scrambling for an explanation.

Consistent interaction doesn't always ensure good relationship building, especially if the only time you communicate with a prospect is to see if they are ready to buy. It doesn't take long to wear out ones welcome. The optimal selling process is one where you are consistently nurturing a statistically sufficient volume of leads to generate a predictable outcome that will meet sales projections.

Even the most effective and top producing agents reach a point where they are time restricted. At this point, they evolve in and out of being consistent with their nurturing of prospects that are months or even years from being ready to purchase but yet are very qualified buyers. Focus is instead prioritized to harvesting the lower hanging fruit.

This is where **WINSALES** steps up to the task! An integrated feature of the system lets you develop predefined **ACTION PLANS** that can be initiated with each prospect, owner, outside brokers or even builders. In fact you can have multiple plans activated for the same person. The system doesn't care if you have one or one hundred thousand people on varying plans. **WINSALES** tracks each person and each plan with the same systematic precision, consistently nurturing future prospects into highly qualified and ready to harvest fruit for Agents. With the help of the system you are not able to manage the volume of prospects needed to meet sales objectives on a statistically predictable basis.

LET's take a closer look at how **ACTION PLANS** work.

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WINSALES POWERED™
A system for continuous relationship management

WINSALES Action Plans....

Give your team the selling advantage

What is an Action Plan?

An Action Plan is a pre-determined sequence of steps. Action Plans are defined by taking your manual selling steps and linking them together. The computer can then track and AUTOMATICALLY perform each step at the appropriate time. Upon completing each step, the computer records the step's completion and schedules the next step to be performed. You determine what each step should be and how much time should elapse between each step. The steps may include personalized letters, postcards, phone calls, faxes, e-mail, scheduled tours..etc... The system reminds you and your team when things need attention.

How Does an Action Plan work?

After you have defined an Action Plan, you can initiate any prospect or property owner on one or multiple plans with the simple click of a button. Plans can be initiated or aborted manually or they can be mass assigned and transitioned from one plan to the next all automatically by WinSales depending on the outcomes of scheduled events like phone calls and tours. With WinSales, you're in the driver's seat.

What are the benefits to using Action Plans?

In Sales, timing is everything! Action Plans will give you professional persistence. Stop losing opportunities through the cracks. Start winning a "top of mind" awareness with your marketing message. Deliver the right information at the right time and in the right way. Action Plans become your "Selling Tool Box". They allow you to automate a personalized response to each and every prospect based upon their specific interests and needs. Develop more qualified prospects without adding additional expense. Action Plans give you the ability to manage more relationships more effectively.

Sample Action Plans

STEP #	STEP NAME	ACTIVITY TYPE	DAYS
Prospecting Plan			
1...	Intro Letter	Letter	0
2...	Information Brochure	Letter	15
3...	Irresistible Offer	Post Card	30
4...	Qualify Call	Outbound Call	37
Retention Plan			
1...	Thank you letter	Letter	0
2...	Satisfaction Survey	Fax	30
3...	Follow-up call	Outbound Call	75
4...	Stay in touch card	Card	130

Action Plan Features

- ✓ Increases Selling Time
- ✓ Maintain Consistency
- ✓ Improved Customer Relationships
- ✓ Increased Return on Marketing Investment
- ✓ Develop more Qualified Prospects

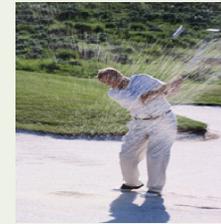
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WINSALES Action Plans are simple to build and Cost Effective to use

TAKE A LOOK FOR YOURSELF...



← Each Plan and Step has a user definable name

← Plans can include all activity types

← You decide the timing between steps - there are no limits

← Selected activities can be fully customized to include notes, dates, times and places

← You pick the days to perform any step

← Plans can advance or loop you decide

← Rules based decision making can be applied to any step using the integrated WinSales Trigger programming language

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