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## ***TALBOT ASSOCIATES IMPLEMENTS VisualME***

### ***Software Enables Manufacturer's Representative to Increase Customer Retention***

Little Silver, New Jersey, August 20, 2002 – Visual Software Systems, Inc. today announced that manufacturer's representative, Talbot Associates, has completed the first implementation of *VisualME*, 100% web software that helps organizations, advertising agencies and sales channels generate more leads and shorten sales cycles.

Talbot Associates is a manufacturer's representative for sophisticated, highly-engineered components for aerospace and defense. Talbot uses *VisualME* to manage all their outbound marketing activity as well as to keep their web site content up to date without using outside technical resources. They market to a large existing customer base as well as prospects identified from trade shows, industrial catalogs and from their principals. Talbot uses *VisualME* to keep these customers and prospects informed on new technologies and offerings that are available from the principal manufacturers they represent.

"*VisualME's* marketing campaign tools are helping us generate more business from our existing customers. At the same time *VisualME* provides metrics that enable us to quantify the value Talbot provides to the principals we represent," said Jeffrey Talbot, Talbot Associates CEO. "Previously, we never envisioned using our web site this way."

"Our first campaign generated an astonishing 45% response rate from our customer base," continued Talbot. "We never expected such a response, but increasing communications with our customer base is helping ensure that our customers turn to us first."

Talbot also uses *VisualME* to keep their web site up-to-date. As a sales organization without a formal marketing department, it was important that any tool be easy to use. The office manager, who is not technical, now manages all of Talbot's outbound marketing. According to Talbot, "when we need to update our web site or run a marketing campaign, we do it ourselves instead of paying someone."

### **About Talbot Associates**

Talbot Associates (metalbot.com) is a manufacturer's representative firm with over 57 years of experience representing sophisticated, highly-engineered components for the growing markets of aerospace and defense.

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**About Visual Software Systems, Inc.**

Visual Software Systems ([visualsoftsys.com](http://visualsoftsys.com)) develops 100% web software that helps organizations, advertising agencies and sales channels generate more leads and shorten sales cycles. The Company's marketing software makes it easy for customers to implement the best practices of 1-to-1 relationship marketing, increasing revenues while reducing marketing costs.

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