

12 WAYS

FOR YOU TO PROFIT FROM MICRONET 800!

...BY 'TELESOFTWARE' DISTRIBUTION

1 DISTRIBUTE programming hints, tips and utilities your users can 'download' directly from the Micronet service to their own computers. It's simple, speedy and economical for you to provide loyalty-building information in a format they can use and store.

2 OFFER efficient electronic distribution – to dealers and end-users – of software packages you normally sell over the counter. It's a great way to broaden your retail base!

3 SEND information like statistics, planning sheets, address lists – as a datafile – to your branches, outlets or agents. All without paperwork and postage.

4 PROMPT more orders for your software packages by offering free 'tasters' for users to download, experiment, approve – and then BUY direct from Micronet by quoting a credit card number.

...BY DEALER SUPPORT

5 ENABLE your dealers to order your products direct via Micronet, using a Price List Order Form. The immediacy and accuracy make a world of difference to your planning – and to the service you can provide as a result.

6 ENCOURAGE dealers to prepare forecasts and return them to you via Micronet. It's essential information for production and planning. And you receive standard formats that are easily consolidated.

7 PROVIDE standard demonstrations of your products and services for dealer windows or for show-room display. An attention-grabbing sales aid you can change and update whenever you like.

8 EMPHASISE the selling points of your products in detail. Stack up your benefits against the competition. It's an impressive sales presentation on Micronet your dealers can call on as often as they need.

9 DIRECT Micronet users to the local specialist that sells your products. List all your dealers and outlets by region or special interests – this valuable 'directory' for Micronet users is sure to win you new customers.

...BY ADVERTISING

10 PROMOTE your products by listing them, together with add-ons and technical specifications, to keep your dealers – and customers – fully aware of your range.

11 ANNOUNCE new developments and publicity events in good time – direct to the people most interested. Invite customers and prospects to exhibitions and seminars. Keep your users fully in touch with their next step in your product range.

12 DISPLAY new product details and price lists. Highlight special offers with an eye-catching 'ad flash', cross-linked with your full product information.

MICRONET – the shortest distance between you and your market!

Micronet 800 is a new, low-cost service for business, home and educational computer users. It links almost all types of computers, via telephone lines, to a vast database of information, education and games.

It puts your information on a screen in front of **thousands** of Micronet members – people with a declared interest in computers and computer products.

But it also provides business users with their own 'closed areas'. This means you can hold information accessible to authorised users, or send and receive messages and data from your dealer network, for example, or perhaps a sales team.

Micronet software enables users to download programs and data from the system to their own computers. Which means you can transfer important information to your dealers or branches, quickly. It also means public users can buy your software direct from the system and download it with no sales effort from you.

Look through the enclosed brochure and see just how much users get from the system – then you'll understand why thousands are already applying to join!
It's a new medium – with new, profitable opportunities for you.

Call: **Robert Lineham** 0733-237111 or **Bob Denton** 01-359 7481

find out more about the many ways you
can profit from **MICRONET 800 – TODAY!**