

What our customers had to say:

"I have learnt a great deal today. I look forward to going back to the office tomorrow to use the Software" **Haynes Publishing**

"Fantastic" **Lewis and Wood**

"Very good Training course and presentation" **Securicor Wireless Technology**

"This was a very good course and met my objectives" **Renishaw Plc**

"Very informative and well run" **Lloyds TSB Autolease**

- On line training
- Classroom training
- On site training
- Real time training



Aim

To give anyone involved in marketing, or using GoldMine as a marketing tool, a more in depth knowledge to turn GoldMine into a proactive marketing machine to track leads more effectively and get extra productivity out of GoldMine.

Pre-requisites

Students should already have a working knowledge of Windows and should have a working knowledge of GoldMine and Microsoft Word.

Duration

Course is normally one full day - start time is 10.00am and we aim to finish around 4.30pm. Refreshments, provided throughout the day, and buffet lunch is included (If the course is held at the Wizard Systems Training Centre).

Why choose Wizard Systems?

- Training providers since 1993
- Courses are friendly, informal and run in small groups
- Plenty of hands on experience and exercises
- In training surveys 100% of attendees said they would recommend our training to others

Agenda

- Advanced Filters and Groups
- Creating Word Templates
- Using Merge Codes
- Doing a Mail Merge with Word
- Following Up a Mail Merge using the Group Schedule feature
- Using an Automated Process to automatically Send Letters and Schedule Follow up Activities
- Analysing the success of marketing with Leads Analysis
- Researching New Leads for FREE with the lsearch.ini
- Creating an e-mail Template
- Doing an e-mail Merge to Multiple Contacts
- Create more appealing messages with HTML e-mail
- Overview of Linking GoldMine to Your Web Site (Web Capture) to track all new leads and action on them instantly

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