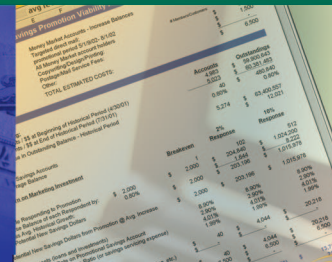


# ProfitMaker+Plus

**HARLAND**

MARKETING PROFITABILITY SOFTWARE  
for Financial Institutions



Account	Balance	Rate	Balance
Accounts	\$ 100,000	5.00%	\$ 100,000
Loans	\$ 200,000	6.00%	\$ 200,000
Savings	\$ 50,000	4.00%	\$ 50,000
Transactions	\$ 150,000	5.50%	\$ 150,000
<b>TOTAL ESTIMATED COSTS</b>	<b>\$ 500,000</b>		<b>\$ 500,000</b>

*Improve your marketing bottom line*

## ProfitMaker+Plus Contents at a Glance

You can plan and evaluate all types of promotions using ProfitMaker+Plus. However, the evaluation process requires different information for each product you promote. ProfitMaker+Plus helps you by providing all the necessary templates, organized in the following manner on the enclosed CD:

### *ProfitMaker+Plus categorizes promotions by product and objective in the Spreadsheet Library:*

- Increase Number of New Accountholders
- Loans – Increase Accounts
- Loans – Increase Balances
- Savings – Increase Accounts
- Savings – Increase Balances
- Transactions – Increase Accounts
- Transactions – Increase Balances

### *Click on your desired promotion, and you will find up to six worksheets and templates:*

- Data Collection Sheet
- Viability Analysis Sample Sheet
- Viability Analysis Master Template
- Profitability Report Sample Sheet
- Profitability Report Master Template
- Average Fee Income Worksheet (only appropriate for Loan and Savings Services)

### *Record all marketing results in one, convenient template listed in the Spreadsheet Library:*

- Master Marketing Tracking

Because ProfitMaker+Plus is designed to be flexible, it's important to note that master worksheets are not protected. **Always copy a Master Template into a blank worksheet before proceeding.**

In all, ProfitMaker+Plus contains 40 Microsoft® Excel worksheets that enable you to quickly, accurately and consistently plan and report return on marketing investment.

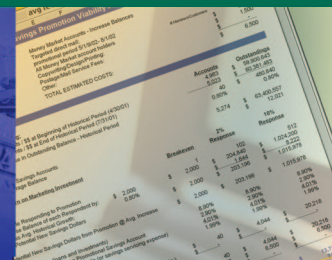
*For more information, contact your Harland sales executive or call (866) 281-5788.*

# ProfitMaker+Plus

HARLAND

MARKETING PROFITABILITY SOFTWARE

for Financial Institutions



Account	Balance	Percentage	Balance
1000	100.00	100%	100.00
2000	200.00	200%	200.00
3000	300.00	300%	300.00
4000	400.00	400%	400.00
5000	500.00	500%	500.00
6000	600.00	600%	600.00
7000	700.00	700%	700.00
8000	800.00	800%	800.00
9000	900.00	900%	900.00
10000	1000.00	1000%	1000.00

*Improve your marketing bottom line*

## ProfitMaker+Plus – Designed Specifically for Financial Institutions

Many ROI tools are on the market today, but few are designed specifically for financial institutions. That's why Harland chose to partner with Strategic Solutions in providing a comprehensive and conservative software tool proven effective for financial institutions.

### *What financial institution marketers are saying about ProfitMaker+Plus:*

*"Profitmaker+Plus has revolutionized marketing at our credit union. We are now able to measure how effectively various promotions generate income compared to their cost. This allows us to allocate our budget with confidence. The quantifiable nature of Profitmaker+Plus puts marketing results on par with accounting reports for precision and certainty. Profitmaker+Plus is truly a breakthrough!"*

Dale Vanleave, Marketing Director, St. Paul Postal Employees Credit Union

*"I swear by Profitmaker+Plus. You don't need spreadsheet experience. It does all the work for you. You can do 'before program' analysis to leverage your risks, calculating response rates and break-even revenue. It also does 'what ifs' using target markets, pricing, response rates, advertising costs, incentives, etc. I love this software a lot, and all my fellow marketers to whom I've recommended its use have come to depend on it."*

Leslie Galea, Marketing Director, Publix Employees Federal Credit Union

*"Profitmaker+Plus elevates your marketing campaigns and strategies to the next level. Every CEO and board wants to make sure their marketing dollars are providing a good return on investment — Profitmaker+Plus ensures your ability to prove that marketing is an investment, not an expense."*

Mark Arnold, Senior Vice President, Neighborhood Credit Union

### *Why Strategic Solutions?*

For 25 years, business leaders in the financial services, non-profit, retail, service, entertainment, education and distribution industries have called upon Strategic Solutions to help them achieve their goals, grow their organizations and develop their people.

Founded by nationally recognized growth strategist Jeanne Murphy, Strategic Solutions has assisted more than 400 financial institutions with achieving desired growth by focusing on two areas of specialized expertise — strategic planning and marketing initiatives and sales and service culture development. One of the company's specialty niches is working with credit union organizations and individuals who desire to "help people help themselves."

A frequent presenter at national and state conferences, as well as within individual organizations, Murphy is a former faculty member of the Credit Union Executive Society's graduate schools, American Institute of Banking and several of CUNA's national schools. Her experience also includes serving on the board of directors for a \$200 million financial institution.

*For more information about Strategic Solutions, contact Jeanne Murphy at (651) 351-9241.*

