

Digital Focus
Buddy
Telemarketing
Helper Tool
version 1.00

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Part One: Introduction

This product has been written for small volume telemarketing needs. It features an on-board database, various timing functions, "Do Not Call" button, room for ten different offers to be given to the called party, data storage per entry, and a searchable database.

Part Two: What this program does

This program will help you make sales calls by allowing you to enter data into the database, then to actually make calls while recording the responses from your called party on disk. System will retry calls to selected users based on various clocks/timers, whose length is based on the buttons and the corresponding timer. These timers are:

"Ringing" wait ten minutes

"Not In Service" remove from calling batch

"Busy Signal" wait 30 minute and then try again

"In One Hour" wait 60 minutes and then try again

"Tomorrow" wait until tomorrow as checked to the right on the panel starting at 9am to 9pm

"At time Marked" wait until time just previously checked (as 2 days thru 7 days) and panel on the right

"Next Target" gets the number back into rotation next time through

"Sales" stores details in a special file for later acting upon

"Find Target in database" pulls out search and seek functions

"Restart" gets to the beginning of the data of active listings

"Verify" checks if the number has already been entered in the system

"Report" displays the search results

"Offer One..." these checkboxes may be used to record different offers you make to the same buyer(s)

"Sale!" records the current data as a successful sale

"Print" will print a summary sheet of the session's promotion results, such as time started, last call, sale counter, and total number of call counter

Part Three: License

This product may be used for any purpose, including commercial, nonprofit, educational, church, home based business and for any other purpose, provided it does not otherwise conflict these terms and conditions.

Product may be licensed to one user only. If you have more than one telemarketer, then you will need a separate license for each agent. To help remind you of your obligations with this software, it is designed to run for free for 30 days, during which time you may allow an unlimited number of users to use this product and all its functions, at no cost, to determine its suitability. If you wish to use this product after thirty days, you are expected to register with the author for a fee. Otherwise, you are expected to delete this application from your computer until such a time when you are willing and able to agree and to pay the registration fee to this author and/or his publisher/authorized agent.

To learn the current price for this product, please contact the author at www.usallsystems.com or call 800-71USALL or write sales@usallsystems.com anytime for a free quote. Bulk license discounts may be available, please ask.

Part Four: Using this Product

Steps for setting up your database:

- 1) run the application
- 2) type a phone number in the top left large window
- 3) click the “Verify” button to confirm that the phone number is new and unique; if the number has already been entered, the software will tell you this with a popup window, otherwise nothing will appear to happen if the number has not already been used; the verification is among all data in the system, including “DO NOT CALL” type entries (see below for how to mark this way)
- 4) type a description such as business industry, name, address, email and other details
- 5) press the “New” button on the top left just below the phone number window box
- 6) repeat this process

Steps for doing a telemarketing run:

- 1) click the “Restart” button on the top toward the right middle of the screen
- 2) decide on what offers you want to give to your party you are calling; you may click the check boxes on the lower right or click them while or after your call is through
- 3) based on your interaction and conversation with the party you are calling, you may write out some notes in the lower right box
- 4) to save these notes, and move on to the next buyer party, click an appropriate button
- 5) These buttons are described above in detail
- 6) if you make a sale, press “Sale!”
- 7) if you want to call again in the next session, press “Next Target”
- 8) if you want to call again in some length of time, choose a different button
- 9) if you want to never call a number again, press “Do Not Call Tag Target in System”. Note: this is a permanent function, so please be sure you want this action, as it cannot be undone.
- 10) When you want to start over, simply press “Restart” to call again

Note: this system will mark each number-data pair with a code for the month, day, year, hour, minute, second; when the current time equals or exceeds this stored date code, the number will popup on the screen except when you press “Do Not Call”. Please be aware that pressing “Not Interested” WILL lead to that party being called AGAIN later... if you want to break off contact with a buyer party, please click “Do Not Call Tag Target in System” since this button's action is permanent.

If you have a desire (or need) to change the maximum ceiling of numbers (the maximum number of a database entry) then type a negative symbol in front and enter in the top right small box to the right of “Target Serial #”. This will override the maximum database record control system. Normally, you would not need to reset this maximum ceiling unless the database is damaged somehow, such as from an improper shutdown.

If you wish to purge the ENTIRE database and START OVER FRESH, then type “Purge” (without quotation) in the same top right mini-box, then press “Restart” once. It will clear the entire database, and all data will be lost forever unless you saved your data.

This program is not designed to use more than one database. If you wish to change the database, you may look in the current drive in the file name of:

c:\digitalfocusbuddy.txt

you may put any compatible database in this place on the drive. Note the drive on your machine may vary, but most computers will use the C: or D: drives for user files.

You also may read (and write to) the sales list database, which is a second, separate database, at:

c:digitalfocusbuddysaleslist.txt

remember the drives for your computer may vary from the C: drive. This software will use the same drive for both databases. If the program cannot access at least one drive, the program will refuse to run and will quit with an appropriate message.

Part Five: Contact the Author

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Thank you for allowing me to serve you with this fine software product.

Eric S. Meyer, February 18, 2009