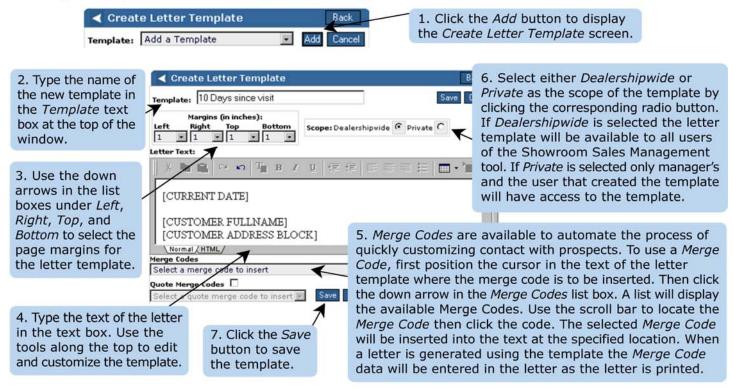


### Showroom Sales Management (ISM) Letter Template Quick Start Guide

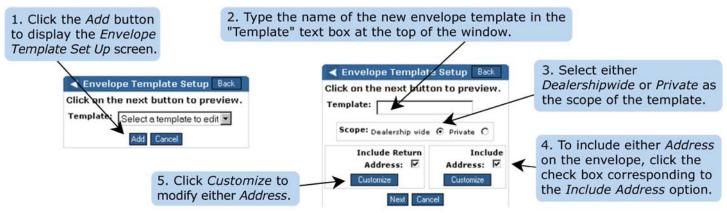
### **1** Add/Edit Letter Templates

*Letter Templates* automate and streamline the process of contacting prospects through printed correspondence. Each letter template establishes a standard or "form" message. To set up letter templates click the *Settings* tab from the navigation bar, then scroll to the *Add/Edit Letter Templates* link.



# **2** Setup Envelopes

Envelope templates can be created to facilitate printing envelopes. To set up envelope templates click the *Settings* tab on the navigation bar, scroll to the *Letter Administration* section, then click the *Set Up Envelopes* link.



Envelopes are customized using a window similar to letters, select margins for the *Addresses* using the list boxes. Enter the text of the address in the text box. Use *Merge Codes* to customize and personalize the envelope template. Click the *Save* button to save the envelope.

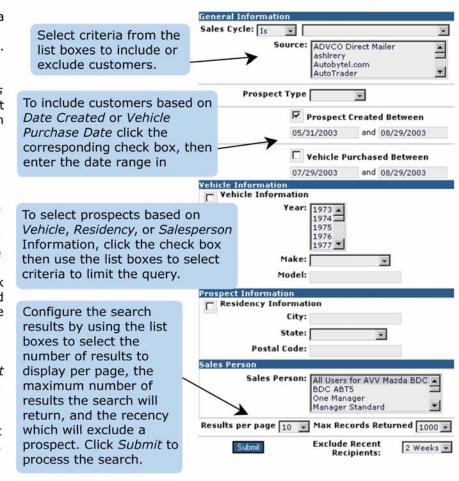
For assistance contact AVV Technical Support at 614-839-7888 or send an email to ismsupport@avv.com

# 3 Mass Mailing

The Mass Mail feature prints an letter for a group of prospects. The group is selected based on criteria from the prospects' profile. To send a Mass Mailing, click the Settings tab on the navigation bar then select the Mass Mailing link. The link opens the Mass Mailing Search Form which is used to select prospects for the mailing. Enter criteria on the query form to select recipients of the Mass Mailing.

The guery results are displayed on the Search Results screen. If the number of customers returned by the search is more than the number displayed per page, the additional pages of records can be viewed by clicking the page numbers or using the Next button. The prospects' names are linked to the Customer Detail window, click the name to view the details. To be included in the *Mass Mailing* the customer must have a check in the box at the beginning of the row. Customers can be checked and unchecked in groups by using the buttons along the top of the screen. Click the Submit button to display the Mass Mailing screen.

On the Mass Maiing screen either create the a new letter as described in #1 or select a template from the list box for the mailing.



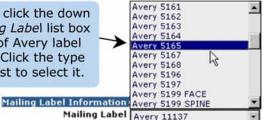
Click Submit	1	✓ Search Results Back							Only customers with checked records will
to continue.	5	Your search returned a total of 434 records. 0 customers were removed for invalid email addresses.           Showing 111 through         1 2 3 4 5 6 7 8 9 10 11 [12] 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28           120 of 434         29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44							
Click the customer's name to view the detail window.		Submit		Check All Uncheck All Check V		Check Visible	Visible Uncheck Visible		receive the mailing. Use the Check/
		Name	Vehicle	Action	Source	s	tatus	Sales Rep	Uncheck buttons to select records.
		Flores	2002 Chrysler		Autobytel.com	U	ик	Two, M	
	>	Patricia For	d 2002 Pontiac G	rand AM 🎯	CarsDirect.com		ought sewhere	Two, M	

# 4 Label Maker

The Label Maker function prints mailing labels using Avery labels. The print labels system works with Microsoft Word or Works to control the print functions. To print labels click the Label Maker link on the Settings screen. This link will open the mailing label query form. Enter criteria to search for the customers for which labels will be printed as shown above in #3.

Click the Submit on the query form to view a report which shows the labels that will not be generated because of problems with the customer's address data and those that will generate labels.

On the query form click the down arrow in the Mailing Label list box to display the list of Avery label product numbers. Click the type of label from the list to select it.



Click the Generate Labels button to display the labels that will print. Print the labels by clicking the print icon, selecting print command on the file menu, or by typing Control (Ctrl) + "P" on the keyboard.

Mailing Label Avery 11137