



## TAILORED TO SUIT YOUR BUDGET

*Toolbox* not only suits many different types and sizes of companies, we can also work out a pricing model to suit your budget. Costing is calculated on a 12-, 24- or 36-month agreement and depends on the number of salespeople in your company.

You pay for the Company Information data set that contains all basic information pertaining to companies. You can then add optional extra data sets such as BEE Indicators, Government Base, Turnover Indicator, Computer Hardware or Software and Organograms of top-listed companies, to name a few.

This means you only pay for those that are relevant to your business.



# Toolbox – Your Answer to Sales Prospecting

**MATRIX MARKETING**, the largest supplier of business to business sales prospecting information in South Africa, has just released a brand new, affordable and effective sales development solution.

*Toolbox* makes sure you have the right tool for the job. Sixteen years in development, we now have the ultimate solution to understanding, finding and expanding business affordably – with the accent on “affordably”.

*Toolbox* holds the key to accessing the most actively trading companies in the country. With its ability to slice and dice data, *Toolbox* will uncover prime prospects and if required, provide you with all the key people in the selected companies, making it easy to contact them (telephone, fax, web and e-mail addresses are provided for setting up appointments).

**GET IT FOR FREE.** Want to find out what all the fuss is about? Log on to the website [www.matrixmarketing.co.za](http://www.matrixmarketing.co.za) and you can conduct a search that will give you an impression of what *Toolbox* can do for your business. For example, we have chosen the following search criteria (there are many more):

- Geographical area
- Size of company (based on number of employees)
- Line of business
- Responsibility (helps you select who you want to speak to in the company)

Once you’ve conducted your search, Matrix Marketing will hand-deliver 25 free search results to your offices if you’re in Gauteng or KwaZulu-Natal. (In other centres we will e-mail you.) That’s 25 free leads that your team can use to prospect.

**VISIT OUR WEBSITE AND GET 25 FREE LEADS – ONLY ONE SET PER COMPANY.**

### SOME OF OUR CONSULTANTS:



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### WHAT OUR CUSTOMERS SAY:



“Using the *Matrix Toolbox* database allows us to tailor research samples that fit our clients’ needs. We find the database up-to-date, highly relevant and comprehensive. It also has fantastic functionality, is very versatile and enables us to ensure that we don’t duplicate interviews with sample subjects. We have found the service from *Matrix Marketing* to be excellent, and they are always available if we have a query that we can’t figure out.”

ALEXAN CARRILHO, SAMPLING GIS MANAGER: MARKINOR



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