

## C • POINT MARKETING



*“If you have a problem,  
make it into a process,  
then you’ll have  
success.”*

Source Unknown

- How can we prevent our sales force from distorting our branding?
- How can I really know the cost per sale of my mailing campaigns?
- Where can I purchase a customized mailing list?
- How can a company identify the mailer with the best response?
- Could my campaign deliver a better ROI?

### Answers

Prevent brand distortion through the use of CyclePoint Solutions and e-procurement’s web store. The web store offers pre-approved, branded materials for your sales force to personalize and purchase.

Figure your cost per sale of a mail campaign with CyclePoint Solutions and reporting tools.

You can purchase a custom mailing list that include your specific criteria through CyclePoint Solutions’ web portal.

Identify your most successful mailer through CyclePoint Solutions and reporting tools.

Achieve a higher ROI by applying the information you gather from CyclePoint Solutions to your new campaign!

Welcome to the answer, welcome to CyclePoint.

• cyclepoint

