

## How Many Clients & Prospects Can You Favor In A Week? How Many Are You Neglecting Each Week?

The technology now exists to enable you to stay in constant communication with your contacts, so that your competitors cannot entice them away while you're busy each week with your "hot" prospects.

**Blue Steel Software** can have your system installed and running in less than 8 weeks, and often within 1 week of making the decision. So that you can *start favoring all your customers* immediately

**Your Customers Feel In Control Of Their Accounts** - your customers can subscribe/unsubscribe, change preferences and view archived newsletters. If a customer unsubscribes, the *update happens immediately*, as requested.

"With a minimal amount of set-up time, and the huge potential to increase revenues - choosing Blue Steel Software was the right business decision." - Dutch Stamey, Summit Training and Development

**Increase Response Rates** - with **True Personalization**, well beyond mail-merge. You can make the content unique and relevant for each recipient.  
*If you can think it, you can do it.*

**Communicate With All Your Customers** - not just the few you can call each week. With Blue Steel Software, you can communicate *relevant information to millions* of customers, *on a regular basis*.

**A Few Or A Lot** - the effort and cost involved in sending emails with **True Personalization** to 1,000,000 customers is almost *the same as sending to 100 customers*.

**Don't Let Your Customers Feel Neglected A Moment Longer, Call Erica Today At 704.377.0006 X205**

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Yesterday:



Today With Blue Steel Software:

