

Telephone Dialog

Basic Information

Basic information regarding customers is defined **by what and when** they purchased our products and services. Examples are the best way to explain **what and when** they purchase items:

If these customer codes are listed by Code A: or Code B:, then these will be the best answers or the lead in which to discuss **what and when:**

1. EMS, EMP, JMP are all related to original products from the 1970's and stand for EMS, equipment management system; EMP, equipment management program; or JMP, job management program.
2. MMM, M3Power, "M Cubed", the M3 program are all related to original products from the 1980's to present. MMM, master maintenance management, M3Power is the same, and M3 or "M Cubed" program is the same as well.

Current products are referred to as:

"Software By The Sea"
maintenance management
asset management
resort management
facility management
landscape management
equipment management
biomedical management
clinical management

3. If any CODE A or CODE B starts with the letter "C" then it is one of the types of older customers that have purchased programs, products, or services.
4. Early codes with C1, C2, C3, C4, C5, or C6 could be any software program or telecommunication product.
5. If any CODE A or CODE B starts with a "P" then it is a preferred customer and they may have acquired the products or services via one of our many contractors or under a private label of which they may not know that the product originated from our companies. They may know one of these companies that has been referenced by the product or service:

American Medical Resources, Inc.
Biomedical Electronics Services Laboratory
American Computer Resources, Inc.
Medical Engineering Services, Inc.
Softwest Programming, Inc.
American Sterilizer Company, Inc.
Steris Corporation
MediRec Equipment, Inc.
PeachTree
Great Plains
Solomon
MAS90
Indian Software
Many Rivers Software
High Lake Software
Mountain Software
ATI Medical, Inc.
CAMS, Inc.
Serving Software, Inc.
AMT Software, Inc.
HBO Software, Inc.

American Services Resources
TTMG, LLC
VQMG, Inc.

(Many of the above referenced companies have had or have now license to sell our product(s).

Business By The Sea

(the company operating under TTMG, LLC) (currently the only provider and sells the licenses to companies for resale and to end user companies with their name on in, hence, "PRIVATE LABEL".)

The current product name:

"Software By The Sea"

Applications:

Maintronix.com = application

Resortronix.com = application

Landtronix.com = application

Biomedtronix.com = application

PM Angel.com = application

Betternomics.com = development and library

Omeganomix.com = tool kit (code free)

Please refer to the brochures for details on these products.

NOTE:

Many software products have been PRIVATE LABELED that are the source of the products created by Software By The Sea and previous names as mentioned before. These PRIVATE LABEL products were sold in the quantities of 500, 1000, 5000 and bear the name of:

Softwest Programming
American Services Resources
Tarzian Technology and Marketing Group, Inc.
Venture Quest Marketing Group, Inc.
Business By The Sea
Software By The Sea

Usually located inside the software code of the product and not on the outside.

Telephone Calling Script

1. Hello, this *is* "YOUR NAME, I represent (Business By The Sea)", can you connect me with "NAME OF CUSTOMER" or the "DIRECTOR OF FACILITIES" or the "VP OF OPERATIONS" or the "Purchasing Department?"

Note: REMEMBER – **DO NOT WORRY** ABOUT MEMORIZING ANY OF THIS DIALOG. It will become like the back of your hand as time progresses. Those items in italics that are underlined are the basic communications you might have with the client.

2. CUSTOMER responds with– "WHY ARE YOU CALLING?"
3. "I am calling to find out how you are doing with one of our products or services" (see above information).

Remember: after using the above script, and you have acquired the name of the decision maker, telephone number to contact, and the best time for followup to discuss in details how we can help them in their quest for "cost containment, maintenance avoidance, improved productivity, revenue enhancement" you will need to let them know you will return a call with more information based on what questions they ask you that need attention.

Below lists those products purchased by our customers. You do not have to list these to the customer, but use them in conversations with the customer.

Remember the acronym, "**FORM.**" Ask about FAMILY, ORGANIZATION, RECREATION, and MODE of Operandi.

?are they married,
?do you have any children?

?what do they do on their job?

?what do they do for recreation?

?what drives you to do what you do,

?how do you get to work,

?when and where did you graduate from school?

MOST QUESTIONS ABOUT PRODUCTS WILL BE CENTERED ON "EQUIPMENT MAINTENANCE."

- A. "Have you used the EMP, EMS, or JMP before?"
- B. "Have you used the MMM, M3Power, or more commonly referred to as the M-Cubed program?"
- C. If the CODE A or B has these codes they may have:
 - CCW Cousteau Watch a deep sea diving watch
 - CQC Gooley Chair a lounge chair
 - CBBTS Business By The Sea Yacht Club Member
 - CBBTSG Business By The Sea Yacht Club Guest
 - PXXXXX something means they are preferred customer
 - C0 An early customer for Software Development
 - C3HEMS a maintenance software customer
 - C464K apple computer software customer
 - C5MAG Magic software customer
 - CCL Caffe Latte Coffee House that purchases coffee
 - CEBAY eBay customer
 - CEM Excellence Magazine customer
 - CLF Life Force health products customer
 - CNEXTEL Nextel cell phone customer
 - COFFSITE Offsite Data Management customer
 - PXXXX preferred customer for many products
 - AXXXX preferred customer B4 1992
 - PCM preferred customer for Coupons Man
 - PCK preferred customer for Coupons King
 - P3, P4, P5, P6, P7 preferred customers for our suite of "Software By The Sea."

Remember: Many software products are "PRIVATE LABELED"

Have the names of other software providers on the manuals and the distribution documentation.

4. Do you use the "PRODUCT LISTED BY THE CODE A or B"?
You do not have to read these off to the party that you are speaking with. But most of the time the customer is not aware of the product name of which they are using. It may take 2 or more phone calls to establish a relationship with the party or customer. Remember the acronymn, "FORM." Ask about FAMILY, ORGANIZATION, RECREATION, and MODE of Operandi.
5. "Who is the decision maker in your organization?"
6. At this juncture, you should ask the person you are talking with and get their name. Get familiar with who they are, what department they work in, and you should ask what position they have there and who they work for....
7. Make sure you take notes as to whom you are talking with and what their telephone number is.
8. Then you can go into what they do at the company you are calling.
9. Develop a relationship by asking the basic information:
 - a. How long have they worked there?
 - b. Do they remember the product or service Listed above.
 - c. Do they have a work order program?
 - d. What is the name of the product they use now?
 - e. Are they happy with the product?
 - f. Would they be interested in getting a upgrade To the product or looking at our newest products.
 - g. How many maintenance workers are there?
 - h. How many work orders do they enter daily?

i. Do they do Preventive Maintenance work orders?

j. BIG QUESTION:

1. "If you could show them a way to enter and close work orders WITHOUT a computer, would they be interested?"

2. Direct them to:

www.workorderangel.com

www.havespeech.com

www.ohmandi.com

and oh by the way

www.doyoudrinkwater.com

10. Then get a little info as to how they dial telephone numbers
At work or at home.

11. Find out if they are interested in getting REFERRAL FEES
when they bring new customers to you.

12. Ask some basic questions:

a. Do they have customers they talk to in the USA?

b. Do they have relatives and friends they talk to in
the USA and out of country?

13. Most important, ask them if you can call them at home or at
the office for followup.

14. Ask if you can send info to them regarding our new products?

Keep in mind, if you do not ask the questions and get them to upgrade or take a look at new products or services, then someone else will. This is what is called not exercising your right to determine what it is that the customer needs to in order to SAVE MORE MONEY and BECOME MORE PROFICIENT AT THEIR JOB. The the natural byproduct of your helping this customer puts in place a higher level of "OWNERSHIP" and "EMPOWERMENT."

Product Listing

These are some of the products that you need to relate to the customer today:

EMP = Equipment Management Program 1979

EMS = Equipment Management System 1983

JMP = Job Management Program 1984

MMM = Master Maintenance Management 1987

M3Power = MMM Development Software Tool 1996

MMMworks=MMM Tool Set for multiple disciplines

Omeganomics www.omeganomics.com

Basicnomics www.basicnomics.com

Betternomics www.betternomics.com

Maintronix www.maintronix.com

Landtronix www.landtronix.com

Biomedtronix www.biomedtronix.com

Resortronix www.resortronix.com

CMMSworks (computerized maintenance management system works) www.cmmsworks.com

WorkOrders (online sample of work orders)
www.workorders.us

CCW = cousteau watches www.cousteauwatches.com
(NOTE: CURRENTLY OUT OF STOCK)

CQC = gooley chair www.gooleychair.com

Work Order Angel www.workorderangel.com

PM Angel www.pmangel.com **Preventive Maintenance**

HVAC heating ventilation & air conditioning
www.hvacangel.com

SpeechPhone www.ohmandi.com
www.havespeech.com
www.justsaymandi.com
www.thewayitshallbe.com

Refinance & Loans by Eazylend www.eazylend.com

Business By The Sea Yacht Club www.bizbythesea.com
www.businessbythesea.com

Garage Queen "sell your junk online with an email"
www.garagequeen.com

Elephant Brains www.elephantbrains.com

Single Source USA www.singlesourceusa.com

Holiday For Me www.holidayforme.com

Advertising Circuit www.skyadman.com
www.couponsking.com
www.couponsqueen.com
www.intheskyusa.com
www.charliebrowna.com

Paid Legal Solutions www.paidlegalsolutions.com

Change your Water...Change your Life!

The "Kangen Water Project" is our flagship product.

www.doyoudrinkwater.com

Our newest software product:

"Software By The Sea" since January 2006 replaces all other software for the generic listing of CMMS.

End.