



HELPING CLIENTS WIN

ROSS DEVINE IS ASSOCIATE DIRECTOR RESPONSIBLE FOR SALES AT MATRIX MARKETING, AND HE'S PASSIONATE ABOUT THE RESULTS THAT TOOLBOX DELIVERS FOR CLIENTS. HE LETS THESE RESULTS SPEAK FOR THEMSELVES.

TNT, a large global courier and freight company, decided to invest in data in 2004 and purchased Toolbox. "In 2005, they doubled sales," says Devine. "They used aggressive, strategic, direct marketing campaigns, with a strong follow-up sales strategy. And Toolbox was part of their overall sales solution."

Peak Performance Training has also seen results. This one-man business bought Toolbox in 2003 as it was struggling to enter the market. Since then, the company has entered the doors of key business professionals and trained delegates from companies such as the South African Reserve Bank, McDonald's South Africa, Rand Water, AngloGold Ashanti and Bernina RSA – all companies on the Toolbox contact list. "It's a solution that really works," says Devine.

10-Second Sales Solution

THAT'S TOOLBOX: THE QUICK, HIGH-TECH WAY TO SOURCE GOOD, SOLID PROSPECTS
BY JULIET KOEMAN

"THERE IS NO doubt in my mind that if your sales team prospects well, they will sell well." It is according to this philosophy that Steve Trehair, MD of Matrix Marketing, has built his business. Matrix Marketing provides products that support business-to-business sales teams so they can move from successful prospecting to closing deals.

Imagine a 10-second solution to all the unknowns involved in prospecting. Toolbox is just such a solution. It's the answer to a salesperson's greatest challenge: finding good solid prospects, fast. The software programme contains 16 of Matrix Marketing's databases – that equals 220 000 records that you can search according to any number of criteria.

At the touch of a button, Toolbox will provide you with a comprehensive, up-to-date list of companies that fit your requested prospecting profile, complete with the names, contact details and positions of the people you need to talk to. The Toolbox model provides an assimilation of turnover for companies. For access to all this, simply punch in your query and wait seconds for a solution.

"Because data ages over time, we update our premium records every six months," explains Trehair – so you won't be stuck phoning someone who left a company a year ago. Over the years, and in response

to a changing environment and customer needs, the Toolbox database has evolved and been divided into different subsets of data. For example, Compabase was developed in response to the IT market's need for information on high-end IT users.

So what can you expect from the Toolbox solution? It includes a new Dell desktop PC, which has been purpose-built with a high-speed processor, allowing for speedy searching. You also get a printer so you can instantly print out selected records for use by your sales team. And you get access to 220 000 meticulously researched and updated data records.

As an added service, Matrix Marketing will train your sales team in how to use Toolbox most effectively, aligning it to your sales and marketing strategy and providing advice and mentorship.

Price-wise, this is an affordable solution. The costs can be compared to what you would typically spend on a monthly cellphone contract.

Toolbox will serve a sole proprietor or a large corporate equally well. It gets your sales force through doors, empowering them with the right information. Simply put, this product will tell you where to sell yours.

For further information, log on to www.matrixmarketing.co.za

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