

BENEFITS

INCREASE CONVERSION

TouchConvert™ is a high impact sales tool that gets your sales team and products noticed – shorten your sales cycle and boost sales volumes.

MARKET INTELLIGENCE

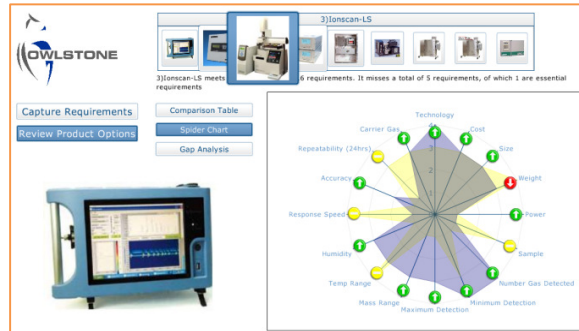
As customers define features, requirements and relative importance, your sales team can drill down on reasons and implications to refine and improve the sales message for the future.

REDUCE OBJECTIONS

Turn 'push' into 'pull'. Instead of telling your customers why your product is right for them and meeting a series of objections, let them define what they need. You are now comparing how your product fits their 'real' need and the objections will evaporate.

USE EVERYWHERE

TouchConvert™ can be embedded into Power Point presentations for sales visits, used on your website; it can even be integrated into pdf documents to make interactive, unforgettable marketing and sales collateral.



Customized and branded version of TouchConvert™ for Owlstone Nanotech Inc, gas detection products



"TouchConvert™ makes us and our products stand out from the crowd. Our sales teams love it and the great thing is that it is great for the bottom line"

Billy Boyle – Co-founder, Owlstone Nanotech Inc

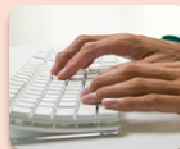
- TouchConvert™ is an interactive sales tool that is customized for your company and your products; it allows your sales team to work with customers to better understand their requirements, differentiate your product offering, and convert more sales.
- Instead of pitching a 'boxed solution' in sales meetings TouchConvert™ engages your customer and allows them to interactively define their requirements. They can quickly and easily compare this against the capability of your products to help them make faster buying decisions. Getting their input in the requirements capture process dramatically reduces objections and shortens sales cycles.
- TouchConvert™ is based on Flash technology, which offers an unprecedented degree of high impact interactivity. Forget about static Power Point presentations, with TouchConvert™ sales meetings will have an unforgettable 'sizzle' that will keep you and your products ahead of the competition.

Start growing your sales today with TouchConvert™



DOWNLOAD

Download the features and products template from the Acaso analytics website.



COMPLETE

Complete the template with your features, performance categories and product data and email it back to Acaso analytics.



REVIEW

We'll create, free of charge, a customised and branded trial version of TouchConvert™. This is posted online for your review.



SELECT

Once satisfied with your copy of TouchConvert™ you select the deployment package that best suits your requirement and budget.



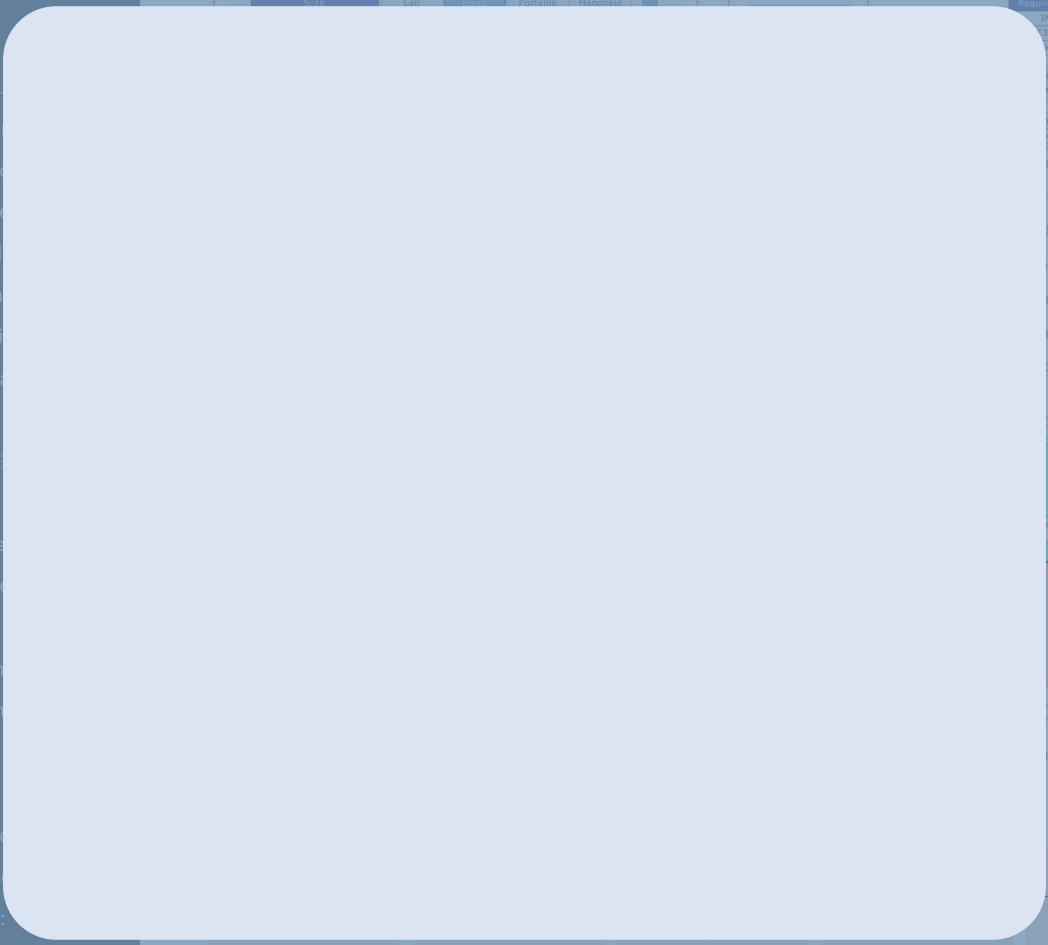
DEPLOY

Start converting more sales with TouchConvert™ in sales meetings and high impact marketing campaigns.

Using TouchConvert™ in your sales process

Feature	Requirement				Essential Requirement?
Technology	FTIR	IMS	FAIMS	MS	<input checked="" type="checkbox"/>
Cost	<£100,000	<£50,000	<£30,000	<£10,000	<input checked="" type="checkbox"/>
Size	Lab	Field	Portable	Handheld	<input type="checkbox"/>

Requirement	2)Prosenity-IMS	3)Prosenity-IMS
IMS	IMS	<input checked="" type="checkbox"/>
<£30,000	<£50,000	<input checked="" type="checkbox"/>
Field	Portable	<input checked="" type="checkbox"/>
0kg	<10kg	<input checked="" type="checkbox"/>
00W	<2kW	<input checked="" type="checkbox"/>
All	Gas/Liquid	<input checked="" type="checkbox"/>
1	<10	<input checked="" type="checkbox"/>
ppm	<10ppb	<input checked="" type="checkbox"/>
pm	100%	<input checked="" type="checkbox"/>



INTERNAL RESELL

When the sales meeti
your customer can ac
TouchConvert™ online
themselves and resell
product offering to oth
stakeholders and deci
makers in the organiz

STANDARD MESS

TouchConvert™ is an
tool to standardize the
message and teach ne
members of the sales
works in generating m
business and selling n
products.

For more information
our products or servic
visit us on the Web at:
www.acaso-analytics.co.uk

duct 'Comparison Table' to
and the customer's total
particular feature of a product
ent outlines the overall fit.
es team to quickly select
the customer need. You can
or products to highlight the

Good
Fair

ner to compare features, for
ects simultaneously.

TouchConvert™
Enterprise

Submit the features template and we'll create a fully functional, customised trial version, free of charge.	Acaso Analytics hosts a full version of your customised TouchConvert™ sales tool on our server. This can be accessed online in sales meetings and linked to from your website.	You receive a full copy of the customised TouchConvert™ sales tool, which can be used on your website, embedded into Power Point presentations and even into pdf sales literature.	In addition to receiving a full version of TouchConvert™ Complete you can update any feature or product data for one year. You will also automatically receive upgrades.	Acaso Analytics also supports a range of customised support and service packages, including custom layouts, narrated ScreenCast sales scaling.
£0	£79.99 per month	£799.99	£969.99	please contact sales

You could be making a return on investment with only a small number of additional sales. Visit the online 'Investment Return Calculator' to calculate just how valuable TouchConvert™ could be to your business.