

Techlink Professional & Techlink Communicator



Delivering services to contribute to your success...

TECHLINK PROFESSIONAL

All you need to

- Keep up to date professionally and technically
- Research the answers you need to your technical questions
- Secure business generation ideas
- Carry out, automatically track, record and test CPD that is accredited by the C.I.I and IFP

on "all things technical" including tax, tax planning, pensions and retirement planning, trusts, business and personal protection, estate planning, investment and everything "technical" connected with the financial planning process.

Through our:

Library and "Need to Know" executive summaries

Bulletins

Multi media zone: incorporating podcasts and A/V learning programmes

And, exclusively for subscribers to Techlink Professional, there is the increasingly popular (but optional and separately charged) "ASK" service, through which you can secure answers to your case and issue specific questions and challenges.

TECHLINK COMMUNICATOR

Our complete communication service that enables you to regularly keep in touch with, inform and inspire your clients and the professional advisers you do business with.

Communicator delivers:

- 1. Quarterly Newsletters for your clients and professional (Accountants and Solicitors) contacts
- Our client e-mail service, "FYI". Through this you can programme a bi-weekly and highly focussed e-mail to your clients updating them on the developments and opportunities that are likely to be of interest and relevance to them

We generate relevant content each week in relation to:



All you have to do is indicate which one or more of these categories is relevant for each of your clients. You will, of course, have control over

- your client data and you can add/delete clients at any time
- your clients' categorisation(s)- which you can edit at any time
- the content each of your clients receive.

But subject to this, the e-mails will be automatically generated from *Techlink Communicator* each week, clearly marked as coming from you /your business.



To access your free trial of Techlink Professional and Techlink Communicator...

The value of being recognised as the provider of regular, relevant information and ideas to your client should not be underestimated.

In addition to the e-mail generation service described above, you will also receive the whole of the FYI content in a single e-mail for you to arrange your own mailing to clients if you prefer to do this.

3. FYI Professional. This is a bi-weekly e-mail to be sent to all of your professional adviser contacts. FYI Professional will operate in the same way as for the client focussed FYI service described immediately above -except there will be a single e-mail produced every other week that will be appropriate for all accountants and solicitors - as opposed to the "segment customised" copy supplied under the Client FYI service described above.

As for the Client facing FYI, the e-mails generated under FYI Professional can be managed out for you from the Techlink Communicator platform to the professionals you specify should receive it. In addition you will also receive a self contained e-mail containing all of the FYI Professional content for you to manage the "send out" if you prefer.

Through Techlink Professional and Techlink Communicator we enable you to:

| Be better informed | |
|--------------------------------------|--|
| Reduce Risk | |
| Do more business | |
| Communicate better – and smarter and | |
| Save time | |

TO ACCESS YOUR FREE TRIAL ...

- 1. Call Clare Thomas or Derek Lovell on 020 7405 1600 or
- 2. Go to www.techlink.co.uk and click the Free Trial link at the right of the screen and then request which free trial you wish to have from the options shown. You will then be given 4 weeks free access to Techlink Professional and/or Techlink Communicator and an example of the Communicator content.

| Name | |
|----------|--|
| Business | |
| Address | |
| Tel | |
| Email | |





Technical Connection
7 Staple Inn
London
WC1V 7QH
020 7405 1600 (Tel)
020 7405 1601 (Fax)