



InstantGold

“Create multiple events quickly. Automate all the routine events that are created in a busy department”

“InstantGold results in major time savings and far fewer errors”

“A must have product for any business with a telephone sales department”

InstantGold automates the process of entering an unlimited number of events into Goldmine, all triggered by a single click.

InstantGold uses the user.ini file to pre-define an event, and allows you to “trigger” a subsequent event when the preceding event is saved.

This enables you to, for example, schedule a call for a sales account manager, schedule a follow-up action for a telesales operator and update various fields on CONTACT1 and CONTACT2 – all in one operation.

Benefits include major time savings and increased accuracy, because the events are pre-defined in the ini file. InstantGold also results in reduced training requirements because of the simplification of the process.

Calendar Events made easy

InstantGold includes three programs named InstantEvent, InstantSale and InstantUpdate. These programs handle events, sales and field updates respectively.

Any business with a telephone sales department can benefit, or where a number of similar events are created on a regular basis.

System requirements: All SquareGiraffe programs make use of an efficient library that is common to all programs. The library files need 7MB hard disk space, and the three InstantGold programs together needs 120KB.

InstantGold is designed for Windows 95 upwards, and will run on the specification provided by Microsoft for each operating system.

InstantGold is able to integrate with Goldmine versions 5, 5.5, 5.7, 6.0, 6.5, 6.7, 7 and PE.

Feature	Explanation and benefits of InstantGold
Three programs in the InstantGold set	<ul style="list-style-type: none"> ◆ InstantEvent creates any event that you can define in Goldmine, with the exception of forecast sales ◆ InstantSale creates sale events only ◆ InstantUpdate makes updates to CONTACT1 and CONTACT2 fields, invisibly in the background
Create any type of event	<ul style="list-style-type: none"> ◆ Schedule any type of event that Goldmine is able to schedule, with the advantage of being able to pre-define certain parts of the event – thereby reducing the number of keystrokes and possible errors
Daisy-chain link an unlimited number of events	<ul style="list-style-type: none"> ◆ This is a unique feature that makes it virtually impossible to omit creating a crucial event that forms part of a business process ◆ When a busy telemarketer reaches a prospect who sounds positive and wants to hear more, the telemarketer has to do several things: <ul style="list-style-type: none"> ◇ Schedule a call for the appropriate sales person / account manager ◇ Schedule a follow up action for his/herself, 5 days later ◇ Change the "Contact Type" field to Qualified prospect (e.g. KEY1 field in CONTACT1 table) ◇ Change the campaign status from "Unqualified" lead to "Qualified lead passed to sales" ◆ All the above updates are triggered by the first event. The event definition in the ini file specifies the subsequent event to be loaded, so like dominoes, all the events are triggered one after the other. An unlimited number of events can be linked together in this way
Command line options	<ul style="list-style-type: none"> ◆ Create multiple shortcuts on the Goldmine taskbar, that creates different sets of business related events ◆ Configuration options include specifying the username and password as a command line option, specifying the file and path name of the ini file (optional), and whether the event form should close once it is scheduled
Flexible ini file configuration	<ul style="list-style-type: none"> ◆ Specify dates in the future based on the current computer date, set alarms and automatically take weekends into consideration ◆ The InstantGold default (like Goldmine) is to schedule the event for the currently logged on user. You can however define a specific user directly in the ini file. Alternatively, it is possible to specify a user based on a field in CONTACT1 or CONTACT2. For example, you may assign an account manager to each prospect, and keep track of this in a field in CONTACT2 ◆ Specify fields in CONTACT1 and CONTACT2 to update as a result of a single event being created ◆ With the InstantUpdate program, you can make updates to several fields without any user interaction. Unlike InstantEvent and InstantSale, InstantUpdate does not have a form, as the update is made completely in the background.
Specify forecast sales in hours or minutes	<ul style="list-style-type: none"> ◆ If you are in a consulting business where you regularly charge clients for time, InstantSale substantially simplifies the process. You can fill in a standard hourly rate, and then specify the time as 10 minutes, or 2.5 hours – InstantSale calculates the values that are posted to the forecast sale in Goldmine