

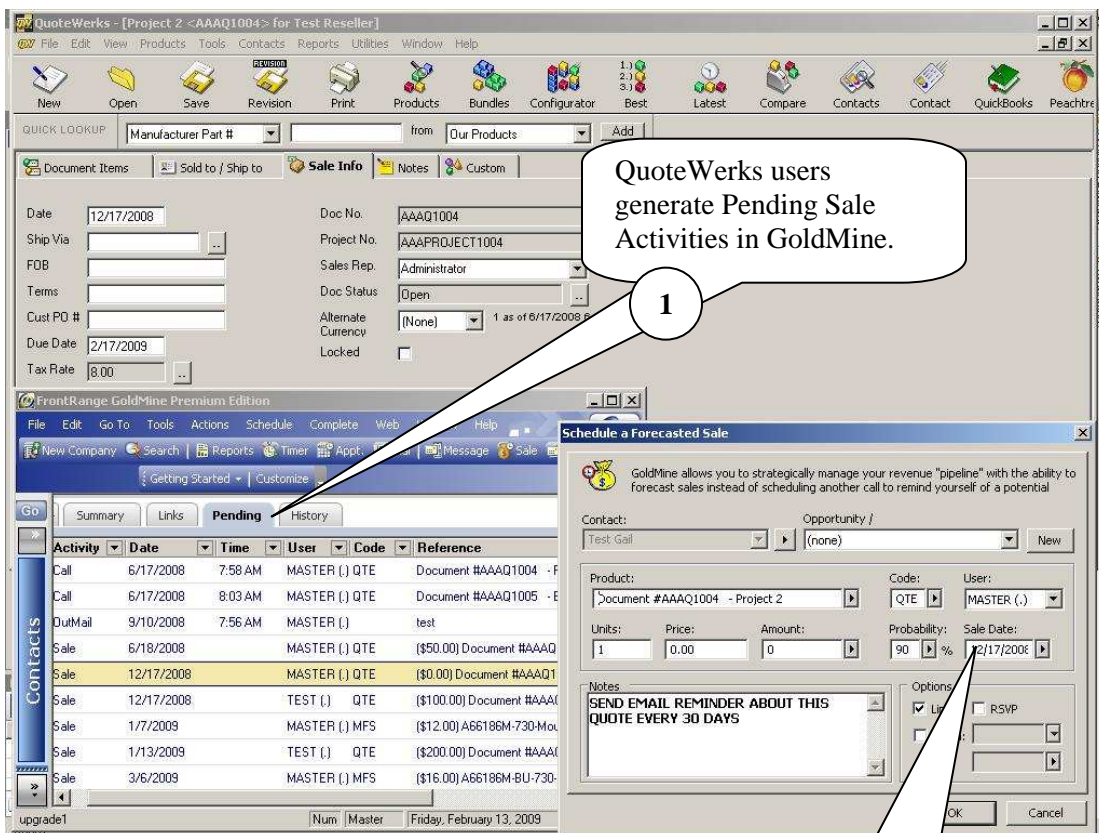


OK, you've learned to work productively. You've mined for those golden prospects using the right tools, did your homework and got them interested in your products and services. You even sent them quotes and attempted a couple of follow-up calls. Now what? Ideally, you'd want them to respond right now or within some reasonable time frame. Perhaps a few timely and gentle reminders can help?

Numerous studies have shown how effective reminders can be in the form of mailed postcards or telephone calls. These mundane methods can often be disruptive, costly and resource intensive. Today, the use of **email has become one of the mainstays of modern communication**. Moreover, reminder emails have shown to significantly lift response rates. However, one must use them judiciously and target only those who have not already responded in some way, instead of sending emails to your entire list again.

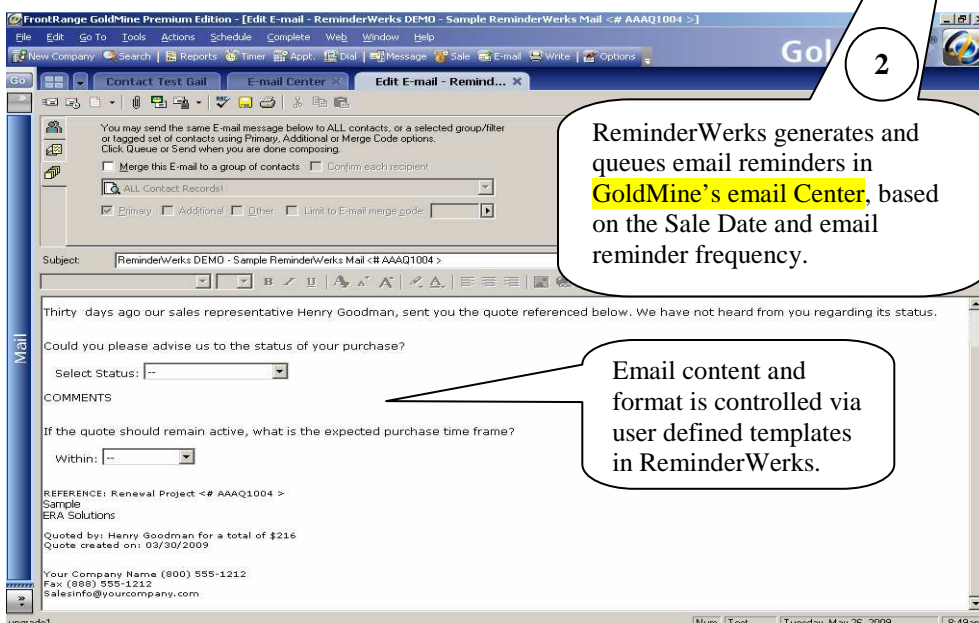
ReminderWerks is a smart reminder e-mail tool for GoldMine and QuoteWerks users. It generates and sends automatic emails based on quotes that remain active after a certain number of days have passed. The selection criteria for the email reminders, their frequency, as well as the content of the emails, can be configured to meet your needs and those of your customers. The email reminders are queued in GoldMine's email center to preview and for any custom editing, if needed.

With ReminderWerks, you don't have to put these reminders on your endless task list. Just create a meaningful email and schedule the frequency the emails should go out, e.g. 30 / 45 / 90 days. ReminderWerks does the rest automatically: it sends periodic reminders in the intervals you've selected, and logs the events in your GoldMine email center. It makes generating, sending and tracking reminders easy.



QuoteWerks users generate Pending Sale Activities in GoldMine.

1



ReminderWerks generates and queues email reminders in GoldMine's email Center, based on the Sale Date and email reminder frequency.

2

Email content and format is controlled via user defined templates in ReminderWerks.



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