



# MarketService 2000™

<http://www.marketservice2000.com>



## Benefits of Database Marketing

- ✓ Increase income and marketshare
- ✓ Develop lasting relationships with families
- ✓ Create a never ending chain of qualified referrals
- ✓ Improve productivity and performance
- ✓ Reduce personnel turnover
- ✓ Provide lead security and accountability
- ✓ Develop the foundation that guarantees long term growth

## Strategic Marketing Plan

MarketService 2000™ employs a Strategic Marketing Plan that will guide you through every step of the marketing and sales process. It keeps in touch with each person in your database by printing letters on a predetermined schedule and manages the activities of counselors by printing call reports and reminders for follow-up activity.

MarketService 2000™ generates reports that keep management informed of the activity of each counselor. Several reporting functions have been designed to provide instant access to important information on a variety of criteria regarding the sales and marketing process. Analysis of this information can help your organization increase sales and maintain long term growth.

## Marketing Research tells us that . .

*80% of all sales are made after the fifth contact, however only 10% of all counselors reach that point. The persistent 10% of all counselors are making 80% of all sales.*

MarketService 2000™ can dramatically increase productivity of all counselors by systematically tracking and processing each prospect professionally through the fifth contact and beyond. No leads are ever lost or forgotten. Even if a counselor leaves the organization, the leads continue to be developed in MarketService 2000™.

*Only 5% of the families in your market are receptive to the idea of receiving information from you at any given time.*

MarketService 2000™ can continuously identify that 5% and nurture the other 95% in a manner that is cost effective, non-threatening and professional until they are ready to make a buying decision.

*87% of prospects that ask for information will purchase. However, only 37% will purchase within 30 days. The rest will take up to 2 years to make a buying decision.*

MarketService 2000™ will maintain and develop those leads by offering a continuous time release of new information until they are ready to purchase.

## Ready to use

Unlike other database programs, MarketService 2000™ comes ready to use. The Strategic Marketing Plan contains 6 complete marketing sequences with over 100 letters proven to be highly effective.

Introductory Sequence  
Initial Call Follow-Up Sequence  
Purchase Acknowledgment Sequence  
Customer Referral Sequence  
Closing Action Sequence  
Passive Marketing Sequence

The letters and marketing events can be edited and new events can be created to meet the specific needs of your organization.

## Other Features Include

- ✓ Worldwide 24/7 Access
- ✓ Multiple Level Security Access
- ✓ National Do Not Call Compliance
- ✓ Complete and Secure Backup
- ✓ Automated Email Reports
- ✓ Ongoing Development & New Features

**And Much More...**

**MarketService 2000™ has now been live now for a little more than 4 years and has been embraced by over 400 locations in the US and Canada.**

*“One of the features I like the best about ‘the system’ is that it allows me to track lead origins and evaluate what each counselor is doing to generate leads.”*

V. Rocha, Texas

*“MarketSystem 2000 gave us an organized way of not just reaching a new market, but helped us stay in touch with current families, enabling us to substantially increase sales.”*

L. Baue, Missouri

*“Currently, we are exceeding our anticipated goals, singularly due to this sales and marketing program.”*

P. Farrell, Michigan

*“I have been involved with a number of “Sales Database Tools” but none has impressed me as much as MarketSystem2000. I am now able to cultivate relationships with the 35,000 families in our system without having to worry about it.”*

T. Dashley, Indiana

*“The MarketSystem 2000 program is simply unbelievable! Not only does it allow us to track everything imaginable, but it is also amazingly easy to use.”*

D. Goethe Missouri

If you would like to learn more about how MarketService 2000™ will increase your sales and market share, contact Wesner Associates.

#### MarketService 2000 Pricing

MarketService 2000 is a subscription based service. The startup fee is \$299 and includes a one time conversion of your data, two Sales and Marketing Manuals, two Reference Manuals, and a one hour startup training session.

\*\*For registered MarketSystem 2000 customers, we will offer the first two months of service free. Please call for more details.

We invite you to [www.marketservice2000.com](http://www.marketservice2000.com). Register now and try it for 30 days free.

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**MarketService 2000™**



*... the only online software system specifically designed for the death care industry that captures and automates every element necessary for a successful marketing and sales program.*

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