

There is NO Comparison



Do you have the right tools to effectively market and grow your business?

-**The 4orce** CRM software's ability to help you manage your clients and increase sales is unmatched in the industry!

-**Salesforce.com used to be the industry standard** – we just broke the rules by giving you more for less!

-**The 4orce** CRM software is also unique in the CRM industry by helping protect professionals from **lawsuits**.

-**The 4orce** is the best software on the planet specifically designed for the insurance and financial services industry to manage your clients-, safely, effectively, and fast.

-**The 4orce** is the ONLY system to couple a **double opt-in e-mail/landing page system** to the CRM program.

TAKE A LOOK AND COMPARE!

Cost Comparison

Salesforce.com has the following pricing models:

-Group Edition	<u>\$99</u> per user per year
-Professional Edition	<u>\$780</u> per user per year
-Enterprise Edition	<u>\$1,500</u> per user per year
-Unlimited Edition	<u>\$3,000</u> per user per year

The 4orce has the following pricing model:

- \$500** per year (this includes two users)
- \$500** per year to add groups of five additional users until you reach the maximum annual cost of \$2,500 a year.

Feature Comparison

-The following two pages list and compare the main features of **Salesforce.com** and **The 4orce**. What will immediately jump out at you is that just about every usable feature in **Salesforce.com** is included in the simple and much less expensive pricing model of **The 4orce**.

-What should also jump out at you is that **The 4orce** has a few valuable features that **Salesforce.com** does not have (e-newsletter system, e-newsletters, an insurance pipeline reports, template follow-up letters, or the double opt-in e-mail/landing page system).

What's the Catch?

-How can **The 4orce** be priced so much less than **Salesforce.com** and still have the same or better features at less than 1/4th of the cost? There is no catch. Yes, there is cost in putting the program together and tweaking it so it is a usable tool for consumers; but once done, the cost to set up new users is not significant.

-**The 4orce** does not have to pay a sales team to sell its software. Instead, it is sold directly to businesses that will use it. Finally, the fact of the matter is that **The 4orce** is not sold with a fat profit margin. It was built and designed to be a consumer-friendly product and priced at a point to **encourage all businesses to get on board**.

Go to: <http://www.the4orce.net> or e-mail info@the4orce.net for information or to sign up!

	<u>Salesforce.com</u>	<u>The 4orce</u>
<u>Core Sales and Marketing</u> <ul style="list-style-type: none"> · Account Management · Contact Management · Lead Management, Routing, and Assignment · Opportunity Management · Opportunity Genius · Activity Management · Desktop Integration with Outlook, etc. · Notes and Attachments · E-mail Templates · Data Validation 	At the <u>\$99 per user</u> per year level At the <u>\$99 per user</u> per year level At the <u>\$99 per user</u> per year level At the <u>\$99 per user</u> per year level At the <u>\$99 per user</u> per year level At the <u>\$99 per user</u> per year level At the <u>\$99 per user</u> per year level At the <u>\$99 per user</u> per year level At the <u>\$99 per user</u> per year level At the <u>\$99 per user</u> per year level	Yes. Included Yes. Included Yes. Included Yes. Included Yes. Included Yes. Included Yes. Included Yes. Included Yes. Included Yes. Included
<u>Analytics--Real-time and including:</u> <ul style="list-style-type: none"> · Multiple Pre-created Reports for Sales, Marketing, and Service · Real-Time Reporting · Unlimited Custom Reports · Custom Report Formulas · Custom Conditional Highlighting 	At the <u>\$99 per user</u> per year level At the <u>\$99 per user</u> per year level At the <u>\$99 per user</u> per year level At the <u>\$99 per user</u> per year level At the <u>\$99 per user</u> per year level At the <u>\$99 per user</u> per year level	Yes. Included Yes. Included Yes. Included Yes. Included Yes. Included Yes. Included
<u>Insurance Pipeline Reports</u> <ul style="list-style-type: none"> · Track Pending and Current Insurance Sales · Run Reports Showing Target Premium Pending and Closed during any Timeframe 	No No	Yes. Included Yes. Included
<u>Sales</u> <ul style="list-style-type: none"> · Territory Management · Mass Quote capabilities · Account and Opportunity Team Selling · Revenue and Schedule Management · Product Catalog · Customizable Forecasting 	At the <u>\$1500 per user</u> per year level At the <u>\$1500 per user</u> per year level At the <u>\$1500 per user</u> per year level At the <u>\$1500 per user</u> per year level At the <u>\$1500 per user</u> per year level At the <u>\$780 per user</u> per year level	Yes. Included Yes. Included Yes. Included Yes. Included Yes. Included Yes. Included
<u>Marketing</u> <ul style="list-style-type: none"> · Campaign Management · List Management 	At the <u>\$780 per user</u> per year level At the <u>\$1500 per user</u> per year level	Yes. Included Yes. Included
<u>Compliant follow-up letters</u> <ul style="list-style-type: none"> · For Life and Annuity Agents · After-Client Meetings and Making Product Sales 	No No	Yes. Included Yes. Included
<u>Analytics</u> <ul style="list-style-type: none"> · Customizable Dashboards 	At the <u>\$1500 per user</u> per year level	Yes. Included
<u>E-Mails</u> <ul style="list-style-type: none"> · Mass emailing · E-newsletter system (with tracking) · E-newsletters to send out 	At the <u>\$780 per user</u> per year level No No	Yes. Included Yes. \$250 a year extra Yes. \$250 a year extra
<u>Customer Portal</u>	At the <u>\$780 per user</u> per year level* *additional cost per customer	Yes. \$25 per customer per year* *Includes ability to upload documents

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<u>Content Management</u> · Document/Presentation storage/sharing	At the \$780 per user per year level* *\$420 additional cost per user per year	Yes. Included
<u>Basic Sharing</u> · Account-Based Security · Record-Level Security	At the \$780 per user per year level At the \$780 per user per year level	Yes. Included Yes. Included
<u>Advanced Sharing</u> · Field-Level Security · Profile-Based Security · Opportunity-, Lead-, and Case-Sharing Controls · Delegated Administration · Multidepartmental Administration · Custom Object-Sharing Controls	At the \$1500 per user per year level At the \$1500 per user per year level At the \$1500 per user per year level At the \$1500 per user per year level At the \$1500 per user per year level At the \$1500 per user per year level	Yes. Included Yes. Included Yes. Included Yes. Included Yes. Included Yes. Included
Double Opt-In E-Mail/Landing Page system	Not available	Yes. \$250 a year extra

-To buy options so you can accomplish the following six uses at Salesforce.com for just two employees would cost your business **\$3,000 a year. With The 4orce, the cost would be **\$500** a year. Again, there is no comparison when it comes to providing usable software at a sensible price.**

Why do most businesses buy CRM programs?

- 1) To become more organized
 - use a calendar and task system that is interactive between employees in a virtual environment
- 2) **To have a systematic follow-up system to drip on leads and clients in an effort to generate more sales**
- 3) Track the productivity of marketing campaigns
- 4) Setup a permissions tree to allow different employee access to selected areas of data/information
- 5) Track the productivity of employees
- 6) To save documents and correspondence on an outside server

Why else should businesses buy CRM programs? To **AVOID LAWSUITS!**

-The 4orce was specifically designed to help professionals **avoid lawsuits**. We live in a very litigious society. Professional negligence can have a very long shelf life due to the tolling of the statute of limitations to a time when the client should have reasonably known of the negligence.

For example: An insurance agent could sell a life insurance policy 4-6-8+ years ago and still have a lawsuit filed for negligence today. It is vital to have copies of all correspondence with clients. In the age of e-mails, far too many e-mails are being deleted and not kept in a file for future use.

-With a **The 4orce** CRM system, you can send all important e-mails to clients and have them and any attachments kept in the CRM system basically forever. Additionally, **The 4orce** CRM program is the **ONLY program in the market** that provides to users **pre-drafted full disclosure follow-up letters** that can be sent or e-mailed to clients when discussing or making sales of life insurance or annuities. This aspect of **The 4orce** CRM is enough reason to purchase the program.

-Thank you for comparing **The 4orce** CRM program to **Salesforce.com**. We hope you believe like we do that there is **no comparison** and that **The 4orce** is a must have to help you **protect** and **grow** your business.

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