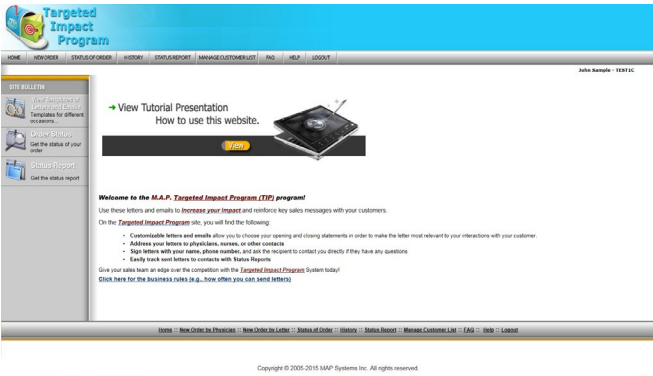


The **M.A.P. Targeted Impact Program (TIP)** was designed and developed to give your Sales Team an edge over the competition in the field.

Using this follow-up tool gives a competitive advantage by helping you to make *YOUR* mark by sending personalized letters and/or emails to physicians and other healthcare professionals that reinforce key sales messages!

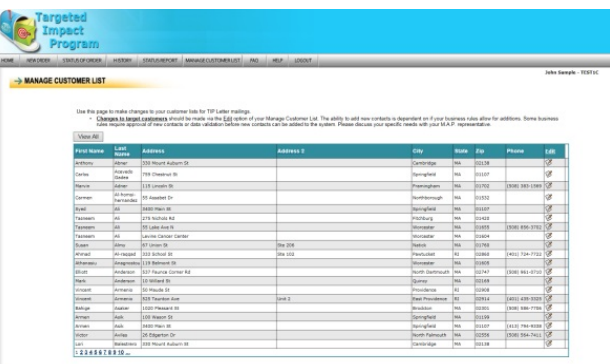
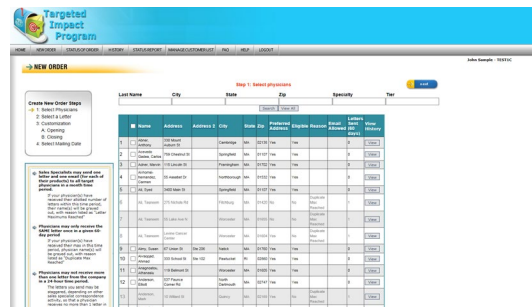


What is the importance of following up after a sales call?

- ❖ Builds Trust
- ❖ Proactivity Heads Off Concerns
- ❖ Creates Goodwill
- ❖ Results in More Sales

According to followupsuccess.com, “If you are in a market with heavy competition, you are literally able to eliminate your competitors by simply following up”.

M.A.P. TIP can host a multitude of brands, with specific, compliant letter and/or email communications for each brand, with the option to include various enclosures & attachments. This versatility provides Sales Representatives with the ability to customize the communications based on their Healthcare Professionals’ needs.



With the ability to be accessed from ANY internet-enabled device, your Sales team can place **TIP** orders from ANYWHERE – even before making their next sales call!

The **M.A.P. TIP Manage Customer List** feature allows you to monitor your primary HCP record and update their information as necessary and maintain the most current, actionable data!

Key Benefits:

- Ease of use
- Access from multiple platforms
- Increases Compliance
- Offers Flexibility
- Supports Multiple Brands/Sales Forces
- M.A.P. Help Desk Support
- Customizable Usage Protocols
- Keeps Track of Follow-Up Activity
- Reinforces Key Sales Messages
- Supports Multiple Enclosures
- Efficient Delivery of Correspondence
- Saves Time So You Can Stay Focused on Your Goals

