



Order Form

The 4orce CRM program is being brought to you by TriArc Advisors, LLC (with the support of ECA Marketing). We thank you for your order of what is the most user friendly and powerful CRM program in the industry today.

_____ **\$500** for year one for **two users** _____ **\$1,000** for year one up to **seven users**
_____ **\$1,500** for year one for up to **twelve users** Please put an **X** next to the pricing model you desire.

_____ I would also like to order the **upgraded e-newsletter system** that comes with newsletters to send out (two per month) at a cost of **\$250** per year (flat fee no matter how many users). If you do NOT want the core CRM program and ONLY want the e-newsletter system, please put **\$500** on the line to the left (which is the cost if you buy the e-mail system only).

_____ I would also like to order the **double opt in e-mail/landing page system** so I can create landing pages on the web for people to fill out forms and submit at a cost of **\$250** a year (flat fee no matter how many users). If you do NOT want the core CRM program and ONLY want the double opt in e-mail/landing page system, please put **\$500** on the line to the left (which is the cost if you buy the opt in/landing page system only).

_____ I agree to pay a licensing fee to use the software in an amount of \$ _____ **a year (fill in the appropriate amount).**

_____ I work with **ECA Marketing** and would like access to **The 4orce** for **FREE**. I understand that I have a **production requirement** to keep access to the software for free. I agree to place \$250,000 of fixed annuity premium through ECA (www.ecamarketing.com) (\$10,000 of target premium for life insurance sales will suffice). I agree to become licensed with at least one insurance company through ECA within 15 days of signing this agreement.

I understand and agree that if I do not get licensed through ECA with an insurance company within 15 days of this agreement and if I do not place \$250,000 of fixed annuity business with ECA (or \$10,000 of target life premium) within six months of obtaining access to the software, I authorize **TriArc Advisors, LLC** to charge my credit card for the appropriate amount of money based on my requested access listed above. If I choose to pay for the software, I am agreeing to pay the fee and be setup with annual billing. I understand that I will automatically be billed every year unless I send an e-mail to info@the4orce.net indicating that I want to cancel my subscription.

Name _____

Organization _____

Address* _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Payment to Accompany Form: Credit Card Total \$ _____ 3 digit CC ID _____ Exp. Date: _____

Credit Card Payment Options: Visa Card Number _____

Return completed education registration form and payment to: info@the4orce.net or 3260 S. Lake Shore Dr., St. Joseph, MI 49085. Fax: **313-887-0532**. Phone: 269-216-9978. *The address above needs to be the billing address for the credit card.

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

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. TAKE A LOOK AND COMPARE!

Cost Comparison

Salesforce.com has the following pricing models:

-Group Edition	\$99 per user per year
-Professional Edition	\$780 per user per year
-Enterprise Edition	\$1,500 per user per year
-Unlimited Edition	\$3,000 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, and template follow-up letters).

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.

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-It was built and designed to be a consumer-friendly product and priced at a point to **encourage all businesses to get on board.**

	<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	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 <u>\$780 per user</u> per year level* *\$420 additional cost per user per year	Yes. Included
<u>Basic Sharing</u> · Account-Based Security · Record-Level Security	At the <u>\$780 per user</u> per year level At the <u>\$780 per user</u> 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 · Multi-departmental Administration · Custom Object-Sharing Controls	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>\$1500 per user</u> per year level	Yes. Included Yes. Included Yes. Included Yes. Included Yes. Included Yes. Included

-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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