

Client: Medior
Project: EBG brochure / v2.0
Date: August 29, 2001

Cover headline

**Is your sales force selling
too hard? And closing too little?**

Inside Spread #1: The issue/the problem

Shorten sales cycles. Improve closing ratios.

In front of customers, your sales reps command a costly stage. One set with your products and positioning. And lit with all the expense of getting them in the door. No wonder you want them performing their best. But are they?

Top Fortune 500 firms aren't taking any chances. Federal Express. Apple Computer. Baxter International. They're among a select group of corporations that realize one irrefutable fact about business today: *To boost their bottomline, they must improve the outcome of every sales call.*

That's why they come to Medior. We understand their customers have never been more demanding. Under pressure to make good decisions. Needing good information. Yet confronted with the complexities of their business challenges and the competitive noise about their options. And their customers are probably not much different than yours.

We understand, too, the challenges facing your reps. There's so much to learn and so much to do. Sorting through a barrage of product information from corporate. Fielding customer's information requests. Creating compelling presentations. Following through. All while engaged in the selling process and its administrative chores.

Of course, today's customers don't care about that. They want knowledgeable business partners attending to their strategic needs, not vendors selling them today's speeds and feeds. They want responsiveness. And that's what Medior offers you.

Through advanced interactive, multimedia technology, we can help you give your sales reps the tools to tailor customer information, without having to spend days finding it and making it meaningful. They'll spend more time advising their customers about solutions and less time talking about solutions.

Make no mistake: Medior is not about sales automation, prospect management, or sales presentations. We're the leader in creating interactive, multimedia sales information systems for some of the world's most successful corporations.

We design, engineer, and build compelling yet easy-to-use business systems geared to your sales process. In fact, reps are reporting time savings of *up to 30 hours a month*. It's like having a sales assistant who can take care of rounding up information for customers.

Even more, our systems are proven to increase sales productivity by shortening sales cycles and increasing closing ratios—effectiveness that shows up in increased unit sales, revenues, and, most importantly, margin dollars.

A Medior system can also reduce the costs of producing and distributing marketing communications by hundreds of thousands of dollars a year or more. The intangibles are not trivial either: more consistent messages; better informed customers; and improved sales morale and confidence.

Are you ready for these benefits? While they present competitive opportunities today, they will be competitive obligations tomorrow. The good news is that Medior can help you take advantage of them now.

Quote #1

"Corporate use to hit me with a firehose of information each week and it would all stack up in my 'guilt' pile. This new CD system lets me pick and choose what I want to see or what my customers need to see." — *Sales Rep, Fortune 500 Medior client*

Quote #2

"This system is the best tool to shorten the sales cycle. I've used it several times to present and propose new business to FedEx customers...and every time I've closed business." —
Account Executive, Federal Express

Quote #3

"This is the smartest thing Tandem has done to enhance field productivity in my 12 years with the

company.” — *Sales Rep, Tandem Computer*

Spread #2: The solution

Communicating Digitally: An Interactive Information System from Medior

Medior's Interactive Information System, proven through extended field use by the Fortune 500's top firms, can give your sales people a revolutionary way to stay abreast of all the products and services your company offers. It also will help streamline how your corporate sales and marketing groups communicate and deliver that information.

An Interactive Information System will consolidate most if not all of your company's marketing and sales information and materials into a digital sales information library. This can then be delivered via a single compact disc or set of CDs, electronic broadband networks, or some combination of the two.

With ready desktop access to all this information, your reps can reference current information on-demand and quickly learn about new products and services upon introduction. But most importantly, they can tailor any of this information to the needs of both customers and prospects, making solution-selling a less time-consuming and more practical reality.

Keep in mind that a Medior Interactive Information System doesn't just warehouse and transport information; it transforms the entire communications process between corporate and the field. It puts knowledge and learning tools in the hands of those needing it when they need it—a "just-in-time" approach that experts agree is when the most effective learning takes place. And it will transform your entire sales process for the better.

Customized to reflect your sales process

Anyone can digitize your sales information materials and ship them to the field aboard a compact disc. Not Medior. Our Interactive Information System offers:

(1) A *customized information architecture* that reflects the entire cycle of your sales process and how they sell;

(2) An *intelligent navigator* so they can browse or search through all that information and find what they need when they need it;

(3) The *software tools* to output that content in useful ways, such as in presentations and printed materials that they can use in selling situations and customer communications;

(4) A way to provide corporate with critical *feedback* on their use of the system and the information it contains.

[Screen Captures & Captions/Callouts: final art selections TBD]

The illustrations on these pages reflect our customization for clients and our adherence to their design standards. Yet each system tends to share certain features that are fundamental to the needs of most corporate sales forces. Yours will likely do so as well.

Below lists a general feature set, with some examples of the kinds of information and tools they might contain:

- **News** — Announcements of new products; marketing programs; sales incentives; and corporate developments.
- **Sales Management Messages** — Movies of sales executives that carry both their faces and their voices right to the desktop or laptop of field personnel.
- **Info Hub** — A database of product briefs; presentations; leave-behinds; sales letters; testimonials; proposal boilerplate; competitive analyses; graphics; and images.
- **Sales Preparation and Presentation Tools** — Presentation Maker, a tool for reps to select from a library of standardized sales presentations and then customize them for their own use; Proposal Maker, a tool for reps to access standard proposal "components" and use those to build custom proposals; an Visual Library, for adding images and video clips to proposals and presentations, as well as ad slicks, documentation, and many other graphic elements. [ATTACHE?]

- **Other Resources** — Territory maps; consultant directories; customer database information; internal contact databases; and other relevant material.

- **Feedback** — This provides the field with a way to communicate back to corporate on their use of their Interactive Information System. Corporate can then fine-tune its information contents or features to make it even more useful. It's also possible to use this feature to gather feedback on sales programs and other sales tools.

[BOX]

About ease-of-use...

How easy are Medior's Interactive Information Systems to learn and to use? In general, Medior has a "10-Minute Rule" that says new users should be up and running inside 10 minutes, with the value of the system obvious to them. That has indeed been our experience with past clients, but if not, we have not done our job.

[SIDEBAR]

The Impact of Digital Media

New media. Multimedia. Interactive media. Regardless of its name, it transforms more traditional media, increasing the power and impact of communication.

Of course, text is still text when displayed alone, but what does text become if it's annotated with video? Take, for example, an announcement of a new ordering process that's text annotated with an audiovideo animation illustrating the process. The communicative power of the combination far surpasses text alone.

Text instead may be used more sparingly, to telegraph information the audiovideo animation cannot. People receiving this kind of multimedia message stand a much better chance of comprehending it than by a text description alone.

This is the kind of communicative power that digital media can provide. And it's the kind of power that Medior can help you unleash in your marketing and sales communications.

Quote #1

“Besides giving us the ability to customize information for all sales calls, PRPL arms our account executives so they can react to the needs of customers on a timely basis. And it gives us another point of differentiation from our competition.”

— *Sales Manager, Federal Express*

Quote #2

“This save me a great deal of time and means I can be more responsive to customer queries.” — *Sales Rep, Tandem Computer*

Quote #3

“Thanks to this technology, we can provide the field with far more information—and more usable information—and keep it continually updated for less than we've spent in previous years.” — *Creative director, Marketing Communications, Tandem Computer*

Page 7: Answer to “Who's Medior?”

Medior: A proven track record of innovation

Long before multimedia became a buzzword, Medior was using this technology to build Interactive Information Systems for large companies interested in greater efficiencies in their field communications, gains in sales force productivity, and stronger customer relationships.

We're proud to note that these systems are still in use today, periodically updated with new content while old material is retired. But we're convinced that current content is just part of their longevity and indispensability to users.

The secret is in the design and architecture of our systems, which enable them to work in ways the sales force works. This is based on our in-depth analysis of the sales process. Without this pragmatic approach, we believe our systems would simply not be used or used in such a limited ways that their validity and worth would be questioned.

Once we understand your process, we then bring together our expertise and experience in intelligent system design, intuitive navigation, and software tools. We work closely with your people and help them understand the development process and their role in providing a wide range of relevant content.

Medior is widely recognized as an innovative leader in the expanding field of interactive multimedia. What sets us apart is our software development capabilities, content creation, and vision of the transformation of information, learning, and communication by digital technologies.

These competencies are the foundation of our business and why our client base is growing. Indeed, those competencies will play in the production of your system as well. After all, what matters is *your* success, because that's ultimately how we measure ours.

[SIDEBAR/BOX]

Medior clients

- America Online Ventures
- Apple Computer
- Baxter International Brothers
- Federal Express
- Harper Collins
- IDG Publishing
- Northern Telecom
- Tandem Computer
- Time Inc.
- Simon & Schuster
- Warner

Quote #1

“We chose Medior because of their reputation for creating sales tools and the elegance of their interface design. The rapid acceptance of this tool by our field—and their immediate productivity gains—validates that decision.”

— *Creative Director, Marketing Communications, Tandem Computer*

Back pocket step cuts (include die cut for business card)

1. Customer Testimonials/Case Studies
 - FedEx
 - Tandem
 - Apple?
2. Medior client list
3. A training/client support synopsis
4. Others?

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