



# Sales Automation

## Meet Pete - Direct Mail Prospecting Campaign

### Part 1 - Insert Card

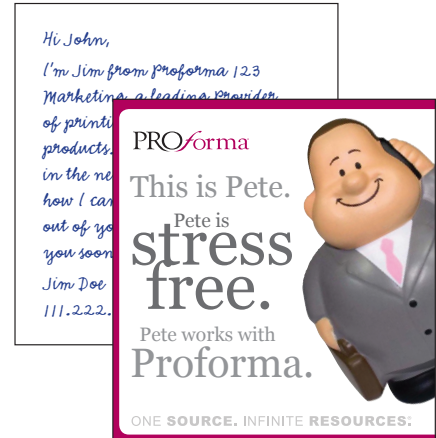
**Front:** *This is Pete. Pete is Stress Free. Pete works with Proforma.*

**Back:** 'Hand-written' note.

*Hi <<Recipient First Name>>,*

*Pete and I are pleased to introduce Proforma... a full service print and promotional resource. We make your projects stress free. I will call you in a few days. I hope you can give me 5 minutes of your time for Pete's sake!*

*<<Owner First Name>>  
<<Owner Phone Number>>*



### Part 2 - Stress Toy

1-color Proforma logo screenprinted on back

### Part 3 - Tissue Paper

2-color Proforma logo step-and-repeat

### Part 4 - Mailing Box

2-color Proforma logo and 'P' design

### Part 5 - Mailing Label

1-color label imprinted with Owner return address and contact address, holds box top closed



### Pricing (starting November 2012)

**BRONZE LEVEL \$6**  
PER CONTACT

Owner provides prospects and makes follow-up calls

**SILVER LEVEL \$7**  
PER CONTACT

Owner provides prospects, Support Center makes follow-up calls

**GOLD LEVEL \$7**  
PER CONTACT

Support Center provides prospects, Owner makes follow-up calls

**PLATINUM LEVEL \$8\***  
PER CONTACT

Support Center provides prospects and makes follow-up calls