



Monday, November 1, 2004

WIZARD USERS: The Top 10 Countdown Begins Today!

REASON #10: Free Wizard Conversion Utility

No other software program - regardless of claims - can convert your data as completely or as accurately as CMS. Many other companies may claim that they can convert your data, but after charging you thousands of dollars, you'll find that it just isn't possible. Remember, we hold the "keys to the kingdom" when it comes to the Wizard - we own the source code! We have spent years perfecting the Wizard Data Conversion utility, and it is the only tool of its kind.

Part of your business' value is your historical data buried in the Wizard.

Imagine being able to mine this data in ways never before possible. Imagine how targeted your marketing efforts can be when you can determine who bought what when! Imagine having complete history of every customer at your fingertips! Imagine having all of this - the ease of conversion, complete history, unlimited customer data - all converted at absolutely no charge!

These next few weeks will be your last chance to take advantage of the special discounts and incentives we've been offering to Wizard users! We

charge a minimum of \$1500 to convert data from other programs like MOM, Response, Mailware, etc. Over the past several months, we've upgraded more non-Wizard users to CMS, who have gladly paid for the complete conversion services we provide. As a result, we have realized just how valuable the Wizard Data Conversion utility truly is. That's why we'll begin charging for it in the very near future.

The Wizard Data Converter is FREE with your CMS purchase today, but will cost you \$1495 if you hesitate. This is one of the many savings opportunities that we have created for Wizard users, but they will end soon. This tool is worth far more than the \$1495 we'll be charging next month - so get it for free by acting today.

During the month of November, we're going all out to make sure you know about the Top 10 reasons to upgrade from the Mail Order Wizard to CMS.

We've saved Wizard users over \$500,000.00 in discounts, free software, upgrades and incentives the past three years, and these savings are coming to an end. We simply cannot continue to give away our profits and keep growing at such a rapid pace. We truly want your business! That's why we're making one last push to the Wizard community before the end of the year. If you've been thinking about upgrading to CMS, the time to act is NOW!

You should have already received our Top 10 Mailing, outlining some of the many reasons you should upgrade today. As you know, support (including updates) ended for the Wizard last year. Operating system and hardware support for DOS applications are virtually non-existent. While the Wizard has helped you grow and run your business for years, its days are numbered. Why not upgrade now and avoid the problems that others who have outgrown the Wizard (or their old equipment) have already experienced?

For complete details on the "Top 10 Reasons", visit our website today at CMS-Top10.com. If you have any questions or are ready to upgrade to CMS, please give Tom Danner a call at (425) 861-7120, ext. 111. Even if you aren't ready to upgrade to CMS until next year, you can't afford to put off your purchase. By buying your CMS upgrade now, you'll receive valuable benefits that go away forever at the end of this year.



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