



Weekly Newsletter

October 16, 2009

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Be a Fan of Xanatek

Contact Information

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Granger, IN 46530

www.Xanatek.com
tech@xanatek.com

Tech Support
800.820.1665

Autopay

Pay your monthly maintenance fee with Visa, Mastercard, American Express or Debit cards. If you are interested in automating your monthly payment contact us

at dburkart@xanatek.com and we'll send you the paperwork!

Events

Want to know where Xanatek will be this year?

Click [Events](#)

Come and see us or send

Tip of the Week!

So, now you have IMS and you're going paperless. You are collecting email address and you want to use them. Well, here's a tip for you. Follow the steps below to be green and save money while your making it!

Before you get started, it is important for you to know that nothing but an email address should be in the email field in IMS. If someone does not have an email address and you would like to make a note to that effect, we suggestion the comments field.

How To Report:

1. Open **Reports** found under tool on the IMS 3 Menu
2. Click the green plus sign to the right of and under the *Clients* bar twice
3. This will create two lines of criteria for your search
4. Leave one line reading "Active is set to Yes"
5. Change the Second line to read "Email greater than" leaving the last line blank
6. This is locate every active client that contains an email address

How To Export:

1. Click the **Export** button at the top of the IMS 3 Report window
2. Click to select *Excel file* (Note: you can only export to Excel if you use Microsoft at your office)
3. *Next* through the export wizard until you come to the screen titled *Columns*
4. Stop at *Columns* to select what information you wish to export into your Excel document (Ex: First Name, Last Name, Company & Email) Also note you can right click to *Unselect all*.

a referral.

5. Continue to click *Next* until you come to the *File Name* screen
6. You can choose to browse to the location you wish to save your email list on your computer or just click *Execute* and it will be saved to your desktop as an *Excel* document titled **Export**

IMPORTANT

If you send out a mass mailings from your home an/or personal email address you run the risk of being blacklisted for appearing to send spam email.

How do we do it? We use an online email source called ConstantContact to send out our newsletters and updates. If you want to check it out, go to www.constantcontact.com

Click [Here](#) to check out our archived Tips of the Week online.

Upgrade Your User Count for 50% off!

Here is a limited opportunity to add to your user count and save money. It's the Xanatek recession buster! Offer expires October 31, 2009.

* Add 1 to 5 users to your total IMS user count and save 50%.

*Add 6 or more and save 25%

Examples:

Upgrade from 1 to 2 users for only \$250
Upgrade from 2 to 3 users for only \$250
Upgrade from 3 to 4 users for only \$250
Upgrade from 4 to 5 users for only \$250
Upgrade from 5 to 10 users for \$400
Upgrade from 2 to 10 \$1725

Contact Xanatek at 800-875-6033 (Sales) or 800-820-1665 (Tech) to place your order before October 31, 2009.

*Must be completed by October 31, 2009 / No payment plans - Must be invoiced in full or paid in full by credit card

*Appropriate monthly fee will be applied to your next month's statement

Announcing Linktomyagent

It's almost here! Xanatek will soon be offering Linktomyagent.com. Simple and

easy to use web forms that will allow customers or prospects to submit quotes, change requests, certificate requests, or general contact inquiries. Once received by you, they can be directly imported into IMS.

Linktomyagent.com will work two ways. A prospect could go to linktomyagent.com and search for an agent by selecting their state, city, and a list of participating agents will be displayed. The second way is a direct link from your website. For example - You can link to linktomyagent.com/youragencypage. Once at your page, your logo and contact information will be displayed.

The customer or prospect can then request a quote for Auto, Home, Life or Commercial. They may also submit a endorsement, request a certificate, general contact inquiry.

The submission data will be emailed to you and a copy to your client or prospect. Once received by the agency, you will have a way to add the information to an existing client or setup an entirely new prospect.

This is just the beginning, if response is good, we will be adding commercial line quote forms and more.

The cost will be \$200 to setup your pages and \$25 a month will be added to your IMS monthly support.

Early Bird Special - Sign up before the October 31st launch and the setup fee will only be \$100!

If you're interested, please contact Brent@xanatek.com

Referral Program

To: All IMS and Image Archiver Users

Re: Referral Fee Program

Make \$100.00 to \$500.00 by telling your friends and associates about us.

As many of you already know, Xanatek will pay you for each lead that purchases Image Management System for insurance and for Image Archiver. We love referrals and I am sure you do too! Below you will find our rules on paying referrals. PLEASE read carefully as I often get calls long after the install asking for the referral payment. We must be able to verify you are the reason the agent purchased or contacted Xanatek.

The key things to remember:

The agent must be NEW to IMS - agents already in our system may not qualify. YOU must have provided Xanatek with the contact information prior to Xanatek contacting the agent.

A referral will not qualify if:

A Xanatek sales representative has already been in contact with them.

We have no way of verifying you were the referring agent.

Another agent has already referred them.

You call many weeks or months after the user has installed IMS and you ask for referral after the fact. (Exception: if we have previous documentation supporting your referral.)

We do our best to track all the leads you provide us. Please contact us with any questions. The best way you can refer someone is to email Brent@xanatek.com
Here are the official rules:

- 1) The lead has to be new to Xanatek. If Xanatek has already spoken to the lead, it does not qualify.
- 2) You have to notify us of the lead. Please call, fax, or email us with the lead info. We must get name and phone number to contact them.
- 3) First come first serve - Sometimes we will have more than one person refer the same agent. We will pay the referral fee to the first agent who tells Xanatek about the lead.
- 4) Paid-in-full - The fee will be paid after their bill is paid.

Here are some additional tips:

Have the lead remind us where they heard about us. In other words, have them tell us that you sent them.

Feel free to ask us how it's going! If you refer someone, we would be glad to keep you informed about the sales process.

Xanatek may change this program at anytime. We also reserve the right to distribute the amount between multiple lead generators when necessary. Amount of referral fee will be set at time of sale and is based upon purchase price paid by the lead.

Thanks and keep referring!

Brent Sheppard

Xanatek Now LinkedIn



Xanatek now has a group on the popular LinkedIn.com. We hope this will help to connect users and facilitate discussion on IMS. A few discussions have been started, but we need more.

To find the Xanatek group:

- Click in the search box.
- Type in Xanatek as the search criteria.
- Change the search type to "Search Groups" (Search People is default).
- Click the "Search" button.

Please feel free to join and share the group with everyone you know. If you have any question or comments please email Brent@xanatek.com

Be a Fan of Xanatek



Xanatek has a fan site on the popular Facebook.com. Join us today.

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Email Marketing by



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