

C • POINT MARKETING



“Marketing is creating a desire for your products and services. Selling is satisfying that desire.”

Peter Drucker

C-Point Marketing’s e-procurement sites are the most robust, most comprehensive and customizable web-enabled sites available today. They are the ignition system that unleashes the full power of the CyclePoint web-enabled solution engine. Your e-procurement site is the first and last step in bringing the implementation of your marketing under control.

C-Point Marketing e-procurement sites ensure consistent branding for all your marketing materials.

Television, billboards, print advertising, even cell phones are creating a world filled with visual clutter. It’s more important than ever to be instantly recognized.

- Control your company’s compliance issues.
- Manage your advertising dollars.
- Make customer changes as needed for special needs.

Example:

One of our clients had branded marketing materials, but did not have an e-procurement tool. So, the client shipped or e-mailed print-ready files to the salesperson. Too often, the salesperson would change or alter the art, sometimes varying the approved corporate message. The salesperson then spent countless hours not selling, finding local suppliers to produce the material.

By using the e-procurement tool, through which their sales force orders all marketing materials, the customer has complete control. Materials are personalized, and branding remains consistent and strong.

C-Point Marketing e-procurement sites do not require you to increase your payroll for additional administrative staff.

C-Point Marketing e-procurement sites are so easy to use, you won’t need additional staff to administer your marketing program. In addition, C-Point Marketing will handle as much or as little of the administration as needed.

- Manage and track your materials from your web connection.
- C-Point provides trained customer support staff.
- A 24/7 messaging center.
- Provides easy to use sales lead management tools.



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Each client has different levels of administrative involvement. Some clients require very tight control and are the final approvers for every order. Other clients have opted to educate the C-Point Marketing staff about their corporate requirements and have C-Point Marketing approve their orders. You will have powerful reporting and tracking tools literally at your fingertips.

C-Point Marketing e-procurement sites help you get the jump on your competition.

Because all activities required to create and distribute advertising materials are contained within one web-enabled e-procurement site, your advertising can get out ahead of your competitors.

- Personalization on the fly.
- Online PDFs created with the order.
- Custom queried, real-time mailing lists procured and linked to your order.

Example:

One of our clients has an "open mailing" season dictated by federal law. All other companies in the same industry have the same open season. After implementing a C-Point Marketing e-procurement site, the sales force is able to choose a marketing piece within minutes in one easy session.

This e-procurement solution greatly reduces the time from order inception to delivery.

C-Point Marketing e-procurement sites are easily customized to suit each client's requirements and preferences.

While there are some fixed characteristics of our e-procurement sites, almost everything can be tailored for your needs. Colors, copy, layout, graphics, upload capabilities and much more are completely under your control.

- You can build your site by products or programs.
- You determine the required or optional fields on your promotional materials.
- Data queries can be controlled.

Example:

One of our clients decided on state-specific mailing lists. Their sales force was only allowed to order mailing lists from one state.

Although all our other e-procurement sites allowed their sales people to have access to the entire United States, C-Point Marketing created a way to make this client's request happen.

This is just one example of the many ways C-Point Marketing's web-enabled sites can be customized for YOU.



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C-Point Marketing e-procurement sites will simplify your marketing program by reducing paperwork.

Sometimes it seems the “paperless” e-procurement business is actually becoming MORE cluttered with paperwork. C-Point Marketing e-procurement sites really do help cut the clutter.

- Online payment process with a secure Verisign™ portal.
- No reimbursement forms required.
- No waiting for check processing.

Example:

One client has a co-op marketing program for their sales force. The sales person pays a portion for their advertising and the company pays a portion. Prior to implementation of their C-Point e-procurement site, their sales people had to pay the entire cost for marketing materials, and wait to be reimbursed.

Now, the company enters the amount of co-op in the salesperson's order and it is automatically deducted from the total.

While different companies may offer similar web-enabled services, C-Point Marketing offers the only web-enabled e-procurement site that brings it all together and saves you money in the process!

