

COMPULAN

Mr. John A. Sample
Sales Manager
ABC Company
123 Main Street
Anytown, USA 12345

Dear Mr. Sample,

Would you like to increase sales by 10% to 25% over the next six months?

Cut your sales cycle by as much as half?

Noticeably improve customer service?

Compulan can help you do that. And more.

I'm Mark Engelberg, founder and president of New England's oldest, largest Customer Relationship Management company -- Compulan. I've helped hundreds of organizations choose the best sales automation solution for their unique needs, turning their investment in information systems into a powerful sales tool that has dramatically improved their bottom lines.

**I don't believe one product fits all,
and neither should you.**

Unlike our competitors, who typically offer only one software solution, Compulan represents nine of the leading Customer Relationship Management names available today, including SalesLogix, GoldMine, TeleMagic, and ACT!. Because Compulan offers such a wide range of solutions, I'm in a position to provide you with the one that best fits the way you do business.

In fact, Compulan will also help you maximize the benefits from your investment in sales automation. Working with companies of all sizes, from many different industries -- including Polaroid, Dun & Bradstreet, and Digital Equipment Corporation -- Compulan has continually developed creative solutions for our individual clients.

By automating sales, telemarketing, lead and product tracking, Compulan helped a 110-year-old metal refinery double its sales in less than five years.

The improvements we recommended to a leading mutual fund regional office had such a powerful impact in just six months that the home office contracted Compulan to roll out the program nation-wide.

Not only did Compulan automate telemarketing and sales for a worldwide manufacturer, we made it possible for the reps to significantly increase cross-selling to existing customers.

**At Compulan, we're more than
Customer Relationship Management experts.
We're business people, too.**

When you deal with Compulan, you work directly with me and other senior-level experts who understand how to integrate your sales goals with your organization's business strategies. Our big-picture thinking allows us to create a successful plan of action to help you achieve improvements in:

Sales Shorten cycles, make larger sales, and earn higher margins.

Marketing Collect customer and competitive intelligence automatically; more finely target your marketing programs.

Product or Service Quickly learn customer preferences and make them available.

Operations Enjoy production efficiencies and faster inventory turns.

Administration Automate non-selling tasks so your sales team has more time to do what it does best.

Customer Service Instant -- and accurate -- access to customer records helps insure better service, faster resolution of problems.

**Find out more.
There's no risk whatsoever.**

I invite you to learn more about what Compulan can do for you. Please contact me at 781-939-6900, ext. 61, or email me at mark.engelberg@compulan.com, or visit www.compulan.com. We'll provide you with more information about our products and services, as well as our unique guarantee.

I look forward to hearing from you.

Sincerely,

(signature)

Mark E. Engelberg
President