

AccQuire

Release the Power of Your Leads

The Marketing Database System for Continuing Ed

AccQuire is a recruitment system that will benefit any open enrollment marketing process. An 'off-the-shelf' data management package, AccQuire captures, communicates and converts your leads while making better use of your marketing dollars. AccQuire is a tool for lead collection (by interest area), tracking, fulfillment, inventory control, event management, contact management, sales, and ongoing database marketing. AccQuire runs in a Windows environment on as little as one PC, or on a large network with functionality that can help everyone in your division share leads effectively.

AccQuire is armed with powerful features that will invigorate your marketing efforts, including:

- Data entry (via operator & web)
- Mail fulfillment
- Inventory control
- Direct Marketing
- Campaign result tracking
- Sales / follow-up
- Queries and reporting
- Events (open houses / information sessions)

A data management system designed to:

- **Capture**
- **Communicate**
- **Convert**

"Designed by a marketing professional and practitioner and based on over eight years of direct database recruiting experience—the system continues to be a workhorse and a major factor in our continued success.

I wholeheartedly endorse the AccQuire system, and Troy Teeboom as a consultant for University database marketing and recruitment expertise."

—Connie Mokey, The George Washington University

Invigorate Your Marketing Efforts

with AccQuire's Direct Marketing Features

- **Validated entry process** accelerates operator input and checks work for errors, reducing incomplete records and undeliverable parcels.
- **Look-up function** eliminates duplicate records.
- **Web-enabled forms** reduce manual work by front-operators for web inquiries, saving hundreds of man-hours per year.
- **Interest area orientation** allows your programs to be managed out of one centralized system. Each program list becomes a powerhouse of targeted leads for future direct marketing campaigns and cross-marketing efforts.
- **Robust event modules** automate marketing, management, and reservations for all your information sessions and open house events. Support features assist with appropriate staffing, catering, and room requirements to prevent waste.
- **Business development features** maximize your program representative's sales productivity:
 - Manage leads with direct access features like look-up, event rosters, discussion logs, and call-back ticklers.
 - Generate customizable and personalized letters.
 - Sales activity tracking for management.
- **Mail fulfillment components** simplify and streamline the process for building and mailing marketing packets.
- **Inventory controls** provide up-to-the-minute inventory levels on marketing collateral, eliminating the need for manual counting.
- **Tracking systems** identify which campaigns generate the most qualified leads so you can direct future efforts to those most effective.
- **Corporate tracking** helps identify an organization's interests so that lucrative leads get the special attention they deserve and require.
- **Powerful query tools** enable direct marketing novices to extract data from the system.
- **Electronic reporting** cuts paper costs and saves the hassle of printing and distributing reports.

TEEBOOMLLC

CE Marketing Process With AccQuire

Entry

Data entry and web entry forms that enhance input:

- Take leads via an operator or your branded web site
- Look-up function that eliminates duplication
- Field validation & error checking
- Automatic fill-in of city & state from zip code
- Live information to operators
- Promote upcoming events

Tracking

Analyze your leads according to:

- Interest areas
- Marketing sources
- Time to conversion
- Cost per inquiry

Admissions

Consolidate your admissions information:

- Facilitate check-off lists of incoming materials
- Follow activity from prospect to applicant to admitted
- Collect demographics, survey information, and more

Fulfillment

Mail fulfillment capabilities:

- Software includes a label printer with purchase
- Create one-up mail fulfillment labels with ease
- Produce matching personalized letters
- Specify quantity for bundle mailings
- Send automated e-mail confirmations

Reporting/Querying

Powerful reporting capabilities:

- Distribute leads to appropriate staff for follow-up
- Provide activity reports for management
- Track marketing results for trend analysis
- Electronic reporting options

Robust querying power:

- Flexible query templates
- Ad hoc query capability
- Data export for analysis and direct mail
- Designed for non-programmers

Events

Facilitate information sessions and open houses:

- Take live reservations over the phone or via the web
- Follow-up and send reminders
- Know session size & catering considerations
- Track attendance and survey responses

Personal Touch

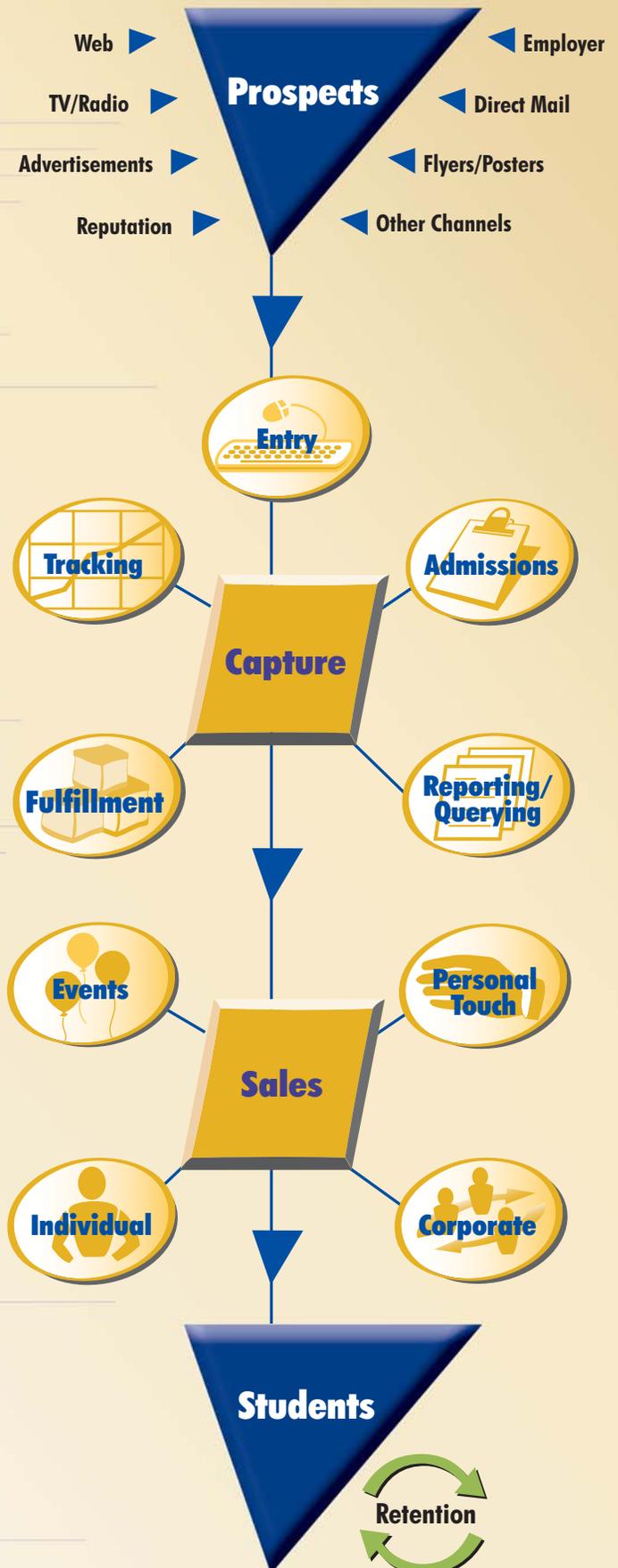
Arm your program representatives with the tools to close sales:

- Direct access to the lead's contact info
- Memo and follow-up fields help systematize potential students
- Call-back ticklers for follow-up activity

Individual vs. Corporate

Differentiate important corporate leads from individual leads:

- Entry screens that collect and highlight corporate interests
- Document employee tuition benefits
- Delivery information for "stacks" of materials



© Teeboom LLC 2005. All rights reserved.