



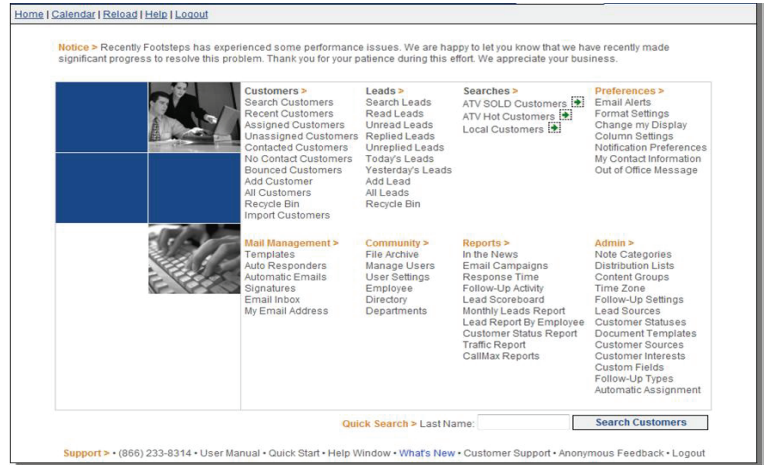
Turn qualified leads into sales with Footsteps™, the most powerful lead management tool in the Industry

Why Footsteps?

- RESPOND TO LEADS FASTER & MORE EFFICIENTLY**
Footsteps' built-in email templates help your Sales Team respond to ALL inquiries quickly & professionally. Spend more time selling and less time typing.
- INTEGRATED EMAIL CAMPAIGNING**
Stop exporting & importing customer information to 3rd party email tools. Footsteps will build, launch & manage email blasts, while ensuring compliance with CAN-SPAM rules.
- KEEP THE SALES TEAM ON AUTO-PILOT**
Monitor & track your sales team's daily performance with leads & prospects. Ensures expectations are met and that predefined processes are followed for lead follow-up before, during & after the sale.

Footsteps Results

- ✓ Currently supports over 6,000 users
- ✓ Delivered \$189,000,000,000 in sales since 2001



- GROW THE BUSINESS, NOT THE STAFF**
Use automation to properly follow-up, manage & nurture leads so you can sell more while saving time & money.
- SEAMLESS WEBSITE INTEGRATION**
Web leads can automatically populate Footsteps. Reduce multiple data entry points while acquiring a complete database of prospects and customers. No website? No problem. Footsteps also serves as a powerful & effective stand-alone product.
- TRACK RESULTS & ROI WITH REPORTS**
Footsteps' comprehensive reporting features provide real-time performance results for all lead sources (tradeshows, email, phone, walk-ins & more) so you can target revenue-generating marketing efforts.

*"We partnered with ARI/Channel Blade over 6 years ago, and each year we continue to increase leads and sales as a direct result of their solutions. **Our online presence represents over 60% of our sales!** Before we launched Footsteps it could take days to respond to an incoming lead...now it takes seconds."*
- +Chuck Guthrie, Owner, Lynnhaven Marine, Virginia Beach, VA

For more information on how you can better manage ALL your leads and increase sales call

800-755-6040