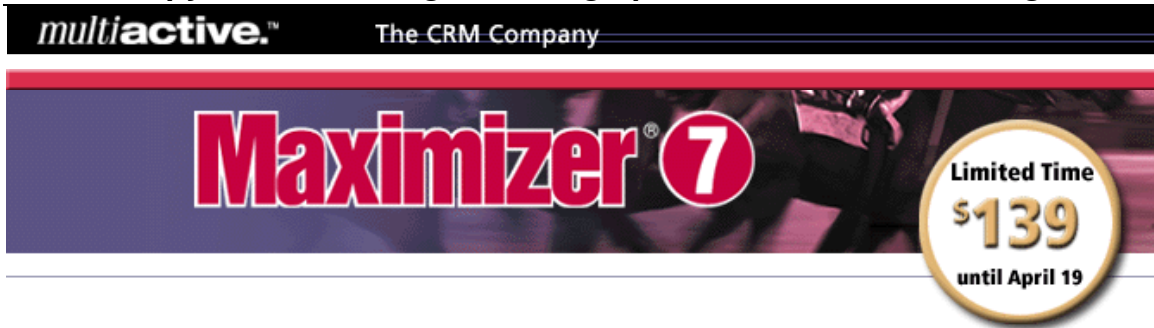


Sample:
Direct Mail – Self Mailer
Copy written to integrate with graphic theme – Horse Racing



Break Ahead of the Pack with Maximizer 7. Because 2nd Place Never Closed Any Deals.

Do you feel like running full speed, when you're really just keeping pace? Now more than ever, the right tools can make all the difference between standing in the winner's circle and finishing dead last. For most businesses, gaining that winning edge depends on one aspect more than any other: *information*.

Are you up to speed?

Think about it, how much time do you spend gathering, analyzing, reporting, and distributing communication and data both internally and externally?

Maximizer 7's innovative design automatically structures your information and frees your time to focus on what matters most – selling!

It's contact management, sales opportunity management, e-commerce, and a whole lot more...

Close More Deals!

Would you rather spend your time *organizing* or *selling*?

Maximizer 7 simplifies your daily administrative tasks, and frees time for what you do best.

- **All-in-one Contact Management.**

Maximizer's Powerful Address Book puts you one click away from all customer information including contact data, sales history, faxes, notes, emails, payments, schedules, and more. Unlimited contact entries and unlimited user-defined fields mean there's no end to the amount of information at your fingertips. From a

spouse's name to past sales history - impress customers and save time in one easy step!

- **No-fuss Automatic Report Generation**

Data analysis is an invaluable tool in monitoring the success of your business. But detailed reporting demands time – culling information and orchestrating data. Maximizer generates reports automatically from information in your database. Easily create and dispense any of over 80 pre-formatted, or unlimited customized reports.

Gain more leads. Close more sales.

- **Enhanced Sales Opportunities**

Maximizer's Opportunity Manager is the crucial advantage to closing the sale. Devise client-specific strategies, coordinate sales team efforts, and monitor both prospects and sales representatives at each step of the sales cycle. And Maximizer's innovative **Marketing Library** allows you to store successful marketing strategies and customer information for use with future sales efforts.

- **Be Equipped For the Sale – Anywhere!**

Max Link is a quick and simple synchronization feature which allows you to run Maximizer right from your Palm OS! Exceptional reliability and prompt download give your sales team quick and accurate information while on the road. Never be caught uninformed with this essential Maximizer component.

- **Broaden Your Client Base**

Maximizer offers fully functional e-commerce capabilities. A web presence can broaden your customer base, increase customer loyalty through enhanced customer service, and shorten your sales cycle through real-time order processing. Easy wizard-driven templates and full-integration with your Maximizer database make establishing your e-business easier than ever!

Maximizer 7 offers all of this and MORE!

It is the software that will revolutionize the way you do business.

Find out more – Visit www.landingpage.com
Or call 888-888-8888

Don't wait! Our discounted price only lasts until April 19th!

Gain that winning edge, and break ahead of the pack.
Order today! Your business will thank you.