

SIMPLE WORKFLOW

PROSPECTING

CREATE CAMPAIGN

Create
Prospect List

Excel data from created from purchased lists or Yellow Pages

Load
Prospect List

Excel file is loaded in to prospecting campaign

Rerun Campaign

Previous campaign has been reset and is rerun

RUN CAMPAIGN

Call Prospects

Contact prospects and get addresses

Email Flyers

Email fliers to campaign prospects

Follow-up Calls

Confirm receipt of fliers and discuss capabilities

Send Promotion

Send a promotion flier to with a clear *"call to action"*

Follow-up Calls

Confirm the receipt of material, discuss needs and uses

Appointment

Set appointment to show work and capabilities of business

Meeting

Meet with prospect and close

CLIENT & ORDER WORKFLOW

ESTIMATE

Setup Orders, Price Work, Gain Customer Approval, Track and Follow-up on Quotes

WORK ORDER

Pending orders, awaiting customer artwork and final approval or designs

PRINTING

Work is printed and viewed by due date, media, or client

FINISHING

Work is finished and installed. Work orders viewed by due date, media, or client

INVOICE

Final check to ensure customer has been billed for work and the work is complete

COMPLETE

Work order has been completed and filed for future reference and reporting

OBSOLETE

Customer decided not proceed with production. Filed for reporting and reference

Large Format Architecture




WORK STATIONS

Manager/Owner
SIMPLE
OUTLOOK
QUICKBOOKS




CSR/SALES
SIMPLE
OUTLOOK
QUICKBOOKS




GRAPHICS DESIGNER
SIMPLE
OUTLOOK
DESIGN APPS



PRE-PRESS
SIMPLE
OUTLOOK
RIP



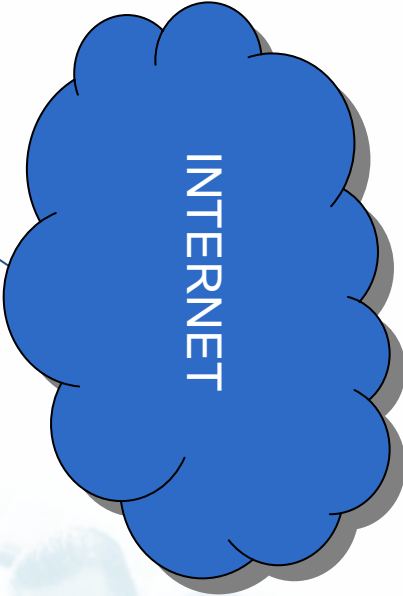
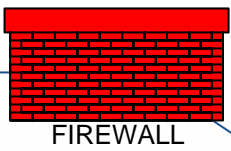
PRODUCTION
SIMPLE
OUTLOOK
RIP



LOCAL AREA NETWORK

SHARED DRIVES

- SIMPLE DATABASE
- GRAPHICS FILES
- QUICKBOOKS DATABASE



- EMAIL
- FTP
- WEB SITE