



*the selling force
in advertising*

For Account Executives

Imagine spending more of your time doing what you do best – selling! adSails is the tool that can get you there. It has powerful, built-in features that are customized to your job. They'll help you establish, meet, and exceed your goals. adSails makes your life easier by eliminating paperwork and making the sales process more efficient. It makes proposal and order generation a snap. And it helps you search your contacts so you can quickly find clients based on demographic interest, business type, advertising goals, or even custom search fields. Designed specifically for account executives, adSails is the ultimate sales tool.

Global Application

Account Management

Integrated Contact/Call Management

Pitch-Close-Traffic Order Generation

Order Management

Sophisticated Rate Structure

Avails Clearance Indicator

Professional Proposals

Reports

Production Orders & Storyboards

Copy Library and Instructions

Traffic Interface

Research Interface

Live Technical Support

- adSails is a single solution for selling advertising
- Store every relevant piece of information for your business
- By using only one application, you enter information once (single-point data entry)

- An electronic file cabinet for your accounts
- Relational structure describes the complexity of client/agency/rep firm associations
- Searchable client profiles for lead generation
- Account status indicator protects key accounts
- Regional masterlist

- Reliably tracks your activities as you use the program's time-saving features
- Iron-clad paper trail includes proposals and contracts, correspondence, and cold calls
- Generate monthly, weekly, and daily planners as well as comprehensive sales activity reporting
- Make sure clients don't fall through the cracks

- Single-point data entry allows you to build a schedule once—then print it as a proposal for the client, a contract to close the deal, and an insertion order for traffic
- Rate card is written into the program, making order generation even easier

- Order management allows you to see where an order stands in the approval pipeline
- Transparency among AEs, managers, business departments, and traffic

- adSails can automatically change rates without taxing your arithmetic
- Acquire complex multi-geography rate information quickly

- View business-critical inventory information as you enter order lines
- Drill-down feature allows you to review inventory 13 weeks into the future

- Choice of professional proposal layouts gives you flexibility in the level of detail
- Email proposals as PDFs
- We make you look good in front of your clients

- Integrated data structure allows for one-click reporting
- Billing projections
- Sales and Pending reports
- Weekly activity reports

- Simple production order form; single location for storing scripts and storyboards

- Provides accountability; ensures that the correct ads run
- Copy group system handles even the most complex instructions

- Electronic export (EDI) to traffic reduces errors
- Eliminates data entry for traffic so that they can monitor exceptions

- Import quantitative ratings information
- Store qualitative research in "Qualitative Library"

- 90% of all tech support calls are handled live