



SALES FORCE INVESTMENT

SALES FORCE ACTIVITY

COMPANY RESULTS

salesperson has ten public company targets are these the right targets?  
 study target portfolio digest -90 days background information  
 ~6 competitors/500+ in industry study 60+ companies -90 day period  
 access 5+ web sites each day per target for 10 targets and all competitors  
 marketing needs to understand target business issues  
 maintain deep understanding of customer's business

salesperson assigned targets  
 build customer competency  
 study industry & competitors  
 develop targeting plan  
 watch for company event  
 call observe listen  
 set multiple meetings  
 match service to need  
 propose and close deal  
 customer service & retention  
 upsell services to client

**National SalesCast Market SalesCast**  
*find the right targets*

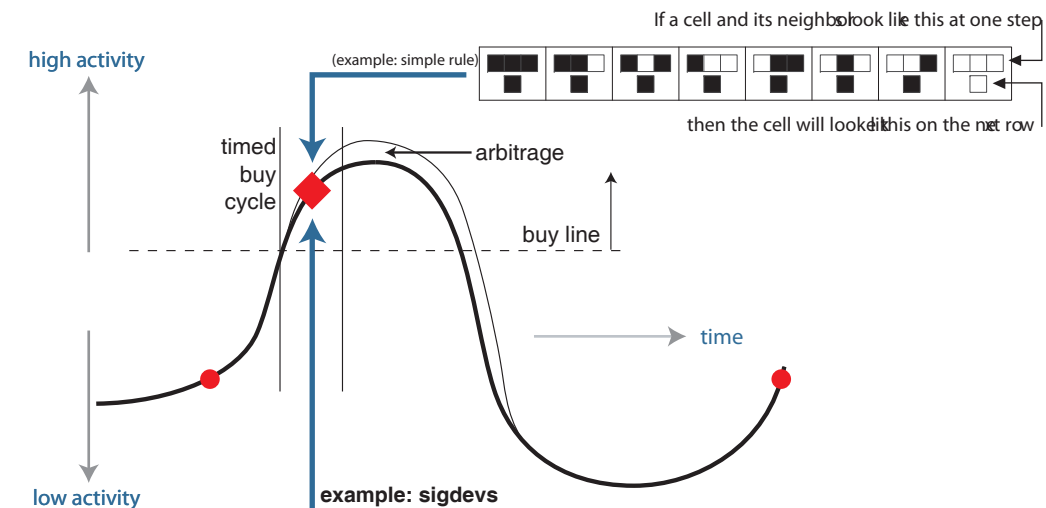
**90/180 Day SalesCast Daily SalesCast**  
*get up to speed fast*

**Industry SalesCast**  
*know the industry*

**Daily SalesCast**  
*right time, right place*

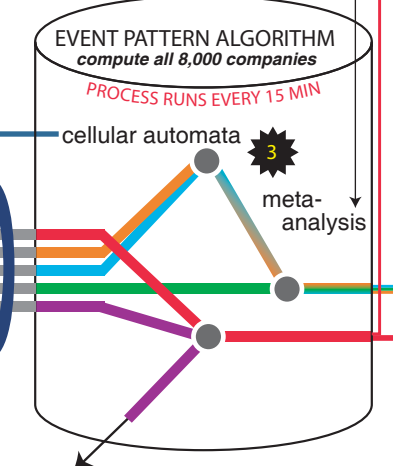
**90 Day SalesCast Company Search**  
*focus on their issues*

**Daily SalesCast**  
*no surprises*



**2 REUTERS**  
 xml api

NEWS<sup>1,400</sup>  
 EXECUTIVES<sup>500 (changed)</sup>  
 SIGDEVS<sup>2,300</sup>  
 SEC FILINGS<sup>2,000</sup>  
 WEBCASTS<sup>200</sup>



blackberry and palm versions available

MY TARGET PORTFOLIO  
**SPECIAL ALERT**  
 SALESCAST

**6 SYNTHESIZED DATA**  
 value net integrator

- USER PORTFOLIO
- GEOGRAPHY
- INDUSTRY
- SEARCH COMPANIES
- NATIONAL

**5 MANAGEMENT REPORTING**  
 SALESCAST

- national event by salesperson
- usage and portfolio by user
- scoring levels by salesperson

**4 MY TARGET PORTFOLIO USER SETUP**  
 SALESCAST

- each user manages own targets
- can set preferences for email
- can report on self-usage

**SALESCAST**  
 a service of deNova Labs

From: knowledge@salescast.com  
 Sent: Wednesday, June 02, 2004 2:28 PM  
 To: david.gossett@denovalabs.com  
 Subject: SalesCast June 2-9, 2004

2 July — 9 July  
 A+ Company Name: Headline goes here...  
 http://knowledge.salescast.com/weblink/7054B54.html

Company Name: Headline goes here...  
 http://knowledge.salescast.com/weblink/7054B54.html

A- Company Name: Headline goes here...  
 http://knowledge.salescast.com/weblink/7054B54.html

**QUICKLINKS**  
 My Target Portfolio [choose a company]  
 Geography [choose a geography]  
 Industry [choose an industry]  
 Search for a Company [enter text here...]  
 National Edition  
 Administer My Settings  
 Ask a Question

- 7 Email Acceptance**  
widely accepted technology requires no training confidence users will access
- 7 No Customer Overhang**  
no internal IT resources zero customer footprint self-manage target portfolio
- 7 Simple Navigation Controls**  
access content vs. web site simple, not over engineered navigation right in email
- 8 Private Label**  
corporate brand in masthead appears to be internal service very little customization needed
- 8 Content Presentation**  
simple and elegant presentation one format for all events disparate data aggregated
- 8 Highly Secure**  
certificate security, no sharing transmit text files, no virus user controls own portfolio

- Customized to Each User**  
Unlimited number of targets Full report on each company 30, 90 and 180 day views
- Identify Local Office Opps**  
Access full city-wide report Track 25 major U.S markets Identify opp outside portfolio
- Track U.S. Industry Events**  
Improve market knowledge Identify product placements Distribute thought leadership
- Search 8,000 Companies**  
Access outside user portfolio Use for proposal/presentation 30, 90 and 180 day views
- National Edition**  
Top 25 events in U.S each day Manage sales portfolio Identify opp outside portfolio
- Personalize Your Email**  
Users self-manage portfolio Program delivery options Personalize content
- Ask a Question**  
Monitor feedback on system 24/7 response to customers Train customers on usage

- Ten Highlights of SalesCast System**
- 1) smarter and more time in the field
  - 2) very accurate and reliable data
  - 3) best article always at the top of email
  - 4) easy to change targets at any time
  - 5) benchmark and lead great sales team
  - 6) don't have to canvas internet - one interface
  - 7) all outsourced; no pain; zero footprint
  - 8) can look for new opps in market or industry
  - 9) not limited to my targets; search 8,000 companies
  - 10) email easy and needs very little training

- immediate customers
- sales professionals (3.5 million)
- client service professionals
- new brand potential
- baby boomers [portfolio tracking]
- graduate entering work force
- alumni relations

SALESCAST PRESENTATION SCHEMATIC			
SIZE	CODE	DRAWING NO	
11/17	DNL SMA	DNL.SMA.2.OVERVIEW	
SCALE	SPEC Color	SHEET 1 OF 1	