

MarketingBuilder™

#1 selling employee
policy software.

Source: PC Data 1996

WIN MORE CUSTOMERS WITH SOPHISTICATED MARKETING TOOLS AND TECHNIQUES

"It's the best tool I've invested in during my career. Every marketer owes it to themselves. Better than any seminar or research study."—Deborah Schall, Long Beach, CA

Create
Profitable
Sales &
Marketing
Plans

Marketing
Builder

Complete Sales & Marketing Planning,
Implementation & Analysis Software

HIGHLIGHTS

- Covers all key areas of marketing and sales
- Launch effective advertising and direct mail campaigns
- Analyze your market, customers and competitors
- Implement sales promotions, merchandising and trade shows
- Track and analyze your results to maximize the return on your marketing investment
- Dozens of expert strategies and planning tools to create profit-generating marketing programs
- On-screen guidance and advice from respected marketing professionals
- Easy-to-customize reports, spreadsheets, and templates that will save you time and money

WIN CUSTOMERS & BUILD SALES

If you run a small or medium-sized business, this may be your best chance to achieve the level of marketing savvy to compete effectively against larger companies with more people and resources devoted to marketing. MarketingBuilder™ provides the experience and tools for smart, efficient and controlled marketing programs as well as the tools you need to execute them.

IF IT'S YOUR JOB TO BUILD SALES

You'll find numerous customized spread-sheets, documents, schedules, forms and reports—everything a smart entrepreneur or marketing manager needs to make informed decisions, create and run a successful marketing campaign and build sales. Guidance from industry experts gives you valuable tips and insights on each document and spreadsheet. Learn "how to" as you go with these helpful hints and advice—built-in to the documents and spreadsheets—so you can optimize your marketing and sales investment.

PLAN, DEVELOP, TRACK & ANALYZE

Use MarketingBuilder's customized spreadsheets to project and track sales for all your marketing, advertising, and direct mail programs. Stretch your marketing dollars by monitoring the effectiveness of each campaign—just plug in costs and revenues. Unique tracking tools help you analyze results to maximize the return on your marketing investment.

Our comprehensive reference guide includes the *Marketing Manager's Survival Guide*. With MarketingBuilder, you can find out how the pros develop effective advertising, promotions, direct mail, public relations, sales literature, and other marketing activities.

NO NEW PROGRAMS TO LEARN

MarketingBuilder is easy to use and works with your own familiar spreadsheet and word processing software. Just turn on your computer and choose from dozens of powerful documents, spreadsheets, checklists and templates:

Marketing Analysis

- Model Market Analysis
- Break-Even Analysis
- Competitive Comparison Matrix
- Launch Activities Time Table
- Marketing Budget
 - Advertising
 - Direct Mail
 - Literature
 - Public Relations
 - Reseller Merchandising
 - Trade Shows
- Calculate the Future Value of a Customer

Marketing Communications

- Model Marketing Communications Plan
- Advertising Schedule
- Ad/PR Agency Selection Matrix
- Collateral Planning Matrix
- Direct Mail Analysis
- Sales Source Code Master List
- Trade Show Budget, Schedule & Checklist

Sales

- Sales Forecast
- Model Sales Plan
- Sales Commission Forecasting & Record
- Detailed Product Sales Forecast & Analysis
- Print, Radio, TV & Alliance Sales Tracking
- Sales Source Summarization & Analysis
- International Marketing Priority Analysis
- Sales Contest Planning & Analysis
- Retail Pricing Calculator
- Sales Promotion Development & Analysis

MarketingBuilder™

WHO USES IT

- Business Owners
- Marketing Managers
- Product Managers
- Entrepreneurs
- Sales Managers

"We don't have the resources to afford a marketing staff. It's a one-man show here, and I'm it. MarketingBuilder gives me the tools to plan, execute and measure the effectiveness of our programs. Now I feel and look like I have a staff of experts. Thank you."

—Andrew Morse, Marine Conservation Institute

SYSTEM REQUIREMENTS

- Windows® 95 / 3.1 running on any 386 PC or higher with 4MB RAM, 4MB Disk Space Microsoft Mouse or compatible pointing device (recommended)
- Macintosh running System 6.0 or later; 1MB RAM, 4MB Disk
- Provided on 3.5" diskettes

PRODUCT COMPATIBILITY

- Works with most Windows & Macintosh wordprocessing programs Microsoft Word, WordPerfect, ClarisWorks, Microsoft Works, Ami Pro, Professional Write, MacWritell, MacWrite Pro, WriteNow, Lotus WordPro 96
- Works with most Windows & Macintosh spreadsheet programs Microsoft Excel, Lotus 1-2-3, Microsoft Works, ClarisWorks, Quattro Pro

SERVICE & SUPPORT

- As a registered MarketingBuilder user, expert technical support is FREE. You can also visit JIAN's website at www.jianusa.com to download product updates, request technical support, obtain other product information and locate local business experts.



CONSULTANTS, ATTORNEYS, ACCOUNTANTS IN YOUR AREA

We've built a network of business experts who are eager to help you when you need it. They can review your work, make suggestions, handle unique situations and provide extra support. On our website you can search by expertise and location, then e-mail or jump straight to their website. They're in your area and you can contact them directly.



ONGOING UPDATE SERVICE KEEPS YOU CURRENT

Things change, laws change, the world changes — new ideas come along all the time. When you register, you can access our website to get updates and changes, like new and improved spreadsheets and documents.

HALF A MILLION SMALL BUSINESSES, 300 OF THE FORTUNE 500 COMPANIES, AND HUNDREDS OF COLLEGES AND UNIVERSITIES USE OUR SOFTWARE

The word Jian (jee' on) means the master of *every* art — what it takes to run a successful business today. JIAN is a contemporary American software publisher. For nearly 10 years, we've specialized in developing time-saving software tools for important business projects. We've researched a variety of sources to gain valuable knowledge and the best practices to develop software for building a business quickly and efficiently. We commissioned CPAs, consultants, attorneys, and other experts to help us develop our content. Then, together, we engineered their materials, insights, and experience into tools you can use to build your business. You'll benefit from what we've learned from the feedback and suggestions of thousands of successful users throughout the years.

Other titles include:

- AgreementBuilder™
- BizPlanBuilder®
- JIAN BusinessBasics™
- EmployeeManualMaker™
- LivingTrustBuilder®
- LoanBuilder™
- PublicityBuilder™
- SafetyPlanBuilder®



Powerful Software
to Build Your Business™

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