

Sales Funnel Automation™ helps qualify more prospects in less time, with fewer human resources.

KEY FEATURES

MaxParser captures basic prospect information that originates on portal sites, corporate websites, or intranets, and populates the eMax platform for initiating a sales campaign.

WebMercials are asynchronous communications that help foster a dialogue with prospects through entertaining and engaging rich media.

MaxDynaForm is an extensible, XML-based web Form that captures key prospect qualification data throughout the sales campaign process.

Form customization is a key aspect of prospect data collection. Each client has the ability to customize form fields based on the specific qualification data that is desired.

'Morphable' templates enable dynamic regeneration of forms based on user response and collected data, so that subsequent sales campaigns attempt to collect only the data needed to complete the qualification process.

MaxAlert enables sales agents to receive critical updates on prospect status on any platform including email, Palm, or Blackberry.

MaxCRM automatically updates CRM, Sales Force Automation, and contact management systems with prospect data to maintain a single repository for prospect data.

Maximizing Efficiency

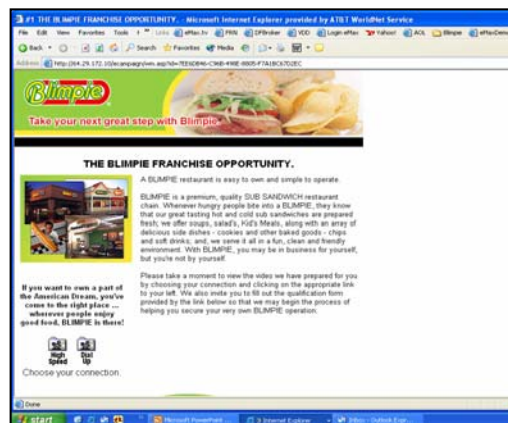
Many companies today are trying to improve efficiencies in the sales and marketing organization. It has become vital that sales people optimize their time spent qualifying prospects to focus on real prospects, not tire kickers. Solutions from eMaximation enhance efficiencies by automating the sales funnel from Zero to 60%™ qualified, enabling the sales force to concentrate on leads with an 'advanced' status.

This white paper provides an overview of both the process and applied technologies of Sales Funnel Automation.

Automating the Sales Funnel

eMax solutions greatly enhance the manner in which Internet originated leads are qualified. Across a variety of industries, companies are leveraging investments in interactive media and rich content websites to create brand awareness and generate leads for the sales organization. The traditional problem has been identifying serious buyers for passive surfers. As one automotive dealer put it "any sixteen year-old surfing the web can build a car on our configurator and end up in our sales funnel." It's a common problem indeed, and one that can be greatly relieved by using technology to help gather vital prospect data to indicate the viability of a prospective buyer.

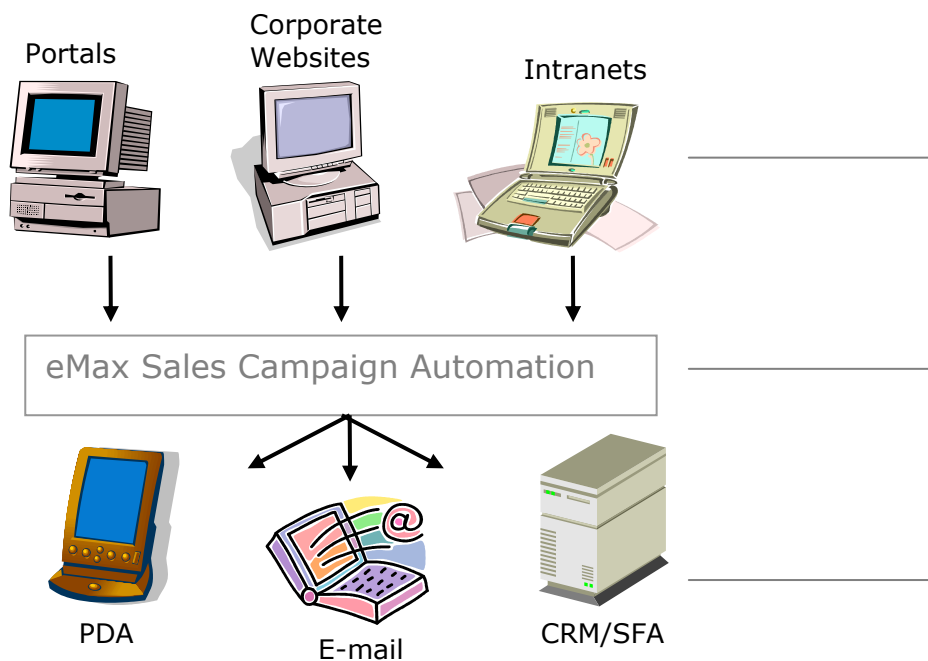
In an effort to maximize the efficiency of human resources in the sales process, eMaximation has developed a suite of efficiency tools that helps move prospects from zero to sixty percent qualified. Our belief is that 60% qualified is the level at which human resource is best applied in the sales process. With respect to the eMax platform, this measure takes into account both qualitative and quantitative data, scores it against a client defined profile, and determines lead advancement status.



Sales Campaign Administration Ver 2.25

Name	Email Address	Yield %	Assets	\$10 Status	Last 30d	Advanced
Valley, Kim	valleykim@gmail.com	5	75+ 100+	Advanced (40%)	03/13/2003	03/07/2003
Mary, James	2200v@earthlink.net	5	100-25+	Advanced (40%)	03/29/2003	03/29/2003
George, Robert	grob2001@yahoo.com	4	50+ 75+	Advanced (40%)	03/18/2003	03/18/2003
Thayer, Steve	stthayr@aol.com	3	100+ 150+	Advanced (40%)	03/03/2003	03/03/2003
Morse, Mike	smorse@earthlink.net	3	\$50,000 - \$100,000	Enrolled (0%)	03/05/2003	
Henderson, Brent	sbrent77@gmail.com	3	10+ 25+	Advanced (40%)	03/05/2003	03/27/2003
Arthur, Eric	erthur10@gmail.com	0	\$10,000	Enrolled (0%)	03/26/2003	
George, Robert	grob2001@yahoo.com	0	200 - 300+	Enrolled (0%)	03/11/2003	
Bobby, Martin	martin11@gmail.com	0	\$20,000 - \$50,000	Enrolled (0%)	03/19/2003	
Henderson, Brent	sbrent77@gmail.com	0		Enrolled (0%)	03/29/2003	
Zito, Michael	stzito77@aol.com	0		Enrolled (0%)	03/09/2003	
Evans, Susan	stevans77@aol.com	0	\$10,000 or less	Enrolled (0%)	03/03/2003	
Shaw, George	gshaw@aol.com	0		Unsubscribed	03/18/2003	
Thayer, Steve	stthayr@aol.com	0		Enrolled (0%)	03/10/2003	
Upton, Mike	mupton@aol.com	0		Enrolled (0%)	03/29/2003	
Schwarz, Nancy	nschwarz@aol.com	0	\$50,000	Enrolled (0%)	03/25/2003	

During the qualification process, the system alerts sales agents as to both prospect activity as well as qualification advancement status. Updates are delivered to any platform including e-mail, Palm, or Blackberry, and simultaneously updated in most CRM, SFA, and contact management systems.



KEY FEATURES

MaxParser captures information that originates on portal sites, corporate websites, or Intranets, and populates the eMax platform

eMax delivers WebMericals to prospects, developing dialogues, and capturing prospect data through MaxDynaForm.

MaxAlert and MaxCRM update sales agents in real-time, as well as populate CRM, SFA, and contact management systems with prospect data.

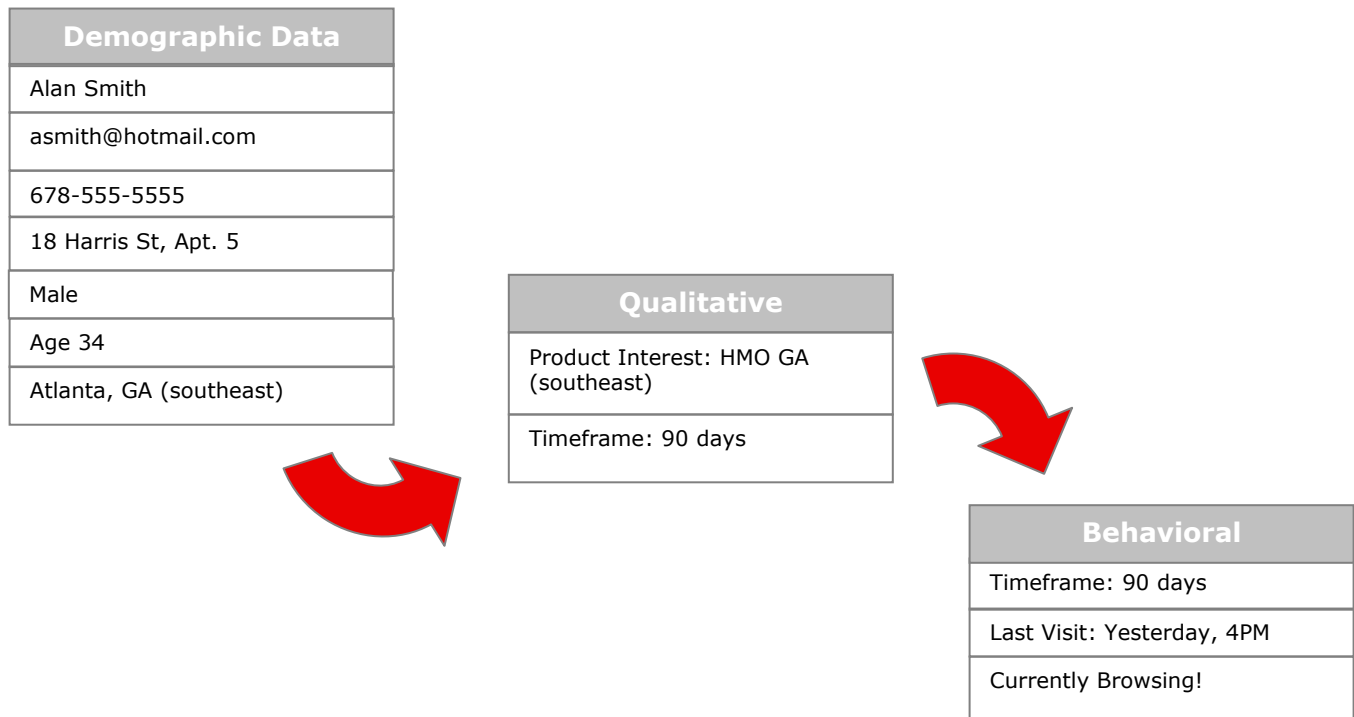
How It Works

There are several applications of technology in the eMax system that helps accomplish Sales Funnel Automation™. The eMax platform includes various technology tools that accelerate prospects through the funnel, from the point of origination on a portal site, corporate website, or Intranet, through the final qualification steps. Here are the steps:

- 1) Initially, **MaxParser** automatically parses data into the eMax system from the originating website.
- 2) Customer defined rules (geography, origination site, etc.) determine the manner in which sales campaigning begins.
- 3) Prospects receive **WebMericals** – asynchronous communications that use rich media to engage, entertain, and educate prospects – creating a meaningful dialogue for qualification.
- 4) Prospects are presented with a dynamically morphing form (**MaxDynaForm**) for collecting user

qualification data. Once submitted, the system reconciles *captured* data against the profile of desired prospect data that constitutes a 60% qualified prospect. If all desired data is not collected, **MaxDynaForm** morphs to reflect only the remaining data fields, and sales campaigning continues in an attempt to collect that remaining qualification data.

- 5) When prospects satisfy user defined qualification thresholds, sales agents are alerted via **MaxAlert** so that immediate follow-up may be initiated if desired. Alerts may be received on any platform including email, Palm, or Blackberry (**MaxMobile**).
- 6) Campaigning stops when prospects have either directly initiated contact themselves, or when 60% qualification status is achieved.
- 7) Prospect data is automatically populated via **MaxCRM** in client CRM, SFA, and contact management systems to maintain a single view of data.



Prospect Data

Throughout the sales campaigning process, the eMax system collects data to help qualify prospects. There are three types of data collected: Demographic, Quantitative, and Behavioral.

Demographic information is collected via an extensible and morphable XML-based form (**MaxDynaForm**). Where possible, **MaxDynaForm** may be deployed on corporate websites to facilitate immediate data capture. When users submit data on a portal or any other site that is not enabled with the form, **MaxParser** is used to capture the prospect data and import into the system. This information typically includes:

- Name
- Phone number
- Address
- Gender
- Age
- Geographic location (state, city, sales territory, etc.)

Quantitative data is also collected via **MaxDynaForm**. As data is collected, such as demographics, the form 'morphs' to include only the data fields that are left to be captured. Qualitative data includes:

- Authority to buy
- Timeframe of purchase
- Specific product interest
- Level of product familiarity

And finally, behavioral data is collected on **WebMercial** browsing and made immediately available to the sales agent. Based on the advancement status, agents can be notified when prospects are currently browsing so that they may be immediately contacted. This data includes:

- Which campaign is being viewed
- Date and time of historical browsing activity
- Current browsing activity

Inside the Funnel

Throughout the sales campaigning process, the eMax system collects data to help qualify prospects. As prospects accelerate through the sales funnel, they must meet certain thresholds that qualify them as advanced status.

The eMax system is structured around three critical thresholds of qualification status. These are: 20% qualified, 40% qualified, and 60% qualified. Within each threshold there is a degree of client customization.

Qualification thresholds are described as follows:

20% Threshold: Basic demographic information is collected. Clients may define a) , b) and c)

40% Threshold: Demographic and qualitative data are captured and prospect has viewed at least 4 **Web**Mericals.

60% Threshold: Prospect profile is complete and behavior indicates a current browsing prospect.



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