

WHY SALESCAT?**TECHNOLOGY****CUSTOMER DRIVEN****TESTIMONIALS****BOOST SALES****5 STEPS****CONTACT**

ALL-IN-ONE

VERSATILE

INTERACTIVE

PERSONALIZE

SALES LIT

VIDEO

FLASH

QUOTE / RFQ

EMAIL LIT

PLUS

PREPARED ESPECIALLY FOR:

**INCREASE SALES UP TO 30% OR MORE!**

EMAIL

You need **Acrobat Reader 9** or above to play properly.Pumphrey Marketing, Inc. | 4853 Galaxy Parkway | Cleveland, OH 44128 | P: 1.866.239.1187 | P: 216.464.9687 | F: 216.292.4205 | W: cat-interactive.com | E: solutions@cat-interactive.com

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WHY SalesCat®

Are your presentations for

professional enough?

Complete? Compelling? Consistent? Accurate?

If you want to do better,

should use SalesCat!

- Navigate to and through multiple product presentations
- Access all products, all materials including video and Flash, 3D models
- Email brochures, quotes & interactive RFQs
- Present across the desk, to groups, online
- Totally mobile, any operating system

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SalesCat[®] TECHNOLOGY



Advanced technology, simple execution ...

- PDF-based, 100% compatible—no software or user licenses
- Built-in video & Flash capability
- Web-like look & feel, intuitive navigation
- Works like PowerPoint, even with remotes
- Email literature and quotes directly from SalesCat

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SalesCat® CUSTOMER-DRIVEN



100% of your products
100% of the time
100% of your customers

*Your salesmen know what they want to sell,
not what the customer wants to buy...
SalesCat empowers the customer.*

- Menu-based design—30% higher sales
- Navigate your entire product line
- Customers can set their own path
- Complete, flexible, accurate

**Your customers can take you as far into
the presentation—and as far into the sale—
as they want—from getting literature
to placing orders.**

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SalesCat® TESTIMONIALS



"Our closing ratio is up 54% ... Car dealers write checks on the spot!" — DealerPro

"Bottom of the 9th, two-out, bases-loaded Grand Slam!" — IMTS

"We generated more than \$4 million in RFQs at Gear Expo ..." — Drake Mfg.

"Perfect for making long distance sales calls." — Hautau Tube Cutoff Systems

"The sales force cheered! Fabulous!" — STERIS

"Great job! We're now onto (the next one)!" — Morris Group

"The SalesCat was a huge hit! Everyone really loves it." — Tsugami / REM Sales

[Click here](#) for an online demo.

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SalesCat[®] BOOST SALES

SalesCat is a Deal Maker!

Build your sales 5 ways:

1. Powerful presentations focus all your resources
2. Backed by complete product information
3. Navigation enables customers to expand your opportunities
4. Fulfill information requests on the spot
5. Generate RFQs, Proposals & POs in real time

SalesCat takes time and frustration out of the sales process—for both you and your customers.

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SalesCat® 5 STEPS

5 Easy Steps to Greater Sales Success!

Step 1: Form

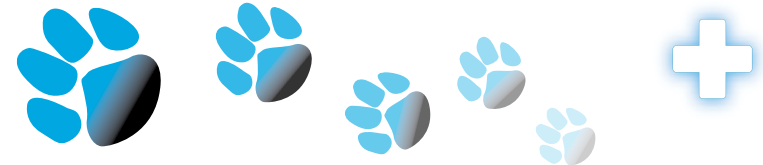
Use the [FREE Quote Form](#), or give us a call. We need to know how many product categories; number of products in each and the resources that support them—catalogs, videos, etc.

Step 2: Quote

Using Excel, we develop a navigational map, showing how your SalesCat will be organized and linked. When this map is approved, we present the final quote.

Step 3: Look and Feel

Upon quote approval, we develop three designs compatible with your standards. You choose the “look and feel.” We put together the “slides” and send PDF proofs.



Step 4: Interactive Proof

We make approved proofs interactive, linking to your resources, and embedding the video, flash and other items.

Step 5: Finished Presentation

Once the final changes are made, we deliver. Start to finish: Normally 6 to 8 weeks.

Updates

Since we are using PDFs, updating is almost as easy as adding pages to a ring binder—and linking them in. We can show you how or handle any updates needed.

[Click here](#) if you want to arrange an online demo of “in the field” SalesCat presentations.

[Click here](#) for SalesCat Free Quote Form!

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SalesCat® CONTACT US

For more information, or to get started,
contact:

Dave Pumphrey, Account Manager

Phone: 216.292.4200

davep@cat-interactive.com

Marty Puljic, Account Manager

Phone: 216.292.4200

martyp@cat-interactive.com

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Web Site: www.cat-interactive.com

Toll-Free: 866.239.1187

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SalesCat® ALL-IN-ONE

SalesCat brings all your products and services on every sales call!



Presentations:

- Every product line
- Video
- Flash
- Animation
- 3D models



E-mail Literature:

- Sales Literature
- Product Data Sheets
- Catalogs
- Direct from SalesCat



Interactive Selling:

- Navigation
- Proposals
- RFQs
- POs
- E-mail

SalesCat is so powerful, you can include a complete proposal, personalize it to your customer's needs and deliver it on the spot!

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SalesCat® VERSATILE



SalesCat can be used ...

- To present, play video and Flash
- One-on-one, or to small or large groups
- Globally, using online meetings
- On any tablet or device for complete mobility
- To email literature & presentations
- To replace brochures

We live in a connected, interactive world—why send a PDF of a print brochure when you can send an interactive PDF, with navigation, animation, links to your web site and videos?

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SalesCat® POWERFULLY INTERACTIVE!



Navigation fully engages your sales people, customers & prospects.

- Invites questions
- Expands dialogue
- Raises engagement level
- Increases sales

SalesCat provides both the structure of a linear presentation plus the power of a customer-driven inquiry—all backed by in-depth product information.

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PREPARED ESPECIALLY FOR:

SalesCat®
PUTS YOUR CUSTOMER FIRST!

- Personalization fields where appropriate
- Fill one time anywhere—
- Automatically populates whole presentation
- Makes customer feel more important
- Avoids embarrassing “misses”

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SalesCat® LINKS TO PRINT MATERIALS

- Brochures
- Catalogs
- Data sheets
- News releases
- Magazine articles
- Testimonials

With SalesCat, you have access to all your product information ... open & browse ... and email it directly and immediately to your customers.

INCREASE SALES UP TO 30% OR MORE!

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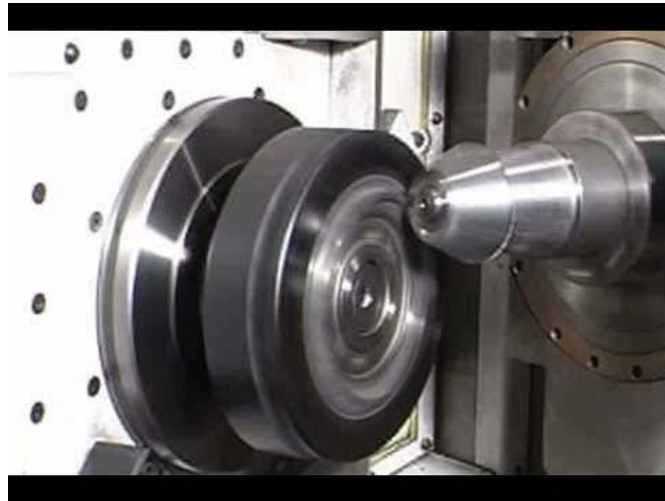
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This video is embedded in the PDF for local viewing, but if you want your SalesCat small enough to email, you can link to videos on the web.

SalesCat® PLAYS VIDEO!



- Not computer, program or link dependent
- Embedded in PDF
- No player required
- Programmed to play on open, or with click
- Streamed for e-mail and iPad

We can accept any video format—from QuickTime to mpeg to .avi or .wmv ... we convert them to a universal format that will play anywhere!

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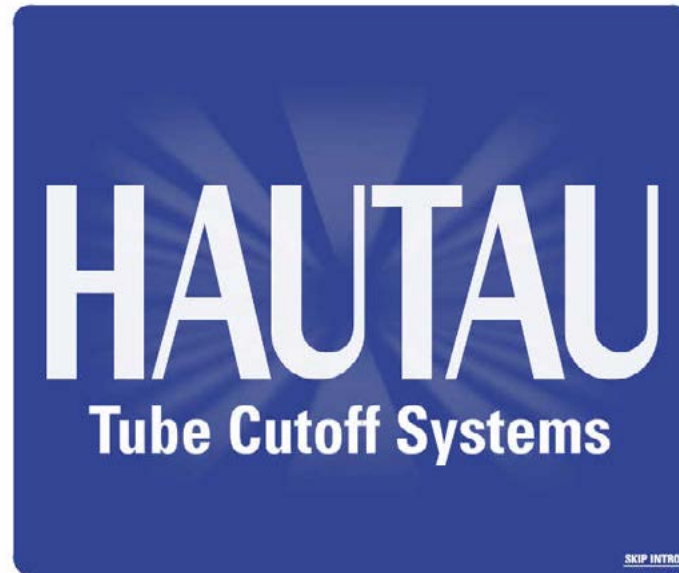
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SalesCat® PLAYS FLASH!

- Animate your process
- Explain your technology
- Set yourself apart
- Add interest and excitement
- Enhance customer understanding

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SalesCat[®] MOVES THE SALE ALONG INTERACTIVELY

- RFQs
- Quotes
- POs

Your standard forms can be made interactive and emailed directly to customers.

They can fill them out, attach drawings and photos, and submit them.

You get consistent input geared to your system to save time and minimize the waste and frustration of costly back and forth.

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SalesCat® BUILT-IN FOLLOW-UP

- SalesCat can link to product literature PDFs
- Provides access to in-depth information
- Open and email direct from SalesCat
- Follow-up can happen during the presentation
- Close lit and continue

SalesCat provides back-up and follow-up!

[Click here](#) to email SalesCat to a friend!
(We personally believe SalesCat will minimize the need for brochures.)

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EMAIL

3D MODELS

STIMULATE

CONFIGURE + QUOTE

TRACKING

LIVE UPDATES

CRM INTEGRATION



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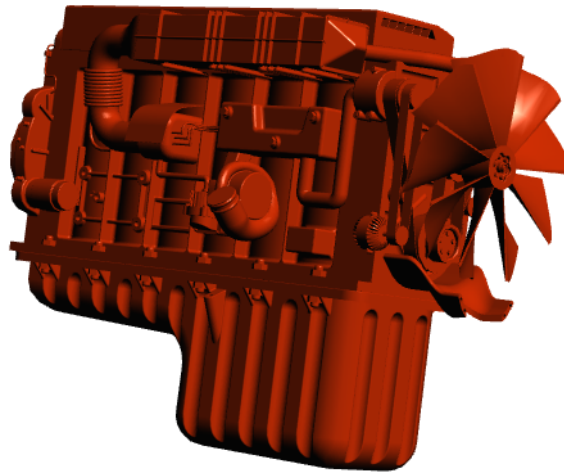
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SalesCat® Plus

ADD DEPTH TO YOUR SALES EFFORTS

Interactive 3D models



- Functioning 3D product from a conversation or sketch, photos or 2D schematics
- Can build from Pro/ENGINEER, Catia, AutoCad, Siemens NX, Autodesk Inventor, SolidEdge, and others
- Can be used as a basis for product configuration for quoting and selling
- Inside and out ... any angle ... use it ... work components ... see it in action
- Position yourself as a technology leader

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SalesCat® Plus**STIMULATE INTEREST****Simulation routines show real benefits**

We create mathematical models from your existing data, studies, statistical data, spreadsheets or even from your experience alone to simulate the effects your product will have.

- Use real world data to demonstrate clear product superiority
- Add substance and credibility
- Show cost savings or outcome improvement based customer's specific input
- Outcome data can be printed or emailed to them for their records,
- Use data to create follow-up opportunity

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SalesCat® Plus

CONFIGURE + QUOTE

SalesCat+ can customize your product to your customer's exact needs

- Optimize complex sales processes
- Easy to use—simply check features, options and accessories
- Accurate quoting via live updates
- Generates complete proposals
- Increase closing rates
- Shorten sales cycle times

One click away from complete e-commerce capability

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SalesCat® Plus

TRACKING

Accountability

SalesCat+ can track sales calls and leads, as well as the effectiveness of your sales force

- Integrate with CRM for responsive sales calls
- Track your strengths and weaknesses with actual data from the field
- Track geographical distribution of your sales force and correlate it to customer density to see which areas are under or over served
- Convey results to corporate management via live link

Getting real-time metrics is important – Built in GPS—where your salespeople are, how long a presentation, page views ... all can be used to maximize the effectiveness of your sales process

INCREASE SALES UP TO 30% OR MORE!

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Pumphrey Marketing, Inc. | 4853 Galaxy Parkway | Cleveland, OH 44128 | P: 1.866.239.1187 | P: 216.464.9687 | F: 216.292.4205 | W: cat-interactive.com | E: solutions@cat-interactive.com

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3D MODELS

STIMULATE

CONFIGURE + QUOTE

TRACKING

LIVE UPDATES

CRM INTEGRATION



ALL-IN-ONE

VERSATILE

INTERACTIVE

PERSONALIZE

SALES LIT

VIDEO

FLASH

QUOTE / RFQ

EMAIL LIT

PLUS

SalesCat® Plus

LIVE UPDATES

Two-Way 24/7 Communication

Constant channel of communication from marketing to sales to management

- Runs every time salespeople go online
- SalesCat+ connects to the Central Server and downloads the latest specs, product information and directives
- SalesCat+ uploads tracking information – who your sales people are talking to, when and about what

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SalesCat® Plus



CRM INTEGRATION

SalesCat+ has built-in CRM functionality

- Can service as your primary CRM program
- Can augment your existing CRM with valuable automatic field sales reports & data
- Increase productivity and sales
- Allocate resources for maximum results

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