

Creator of



Presents:

*Marketing, Marketing, Marketing
(with your software)*

For more information, contact Trinity Software at:

*•5840 Interstate 20 West * Suite 205 * Arlington, TX * 76017 * Toll Free 877-516-4004**

www.trinitysoft.net – sales@trinitysoft.net

You Have a Captive Audience

Marketing Hot Spots Abound:

- Customer Website Ordering
- Member Website Enrollments
- Member and Customer Web Office Login Area
- Member Website Ordering
- Auto-Ship Programs

Take Advantage of Your Software

7 Things You Should Be Marketing:

- Market Your Products and Services
- Market Your Opportunity and Compensation Plan
- Market your Enrollments
- Market Your Calls, Meetings and Events
- Market Your Business Tools
- Market Your Growth and Success
- Market Your Distributors!

Software Marketing Tools

Shopping / Ordering Marketing Tools:

- Web Shopping Cart Presentation
- Points & Rewards Programs
- Order Discounts (based on order amount)
- Earn Free Products (buy 3, get 1 free)
- Gift Certificates (purchased or rewarded)

Software Marketing Tools (cont)

Customer / Member Web Office Login Area:

- Market your Upcoming Events, Calls and Meetings by posting schedules and reminders
- Post Sales Tools for Downloading (forms, letters, business cards, brochures, etc.)
- Product Announcements - New Products, Product Information, Price Changes, Recalls, Discontinuances
- Present Contests, Seasonal Specials and Sales Accomplishments
- Market income opportunity and products in a separate Customer Web Office Login Area

Software Marketing Tools (cont)

Survey Programs:

- Offer survey questions to customers and distributors during shopping.
- Generate auto-emails based on product purchase asking to take a survey.
- Offer survey questions on web office login
- Survey questions can inform participants of new products; company announcements and survey answers can provide valuable data

Software Marketing Tools (cont)

Email Tools:

- Distributor Down-Line and Customer Emailing
- Corporate Bulk Emailing
- Corporate Email Campaign Schedules (with event triggers)
- Auto Emails (orders, enrollments, auto-ships, trouble tickets)

Software Marketing Tools (cont)

Other Marketing Tools:

- Lead capture from marketing websites
- Marketing messages on paper commission checks
- Marketing Messages on order packing slips
- Printed form letters, mailers, flyers, etc.

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Presents:

*Managing Your Business with
Configurable Software*

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Changing Business Environment

Factors Driving Software Changes:

- The Direct Sales Industry constantly offers new ideas
- Companies constantly face new requirements to manage operations
- Distributors want more business management information
- Customers expect more purchase options
- New legal requirements

Common Areas of Change

Typical Software Change Requests:

- Expanding into a new country
- Changing compensation plans & promotions
- Changing the distributor's back office
- Expanding products and services
- Changing inventory and fulfillment processes
- Changing order processing
- New communication requirements

Company Challenges

Common Software Challenges:

- Software is mostly hard-coded requiring extra programming for your changes
- Additional costs required for custom development
- Wait time for development and delivery
- New programming requires extensive testing
- Additional company man hours required for defining new requirements, training staff, updating documentation, etc.

Configurable Software Advantages

Benefits to Companies:

- Reduce cost by minimizing custom development
- Rapid deployment
- Increase sales with incentives such as discounts, seasonal offerings, contests, giveaways, etc.
- Improve member and customer relationships with configurable communication methods
- Improve member training and business building by updating distributor's back office information

Order and Payment Configurations

- Set up multiple merchant accounts (and how they are used), fraud control measures, electronic check processors, direct-deposits (checking or savings) or stored value card accounts
- Configure new countries, provinces, currencies, languages, products, shippers & rates, country-specific fees and tax rates
- Configure order payment types, order status codes and hold periods, commission types, check types
- Define shopping catalogs, product groupings, points and rewards, gift certificates, free and discount products

Web Configurations

- Configure separate distributor and customer web login areas
- Define web office area background color schemes, graphics and landing pages to flow with your main website
- Add or remove various web tools, menus and configure any company information (i.e. forms, letters, schedules)
- Configure genealogy report contents, shopping cart layout, enrollment products, product pictures, descriptions, groupings and variations (i.e. color, size)

Commission Configurations

- Configure thresholds or percentage payouts by rank, weak side percentages, auto-place, flushing rules, payout cap, define specific products and volume that apply to Binary only
- Configure payout levels and amounts for each sales rank and define common bonuses such as sponsor, retail, coding, generational, etc.
- Generate different commissions at different time intervals (i.e. daily, weekly, monthly, real-time)
- Perform other tasks affecting commissions, such as structure moves, promotions, sponsorship changes and others

Communication Configurations

- Schedule future delivery email campaigns:
 - ✓ First 30 days of training
 - ✓ Birthday message
 - ✓ Rank advancements
- Use Bulk Email tools to quickly send messages to target groups (customers, sales rank, country, state)
- Configure Auto-Emails for enrollments, orders, auto-ships and trouble tickets
- Trouble Reporting System – configure trouble categories and priorities for distributor web entry

Party Plan Configurations

- Define multiple party types
- Create and support home, catalog and e-parties
- Replicating party websites (orders credit to a party)
- Manage party open / close dates and extensions
- Run party email campaigns (HTML templates)
- Print party pick lists and shipping orders
- Have multiple shipping locations for a single party
- Create and assign host awards (products and discounts pre-set or based on party volume)
- Manage host discounts (one time or ongoing)

Software Tips

- Look for software that has configurable tools that meet your needs now and as you grow
- Look for a software company that provides upgrades with new features on a regular basis
- Look for software documentation that is well written, up-to-date and thorough
- Check out the average cost of custom requests and hourly programming rates
- Ensure you will get good system training and ask about distributor web-office training information

Contact Us

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