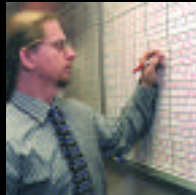




Sales and Marketing Solutions

FOR INFORMATION TECHNOLOGY COMPANIES



“Our products are highly technical and specialized. We chose Meta because its telemarketing group had IT and engineering experience — Meta speaks the language of our customers.”

**DAN MEYER,
DIRECTOR OF FIELD
MARKETING PROGRAMS
AT STRUCTURAL DYNAMICS
RESEARCH CORPORATION**

“Since we retained Meta Marketing to handle our press relations, the press coverage of our events has grown by over 100% and includes such FORTUNE For¹COMPUTERWORLD... Computerworld... we couldn't be happier.”

**BLAINE CLARK III,
VP SALES & MARKETING
AT KALTHOFF INTERNATIONAL**

With increasing product and buyer sophistication, longer sales cycles, escalating sales costs, and diminishing marketing resources, information technology (IT) companies are turning to Meta Marketing for help.

Unlike marketing agencies that specialize in a single service such as advertising or PR offered to the masses, Meta provides a comprehensive set of services tailored specifically for businesses with IT products and services. Engaging Meta is like having your own virtual marketing department staffed with experts in your industry. Because of Meta's unique combination of expertise in sales, marketing, and IT, we can provide you with the exact services you need for maximum gain. We refer to our results-oriented approach as Marketing Execution™ — combining sound sales and marketing initiatives with activities that generate tangible results.

Marketing Execution Services

Meta Marketing provides effective, high-quality marketing services to match your unique needs, giving you the highest yield for your marketing dollar. Our services include:

SALES SUPPORT

- Lead generation and prospect qualification
- Sales pipeline and sales forecast verification
- Sales appointment setting
- Solution Selling® tool development and teleselling
- Prospect follow-up and Intelligent Fulfillment™ (custom, personalized fulfillment)
- Inbound call/fax/mail/e-mail handling
- Sales tool creation
- Prospect tracking and database management
- Indirect sales channel development and support

MARKETING SERVICES

- Marketing activities planning
- Market intelligence gathering/market research
- Company/product naming, identity creation, and market positioning
- Marketing materials development
- Target market list/database research and acquisition
- Targeted direct mail and advertising programs
- Market awareness, communications, and publicity
- Seminar and trade show preparation and promotion
- Web site development, electronic lead handling, and on-line information disbursement

Meta's Closed-Loop Teleprospecting Process



- Identifies the ideal target contact
- Provides in-depth lead qualification
- Manages all leads to final determination
- Matches lead delivery rate to pipeline needs
- Notifies sales reps/resellers immediately of lead interest and desired action(s)/next step
- Confirms satisfaction of prospect's requests
- Provides lead reports by channel, grade, etc.
- Measures lead quality by lead source

Marketing Systems Ensure Success

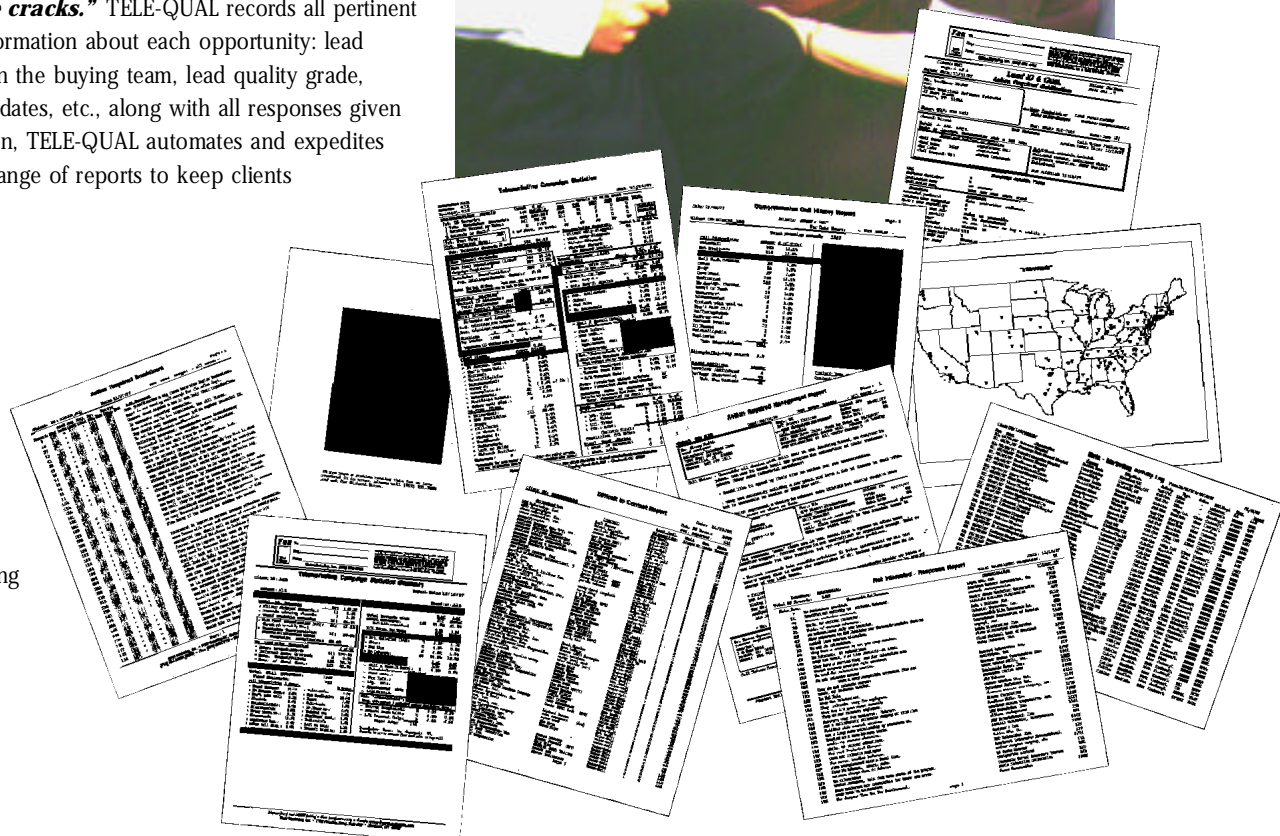
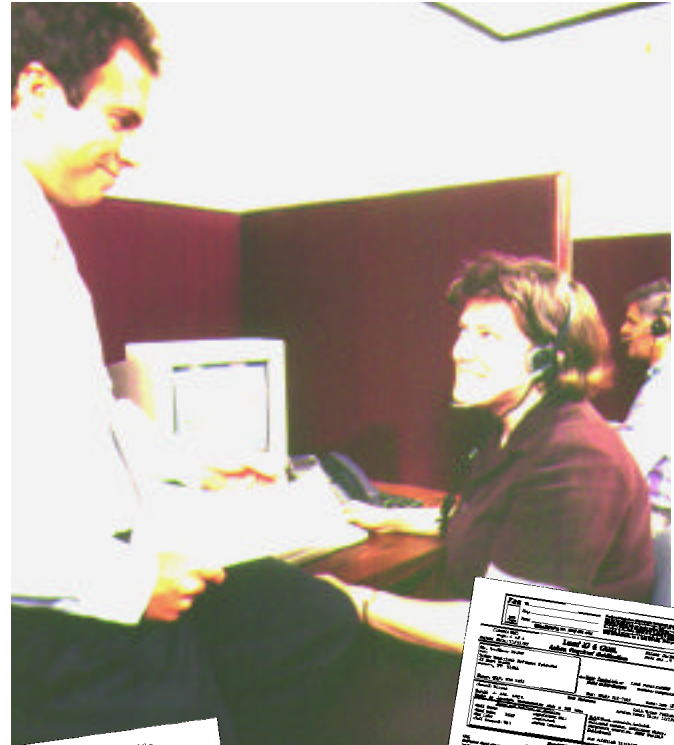
For many businesses, success is determined by the effectiveness of their internal processes and systems. This is true of software companies, hardware manufacturers, IT service providers, and, we believe, good marketing firms as well. Since its inception, Meta has been applying and perfecting its marketing processes. Meta's methods are proven, documented, and automated, yet they are flexible to accommodate clients' needs. This ensures consistency throughout campaigns, repeatability, and the highest-level results.



Meta developed TELE-QUAL™, a closed-loop sales opportunity identification and lead qualification system that tracks leads through the entire sales cycle, notifies the client immediately of prospect interest requiring attention, and **completely eliminates the possibility of prospects “slipping between the cracks.”** TELE-QUAL records all pertinent information about each opportunity: lead

source, buying cycle stage, contact's role on the buying team, lead quality grade, follow-up action(s), confirmation call-back dates, etc., along with all responses given to qualification questions asked. In addition, TELE-QUAL automates and expedites prospect follow-up, and produces a wide range of reports to keep clients well-informed, including:

- Prospect Interest/Action Notification
- Sales Pipeline Status
- Lead Activity History
- Prospect Buying Stage Report
- Campaign Performance Status
- Not Interested Reason Summary
- Prospect/Client Commitment Reminder
- Final Determination Summary
- Contact Response Variation Report
- Best Time To Call Report
- Opportunity/Prospect Geographic Mapping
- Advertising, PR, and Direct Mail Effectiveness Tracking





Why Meta?

To ensure the highest level of service, all of us at Meta are customer-oriented, have working industry experience, and are the best at what we do. To provide the breadth of sales and marketing services important to our clients, Meta's staff includes senior marketing specialists, project managers, a teleprospecting and terelresearch group, a creative copywriting and graphic design staff, a full-service public relations team, and an in-house database specialist. Further, Meta is certified in Solution Selling-Teleselling, a solution-based lead development and prospecting method gaining popularity in the IT industry. Finally, Meta's employees are well-versed in IT terminology and concepts, and are educated continually on emerging technologies and trends.

THE META ADVANTAGE:

- Complete range of sales and marketing services under one roof
- Ability to ramp-up quickly with minimal client direction and interaction
- Closed-loop teleprospecting system ensures maximum yield and lead traceability
- Ability to reach and converse effectively with high-level executives
- Extensive commercial as well as government direct marketing experience
- Ability to "throttle" lead delivery rate to match sales pipeline needs
- Personalized, same-day prospect follow-up and Intelligent Fulfillment™
- Immediate notification of prospect interest sent to sales reps via fax and e-mail
- Direct import and export of lead data in your file format

Success Stories

Our Marketing Execution approach yields tremendous results for our clients. Examples include:

- Identification of 400+ prospects in four months to fill sales pipeline for telecommunications system reseller
- Solution Selling-Teleselling campaign, yielding 57 sales calls from only 116 contact dialogues
- Client coverage in Computerworld, InfoWorld, and other significant industry and trade publications
- Registration of 42 seminar attendees out of 150 possible opportunities for imaging systems company
- Development of new corporate identity for major software firm, requiring one-week turnaround
- Completion of extensive health care IT survey in five months, identifying 900+ sales opportunities for client
- Provided rapid follow-up and qualification of 300+ trade show leads within one week of event
- Teleprospecting campaign yielding three-times the results of other marketing efforts by client

"Meta Marketing's lead qualification and market research group has been very effective at getting through to and discussing complex business issues with high-level executives."

**TOM MORRISON,
DIRECTOR OF MARKETING
AT LANVISION**

"Meta's TELE-QUAL™ system provides my sales representatives with immediate notification when prospect interest is identified. The system also provides timely, detailed information on overall campaign performance and valuable insight into our target market, giving us feedback that would be difficult to obtain otherwise."

**ED LENNON,
SALES MANAGER
AT CINCOM SYSTEMS**



“We’ve found Meta’s outbound telemarketing to be our most cost effective lead generation source. When compared with direct mail, advertising, trade shows, seminars, and other traditional lead sources, Meta significantly produces more leads per marketing dollar.”

**RANDY SAUNDERS,
MARKETING MANAGER
AT CINCOM SYSTEMS**

“Meta Marketing has proven its skill at applying Solution Selling® methods to the process of building and maintaining our clients’ sales pipelines. Meta has built our process into its services, and the results are measurable.”

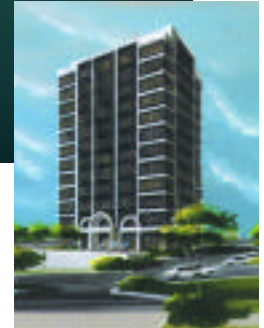
**MICHAEL T. BOSWORTH,
AUTHOR OF SOLUTION SELLING -
CREATING BUYERS IN DIFFICULT
SELLING MARKETS AND
PRESIDENT OF BOSWORTH &
ASSOCIATES, SALES CONSULTANTS**

Unlike marketing agencies that specialize in a single service such as advertising or PR offered to the masses, Meta provides a comprehensive set of services tailored specifically for businesses with IT products and services.

Meta's Clients

Meta's clients range from start-ups to Fortune 500 companies, including:

- Arthur Andersen Business Consulting - Middle market IT services
- Attachmate - Network and connectivity solutions
- BMC Software - Cooperative enterprise management solutions
- Cap Gemini - IT consultants and service providers
- Cimlinc - Programming systems for complex part machining
- Cincom - Application development, manufacturing system and database products
- CTR Business Systems - Financial software for managed care organizations
- Entek/IRD - Machinery condition analysis systems
- General Datacomm - Manufacturer of network/communications equipment
- ImageMax Corporation - Document scanning and conversion services
- Intrieve - Software and services for the banking industry
- Kalthoff International - Technical/educational conference providers
- LanVision - Hospital document management and imaging systems
- Mechanical Dynamics - Mechanical modeling systems
- Protocol Communications - Network cabling, systems, and upgrades
- SDRC - Integrated CAD/CAM/CAE solutions
- Tudor Publishing - Automated curriculum design software
- Vircon Productions - Web-based virtual conference services



About Meta

Meta Marketing was founded in 1992 by its president, Erik Nebergall, CPIM. Erik's background, along with others at Meta, is from the "client's side of the fence" — solving business problems with information technology, spearheading marketing programs, and supporting sales efforts. We have tailored our services to support the unique needs of IT organizations and refined our approach to ensure quality, client satisfaction and, above all, meaningful results.

Getting Started

If you are looking for a step-increase in marketing effectiveness and would like to leverage our experience assisting hundreds of other IT organizations in the area of sales support and marketing, call us at (513) 531-0300 or e-mail us at results@meta-marketing.com.



7162 Reading Road, Suite 200 Cincinnati, OH 45237 Phone: (513) 531-META [6382] Fax: (513) 531-7773
E-mail: results@meta-marketing.com Web site: www.meta-marketing.com