



Making Technology an Asset for Your Business.

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318.323.2467



# Marketing Assistant

**Add this COMPAS Commander Module to your marketing strategy & watch your business grow!**

What if you had a staff member who produced and then faxed or emailed as many product price quotes as you wanted, at any frequency you wanted, and no clerical errors were ever made? The new **Marketing Assistant** module, an option for COMPAS Commander, will do just that. COMPAS Commander can become a powerful marketing tool with the addition of the Marketing Assistant module.

Put your company and your offer in front of every customer you have at any frequency you want—daily, every other day, weekly, monthly, whatever. *And*, if you have fax numbers and/or email addresses for companies whose business you'd like to gain or increase, you can send them price quotes too! *A recipient company does not have to be an existing customer in order to get Marketing Assistant price quotes.* This is how Marketing Assistant can potentially increase your sales, plus enhance commercial, industrial and ag account loyalty to your company.

Any product you sell—*not just fuels*—can be quoted through Marketing Assistant.

**What changes to your IT infrastructure need to be made?** You will need a fax modem. The Windows Server operating system has built-in fax software and email send/receive capability.

## Example of a Marketing Assistant price quote:

COMPAS Demo Company, Inc.  
235 Information Hwy.  
MONROE, LA 71201  
(318)323-2467

1700  
LA BONTE BROS CONSTRUCTION  
448 W CINEMA  
PORT GIBSON  
MS 39150

1700  
LA BONTE BROS CONSTRUCTION  
448 W CINEMA  
PORT GIBSON  
MS 39150

Good From: Thursday, October 01, 2009 6:00:00 AM  
Good Thru: Friday, October 02, 2009 6:00:00 AM

Code	Description	Price	Tax	Freight	Total
1-2000	PLUS89 GASOLINE	2.1195	0.36400	0.04500	2.5285

Did you know that we offer special terms for fuels that you commit to buy on a contract basis? Call Rhett at 318-323-2467 and ask about our contract sales!

Need lubricants? The COMPAS Demo Co. can supply several major quality brands of lubricants at great prices and in any container you need (bulk, pails, drums, packaged). Call Lulu at 318-323-2467 and talk to her about our great lubricants programs.

Other than a fax modem, no additional external hardware devices need to be employed. The “sent” email price quote will go to the Sent box of the Microsoft Outlook account of your employee who handles the Marketing Assistant module; faxed quotes are archived by the Windows fax driver software. In these ways, all price quotes get archived.

The various quote cycles (daily, weekly, monthly, etc.) are entirely user-defined. You can create as many different cycles as needed, and then assign a cycle to a recipient.

More than one person at a recipient company can receive your quotes. Quotes can be sent to individual recipients by fax and/or by email.

For companies to which you are quoting fuels, you choose the racks that you want to be included in the system’s best-buy calculation. This means you can define each quote recipient company’s allowable racks by brand and geographic area.

Pictured below is an example of a Marketing Assistant price quote. This example shows the unit cost, all taxes, freight and a delivered unit price. However, other formats are available. The simplest format only shows the current rack price. Another format will show tax and freight combined into one number, with the total delivered unit price displayed.

Marketing Assistant comes with a content editor. Besides being able to control the display of delivered prices, you can control the content of text messages within the price quotes.

Don’t overlook the advertising and promotional vehicle Marketing Assistant offers you! Price quotes can carry up to two sections of free-form text comments—perfect for reminding customers and would-be customers about your special offers and programs.

Marketing Assistant can be added to any COMPAS Commander system. System prerequisites are that you must be storing fuel supplier rack prices in the Vendor Price Maintenance program and that you must be using the Customer Price Maintenance program to control your markups for sales.