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## Welcome to TNG Systems

At **TNG Systems**, world-class service, high quality and customer satisfaction are our priorities and the reason for our existence. We recognize that our client's ability to effectively promote and market themselves is critical to their success and we take our role in that effort very seriously. For over 18 years, the owners at **TNG Systems** have been the international leader in providing turnkey systems for businesses of every description. We are constantly committed to improving value through the development and implementation of cutting edge technology that is user friendly, cost effective, and proven successful. **If you are committed to your business, then your commitment to our proven program, will be an easy one.**

In every industry in every market, twenty percent of the businesses do eighty percent of the volume. At the other end of the bell curve, eighty percent are just coasting, usually downhill. Whether you are just starting your business venture or are an established corporation, an aggressive marketing program in today's competitive society is a vital ingredient in the recipe for overall success. At **TNG Systems** we take a consultative approach to providing the optimal tools for your marketing and promotional needs. We offer state of the art computer and software solutions in addition to professional, customized promotional campaigns that ensure the desired results for your business. The desired results you achieve with TNG are **\*Guaranteed in writing or you do not pay.** We recognize that maintaining an exciting and highly effective marketing program is an ongoing process, which is why we continue to work closely with you after the initial installation. With our arsenal of sales professionals, industry recognized copywriters, programmers, computer engineers, and seasoned business consultants, you can be assured that you will receive quality work and service that will enable you to excel in today's competitive environment.

Businesses spend billions of dollars each year to attract new customers who will buy their products. In the advertising industry a dominant theme is "It doesn't cost to advertise, it pays!" Even giant companies like Coca-Cola, IBM, General Motors, and Ford Motor Company know that they cannot stop advertising. Most small and medium sized businesses are also aware that they must constantly find innovative, cost effective, and efficient means to attract new customers. As a small business operator, using the **TNG System**, you can accomplish your business goals without the high costs of traditional, expensive advertising.

In short, your organization's growth and success is our singular goal!

**Please take a moment to give us a call at (888) 775-0038 to find out exactly how we can \*Guarantee a boost in your sales and marketing efforts, while reducing your cost. We have several different programs we would be glad to tailor to your specific needs.**

TNG's specialized optional functions of the hardware and software integrated equipment may only be operated within a state, in accordance with the Public Utilities Code, FTC, and state Attorney General's offices. Please research the proper use of the optional functions of TNG-SYSTEMS equipment prior to using or purchasing. California customers should research Ca PUC Art. 1 Sec. 2071 Ch. 10 Part 2 of Div. 1., copies of which are available upon request at acquisition and receipt of operation manual of which articles are enclosed.  
\*Please request the in writing guarantee requirements after you have qualified for your area.

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## What is a new customer worth?

Without new customers a business cannot survive. How do you get these new customers on a daily basis, ongoing, year after year? What do you say? Who says it? When do you say it? What time? What day? Why? Male or female voices? What dialog do you use, in which part of the country? How many times does that customer buy again? What is the long-term value of that customer? How can you provide value to your existing customers that will result in higher or more profit? How can you communicate to these customers, let them know you care, thank them for their business, ask them for referrals, and create new residual revenue streams? How can you keep from losing these customers to a competitor?

Regardless of how you reach your prospect, as long as it is consistently cost effective, consistently effective in generating a steady stream of new clients, generates profitable results, and is **Guaranteed to work or you do not pay**, that is why you called isn't it? Let us show you how we can do just that. We will show you how to increase your sales, reduce your cost and guarantee your results, or you do not pay. Does anyone else offer this? NO! We do because we know we can before we ask you to become our client. The only question you should have after we have demonstrated our program to you is.....Can I credit qualify in my area available!

Answers to these and many more marketing strategies are just part of the service you will receive once you've joined the team at **TNG Systems**.

Once you qualify,

ask to speak to a national marketing director, to confirm your area is available.

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## Reasons To Use The TNG System

**TNG Systems** has helped thousands of business owners around the world increase sales to levels never thought possible. Whether you are just starting your own business venture or are an established firm, our system will help you achieve or exceed your goals.

Marketing experience and building business solutions are the reasons our customers come to us, and the end result is always the same: Success. Listed below are just a few of those many reasons why successful businesses use the **TNG System**.

1. The most cost effective advertising available today!
2. Can reach thousands of prospects and generate a **\*Guaranteed** monthly minimum of responses each month.
3. Complete customized program for your specific business needs.
4. Has the capability to run multiple campaigns simultaneously.
5. Increases productivity of sales staff immediately.
6. You control your targeted market (geographically or demographically) – comes with a complete nationwide list.
7. Complete and thorough one-day training followed with ongoing **FREE** support for marketing and technical assistance.
8. Works day in and day out doing its job to create more contacts for your sales staff.
9. Over 18 years of proven marketing ability, the most sophisticated, proven computerized lead generation system available anywhere.
10. Provides you with detailed guaranteed area agreement.

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\*Providing you are in compliance with your agreements with TNG.

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## Opportunity To Compete

The **TNG System** provides you with an opportunity to compete with both large and small competitors, in both large and small markets, in the most cost effective and efficient manner available in the marketplace today. The **TNG System** is a unique Computerized Marketing System that can revolutionize the way you do business. This 21<sup>st</sup> Century Marketing Tool has been helping many small businesses compete with the franchised dealers who utilize Co-op Advertising funds to chip away at the profits of small businesses.

The **TNG System** works simply because it brings qualified prospects to your business everyday. Qualified to your specific specifications! Interested parties have multiple options to respond with our system with a desire to learn more about your product or service. This kind of advertising and marketing is almost impossible to match with any other method used today.

That's why and how we can "Guarantee it each month or you do not pay!"

You get to try it every month for 60 months with no risk!

Will anyone, any company, any service, offer you **RESULTS? OR YOU DO NOT PAY?**

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# TNG FAQs

**What will the TNG System do for me?**

**TNG Systems** is a complete advertising and marketing system that provides ongoing marketing for your business. Our experienced marketing team will analyze your promotional needs and develop lead generation programs customized for your business. You select whom to call from our constantly updated database of over 100,000,000 business and residential phone numbers by zip code, area code, city, state, last name, or Standard Industrial Classification. Once the recipients have been reached by our system, they have multiple options to choose from. They can speak to a live operator, be transferred to pre-recorded offers, be prompted to voicemail and respond to an offer, or taken through a series of survey questions.

**How do I know the system will work?**

We have references from all over the country that you may contact that will describe their experiences with the company and will tell you how it worked for them and how it will work for you.

**How will the TNG System will work.**

Why it is "Guaranteed, in writing, each month, to produce, or you do not pay." No matter what state you are in, TNG has already test marketed your area, and knows the results of what to achieve. That is why we can make such a guarantee! The reason you have called us, is that you are looking to fill your geographical area, within your industry. This usually takes 2 to 3 weeks.

**How much does the TNG System cost?**

The cost of owning one of our systems will vary according to the type of system and terms on the contract. With the **TNG System**, you will generate a "Guaranteed minimum of 50 responses per month" at the cost you would pay for a one-day classified ad in the paper. Typically the cost of our system will be self-liquidated through the use of our exclusive revenue generating programs. The money made and the money saved by the **TNG System** will more than offset the cost of owning such an effective marketing and advertising tool. The real beauty is that the cost are so low you know exactly how much you are spending for exactly what you are getting, or you do not pay for any month you do not get the desired results, as long as you follow our simple usage instructions. The National marketing Director will send you all our in writing agreements with you, so you can realize how this works and why. Most pay around five hundred dollars a month to receive a guaranteed 100 responses of people that are interested in your services.

**How do I know if I need assistance with the system?**

What sets TNG apart from all other marketing firms in the world. We provide our customers with the best customer service in the world. Our customers can speak to a technical support person live, should you need assistance with your system. Also, our marketing support staff will work with you to ensure you have an effective advertising and marketing campaign. Our support is always FREE as long as you own your system.

**What are the features of the TNG System?**

With an updateable database of 100,000,000 business/residential numbers and information, a vast array of proven, custom campaigns, professional recording, ad copywriting, script writing, and script production, you can be assured and "Guaranteed" that you will generate more customers and increase your revenues to levels you never thought possible with traditional advertising. Our on-site training and ongoing "FREE marketing and technical support" are also provided to ensure maximum use of the **TNG System**. Our system can also create personalized printed letters and customized mail package and printouts of mailing lists with labels. Annual software updates, software support, database updates, and custom scripting are even more features that will help your business grow.

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## TNG Success Stories

Do you want qualified prospects each day? Do you want new customers? Do you want them consistently on a daily basis? If so, you will want the unique solution we can offer you. But don't take our word on it. Read what a few of our many satisfied customers have to say about the **TNG System**. Ask to speak to many in your industry, after you have qualified, and verified your area is available!

The **TNG System** is an amazing marketing and advertising system that acts like a giant magnet... drawing customers from all over. I went from an 8 line system to a 16 line system and I couldn't be more thrilled with the results." There are no books, video's, tapes, consultants, or coaches that can compare to the REAL RESULTS I realized. No one, including my spouse, could argue with these sound, solid proven marketing principles.

*"Business went up 400 percent. I generated more new customers (patients) the first week than the entire previous month once I started using this amazing advertising marketing system. Even though I used other forms of advertising, This reduced my overall cost per prospect, and increased my sales just like they said. . It just keeps on working day after day!"*

*"I was able to increase my business from the very first week and continue to have a consistent lead flow week after week. I would recommend this system to any business owner serious about growing their business. For someone who knows little about computers and software they made it fun, easy and exciting. Anyone can do this, even a teenager. Thanks again."*

*"I was impressed when they flew out and completely trained my entire staff and the system performed exactly as **TNG Systems** had promised. We actually got a higher response than they estimated. When my state implemented a state wide DNC list, my response ratio increased even more since I didn't have to filter through to those that didn't want to hear from me anyway." After 10 years with TNG I can really say, what they say is true, and they do what they say they will!*

*"I can tell you that there is nothing out there that can produce the number of prospects per day that the **TNG Systems** program can. I have been able to increase my patient flow on a consistent basis and I'm extremely happy with the results I'm receiving. This is a must for any Doctor that wants to grow their business fast." Their way of providing a fixed monthly advertising cost with phone lines and equipment and then the results it generates, was a complete new revelation to me and my staff. They took out all the variables!*

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## Features of TNG Systems Program

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- Campaign Scripting Tool
- Voice Editing Tool
- Prompt Called Party for Response/Live or Automated
- Prompt Called Party to Leave Messages
- Real Time Recording – Live or Automated
- Records Results Based On Calling Party Input
- Create In-House Calling List
- Use Existing Calling Lists
- Online Database of Prospects and Clients
- Flexible Job Scheduling
- 5-second Call Disconnect
- Multiple/Simultaneous Campaigns
- Letter and Mailing Label Merge Feature
- Full Comprehensive List Analysis
- Results Reporting
- Reports by Positive Response
- Leave Messages on Answering Machines

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## Applications

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The *TNG System* can be used in many different ways, besides lead generation. Listed below are just a few applications of our system.

- New Student Lead Generation Tool
- Appointment Setting
- Court Appearance Notification
- Surveys
- Community Notifications
- School Closings
- Absenteeism Notification
- Telemarketing
- Fundraising
- Market Research
- Collections
- Employee Updates
- Political Campaigning

**TNG will take your business to the next level! \*Guaranteed!**

**Let us do the heavy lifting, while you do what you do best!**

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## TNG Systems Vs Traditional Advertising

### TNG SYSTEM

- Provides Complete flexibility
- Total Control Over Consumer Response/Prospects actually enjoy the process! You'll be the expert everyone loves in your area. This promotes great referral business.
- Call Only the Areas You Want To Cover using our current updated database.
- Allows Multiple Advertising Campaigns For Simultaneous Marketing Efforts With Multiple Products And Services.
- Works Either Attended Or Unattended
- Significant Cost Savings
- Maximized Productivity
- Protected Area Per industry

### YELLOW PAGES

- No Control Over Customer Response
- Very Expensive - Return For Dollar Spent Very Low
- Once Published - No Flexibility - No Changes

### NEWSPAPER/MAGAZINES

- No Control Over Consumer Response
- Limited Ability to Target a Market
- Expensive Extended Campaign Required For Success

### TV/RADIO

- Extended Campaign Required
- High Up-Front Production Cost
- Lead Per Dollar Spent Extremely High

### OUTSOURCED-TELEMARKETING

- High Costs - Inconsistent Results
- Absenteeism & Employee Turnover - Unreliable Results
- Average Only 25% Productive Time - Inconsistent

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TNG Systems

"Creating Value, Producing Results"

10 PATIENTS IN YOUR DOOR  
EVERY MONTH GUARANTEED!

*"Success means only doing what you do  
well, letting someone else do the rest."  
- Goldstein's Truism*



## MOMENTUM MARKETING PROGRAM

TNG Systems is proud to offer you our award winning "Momentum Marketing Program!" This program provides multiple marketing methods which work together to produce the specific type of patients you want to benefit from your services.

The first essential component you must have in place before any marketing program can be successful is a Comprehensive Database of your marketing area (i.e. phone numbers, addresses, age, income and homeowners status, etc.). TNG purchases your database for your selected zip codes based upon our demographic research and experience. Then we begin a series of test marketing to insure a successful, targeted marketing campaign rollout.

Once we have identified and tested the correct demographic areas, special offers, and marketing mediums, you must track your marketing results. This will give you the R.O.I. with each marketing method to maximize the success of each marketing campaign. TNG has created a custom Marketing & Tracking Software that tracks everything needed, so you will always get your best R.O.I. from every marketing method available.

The Marketing & Tracking Software tracks all current prospects and marketing sources, while automatically producing and sending scheduled follow up mailings and emails to new and existing patients.

The Marketing & Tracking Software will automatically remind your staff when to call a current or future patient. The software also manages your current patient database, weekly revenue reports, marketing values, and the amount of patients obtained per marketing campaign. This software will provide virtually all the information you'll ever need concerning your marketing, advertising, and ROI with each campaign.

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## STAGE ONE - TV / RADIO

At TNG, we have our own in-house media department that will create your customized TV Ad Campaign based upon your specialties. In Stage One, TNG will produce TV commercials each month that will flood your office with patients and create a branded image of your practice that will carry over to all other forms of marketing.

TNG will handle all media buys of packages, selection of the airtimes, stations, and running times. Media buys will vary in every market based upon your demographics.

During Stage One of our "Momentum Marketing Program," we assign your own Personal Practice Trainer from our Coaching Division to train your office on converting the highest number of patients from all of your TNG marketing programs. This will include weekly training/coaching sessions for you and your staff during Stage One.

In the following stages, you and your staff will receive monthly sessions for the rest of the first year. Since we are building your "Momentum Marketing Program," it is also very important for your staff to learn how to convert the various types of patients from the proven marketing methods we use, as they will respond in different ways to each method. Our professional Trainers ensure you and your staff will learn the skills needed to convert the prospects to new patients.

All marketing & training that we do for your practice is backed by our guarantee of...

***"10 Patients Every Month Or You Don't Pay"***

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### STAGE TWO - DIRECT MAIL

At the beginning of Stage Two, TNG will implement your Customized Direct Mail Campaign. TNG will be ready to deliver the first phase of your Direct Mail Campaign, in coordination with your TV campaign that aired during Stage One, to potential patients homes in your marketing area. The TNG media department will handle all creation, printing, postage, and delivery of your Direct Mail Campaign.

TNG will create and pay for your direct mail to be delivered to your marketing zip codes. During each of the 3 months in Stage Two of our "Momentum Marketing Program," we will use direct mail pieces that have had successful results with other practices, while at the same time following your branded message in your TV campaign.

As you move into Stage Two of our "Momentum Marketing Program," our focus will be to expand your marketing strategy by improving all of your other marketing methods. TNG will pick up all of your marketing materials during your initial training and they will be delivered to our media department for a complete review and assessment.

Our media department will then recommend changes to create a targeted approach that produces additional patients and income for your practice. TNG can improve your yellow page ads, newspaper ads, direct mail ads, or even TV & Radio spots if you currently run any. This is because we have test marketed what works best in every media market across the nation.

Also in Stage Two of our "Momentum Marketing Program," we will teach your practice how to market to companies in your local area, in order to attract their employees to your practice. TNG will purchase and provide your office with the demographics of all businesses in your area. TNG has developed a Business and Nesting Program that generates patients in a 3-step approach and also helps you to generate more patients in the future. This marketing approach

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### STAGE THREE - CUSTOMIZED MEDIA

TNG will analyze your direct mail results in Stage Two and begin the next Customized Direct Mail phase. The TNG media department may alter or stay with the same pieces based upon your marketing & tracking results. TNG will again handle all creation, printing and postage for your direct mail campaign. In each of the 3 months during Stage Three, direct mail will be delivered to your marketing zip codes.

During Stage Three, we will also create and develop your Internet Marketing Strategy. This includes creating or editing your web site & implementing the email marketing campaign to previous and new patients.

Your email and web marketing campaign will operate through on-line affiliate advertising and search engine optimization which we implement for you. At TNG, we know what works and we deliver that knowledge to your practice.

To continue to create your practice image and identity, we will custom design your brochures, business cards, newsletters, post cards and other material for your referral program. Many Doctors spend thousands of dollars on web sites & marketing materials a month and don't get any patients at all from them. We deliver the type of patients you want through various forms of media campaigns for much less than what you would expect to pay!

During Stage Three, TNG will also begin to implement your Reactivation Program. We have developed a proven two-step program on how you will contact your previous patients and bring them back to stay.

The TNG two-step program mixes traditional contacts to previous patients as well as a unique technique that makes those patients want to return to your practice. Reactivation of previous patients can not be overlooked even if your practice has a small number of previous patients. This should increase your patient base by about 7-8% annually.

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## STAGE FOUR - OUR SECRET

TNG will continue to analyze and evaluate the effectiveness of your direct mail campaign during Stage Four of the "Momentum Marketing Program." The TNG media department will use the appropriate direct mail pieces, based upon your marketing & tracking results in the previous campaign stages.

During Stage Four, TNG will also introduce you to our Practice Management programs as needed. You will have the options to choose from Case Presentation, Front Desk Training, and Billing, Coding & Collections modules to ensure every aspect of your practice is well managed.

Our last step in the "Momentum Marketing Program" is to transform your office into a "Referable Only Practice." Our coaches will train you and your staff on our 14 Step Referral Plan. TNG has now generated enough patients to make this referral plan take hold and deliver even more new patients through your door. We even provide the live scripts and handouts that have been tested and produce great referrals. This simple, but highly effective referral program can increase your practice revenues by as much as 25%, which can mean thousands of dollars to your practice each year.

During the build up of your "Momentum Marketing Program," your office will have generated enough revenue to return your investment with TNG many times over. When you want an additional influx of patients you will have "Positive Marketing Cash Flow" created by your "Momentum Marketing" which allows you to invest your money where your Marketing & Tracking Software results indicate you should, for your best ROI. This is where all successful practices want to end up.

TNG's "Momentum Marketing Program" will get you there!

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## CUSTOMER SERVICE

OUR PRIMARY OBJECTIVE IS TO HELP YOU  
MAXIMIZE YOUR ABILITY TO GET PATIENTS.  
TNG CUSTOM TAILORS EACH INDIVIDUAL  
PROGRAM TO SUIT YOUR PRACTICE NEEDS.

WE LOOK FORWARD TO WORKING WITH YOU AND YOUR STAFF.



IF YOU ARE COMMITTED TO YOUR PRACTICE, THEN YOUR  
COMMITMENT TO OUR PROVEN PROGRAM WILL BE AN EASY ONE.

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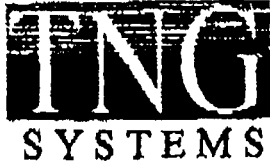
## SYSTEMS



*"Success means only doing what you do well, letting  
someone else do the rest."*

Goldstein's Truism

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*Dentists*

*First Choice . . .*

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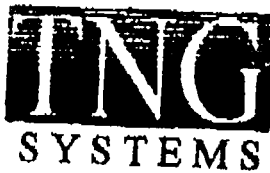
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\*Please request the in writing guarantee requirements after you have qualified for your area.

*Legal  
accepted  
all 50 states*



*Dentists*

*First Choice...*

## What is a new patient worth?

Without new patients a practice cannot survive. How do you get these new patients on a daily basis, ongoing, year after year? What do you say? Who says it? When do you say it? What time? What day? Why? Male or female voices? What dialog do you use, in which part of the country? How many times does that patient buy again? What is the long-term value of that patient? How can you provide value to your existing patients that will result in higher or more profit? How can you communicate to these patients, let them know you care, thank them for their practice, ask them for referrals, and create new residual revenue streams. How can you keep from losing these patients to a competitor?

Regardless of how you reach your prospect, as long as it is consistently cost effective, consistently effective in generating a steady stream of new patients, generates profitable results, and is **Guaranteed to work or you do not pay**, that is why you called isn't it? Let us prove to you how we can do just that. We will show you how to increase your sales, reduce your cost and guarantee your results, or you do not pay. Does anyone else offer this? NO! We do because we know we can before we ask you to become our client. The only question you should have after we have demonstrated our program to you is.....Can I credit quality and is my area available!

The answers to these and many more marketing strategies are just part of the service you will receive once you've joined the team at **TNG Systems**.

TNG SYSTEMS • 988 DAIRY ASHFORD #207 • HOUSTON, TX 77075  
(888) 775-0038 (281) 497-0554 FAX (281) 497-8557 OR FAX (281) 631-7947





*Dentists*

*First Choice . . .*

## Opportunity To Compete

The **TNG System** provides you with an opportunity to compete with both large and small competitors, in both large and small markets, in the most cost effective and efficient manner available in the marketplace today. The **TNG System** is a unique Computerized Marketing System that can revolutionize the way you do practice. This 21<sup>st</sup> Century Marketing Tool has been helping many small practices compete with the franchised dealers who utilize Co-op Advertising funds to chip away at the profits of small practices.

The **TNG System** works simply because it brings qualified prospects to your practice everyday. Qualified to your specific specifications! Interested parties have multiple options to respond with our system with a desire to learn more about your product or service. This kind of advertising and marketing is almost impossible to match with any other method used today.

That is why and how we can \*Guarantee it each month or you do not pay!

You get to try it every month for 60 months with no risk!

Will anyone, any company, any service, offer you RESULTS? OR YOU DO NOT PAY?

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## TNG FAQs

### What will the TNG System do for me?

The **TNG Systems** is a complete advertising and marketing system that provides ongoing advertising for your practice. Our experienced marketing team will analyze your promotional materials and develop lead generation programs customized for your practice. You select whom to call from our constantly updated database of over 100,000,000 business and residential phone numbers by zip code, area code, city, state, last name, or Standard Industrial Classification. Once the phone call recipients have been reached by our system, they have multiple options to choose from. They can speak to a live operator, be transferred to pre-recorded offers, be prompted to voicemail and fax on demand, or taken through a series of survey questions.

### How do I know the system will work?

We have references from all over the country that you may contact that will describe their experiences with our company and will tell you how it worked for them and how it will work for you.

We know the **TNG System** will work.

That is why it is **\*Guaranteed, in writing, each month, to produce, or you do not pay.**

Regardless of what state you are in, TNG has already test marketed your area, and knows the results you will achieve. That is why we can make such a guarantee! The reason you have called us, is that we are looking to fill your geographical area, within your industry. This usually takes 2 to 3 weeks.

### How much does the TNG System cost?

The costs of owning one of our systems will vary according to the type of system and terms on the lease. With the **TNG System**, you will generate a **\*Guaranteed minimum of 50 to 100 responses per month**, (Depending on system size) at the cost you would pay for a one-day classified ad in the paper. Typically the cost of our system can be self-liquidated through the use of our exclusive revenue generating programs. The bottom line: the money made and the money saved by the **TNG System** will more than offset the costs of using such an effective marketing and advertising tool. The real beauty is that the cost are fixed and you know exactly how much you are spending for exactly what you are getting, or you do not pay for any month you do not get the desired results, as long as you follow our simple usage requirements. The National Marketing Director will send you all our in writing agreements with you, so you can realize how this works and why. Most pay around five hundred dollars a month to receive a guaranteed 100 responses of people that are interested in your services.

### What happens if I need assistance with the system?

This is what stands TNG apart from all other marketing firms in the world. We provide our patients with the best patient service in the world. Our clients can speak to a technical support representative live, should you need assistance with your system. Also, our marketing support staff will work with you to ensure you have an effective advertising and marketing campaign.

**This support is always FREE as long as you own your system.**

### What are the features of the TNG System?

With an updateable database of 100,000,000 business/residential numbers and information, a vast library of proven, custom campaigns, professional recording, ad copywriting, script writing, and script architecture, you can be assured and **\*Guaranteed** that you will generate more patients and increase your revenues to levels you never thought possible with traditional advertising. Our on-site installation and training, and ongoing **\*FREE marketing and technical support** are also provided to ensure maximum use of the **TNG System**. Our system can also create personalized printed letters with your customized mail package and printouts of mailing lists with labels. Annual software updates, software support, database updates, and custom scripting are even more features that will help your practice grow.

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(888) 776-0038 (281) 497-0554 FAX (281) 497-8867 OR FAX (281) 531-7947

With an updateable database of 100,000,000 business/residential numbers and information, a vast library of proven, custom campaigns, professional recording, ad copywriting, script writing, and script architecture, you can be assured and **\*Guaranteed** that you will generate more patients and increase your revenues to levels you never thought possible with traditional advertising. Our on-site installation and training, and ongoing **\*FREE marketing and technical support** are also provided to ensure maximum use of the **TNG System**. Our system can also create personalized printed letters with your customized mail package and printouts of mailing lists with labels. Annual software updates, software support, database updates, and custom scripting are even more features that will help your practice grow.

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## What To Expect From TNG Systems

- > **State-of-the-Art Marketing & Sales Assistance:** To create an establish an on going pipeline of patients, while saving you money. Your cutting-edge computerized marketing system is custom built for your practice. Your marketing assistant will make thousands of calls a month via 4 lines (talk about saving money on hiring people to make calls for your practice). The system is expandable to 16 lines.
- > **Customized Sales Scripts & Marketing Pieces:** You will be able to sell your services more effectively. Our team will produce your scripts and programs customized specifically to your practice image. We offer experienced script writing services by experts with years of experience in advertising and marketing. Combining professional voice talent and a vast library of proven customized scripts and programs our clients receive exceptional assistance in locating new patients each and every week.
- > **Unsurpassed Consulting & Coaching:** The TNG staff will hand hold you through the entire process from the initial set up... including getting your computer coordination campaign up and running. We will guarantee your success and also train and coach you on how to record your scripts (in your own voice) when heeded into your system.
- > **Training & Technical Support:** Once your TNG System is ordered, one of our experienced techs will fly out from our corporate office in Houston, Texas. They will work with you one-on-one, as well as train any other staff you have. The tech will set up your system and train you on the hardware and software. You will also have ongoing technical support whenever you need it.
- > **Qualified Lead Generation:** You will never be without an opportunity to bring in new patients! We provide you with an updateable data base of 100,000,000 businesses/residences numbers and information. Qualified leads for as low as \$2- \$4 each.
- > **Affordable Monthly Payments:** The TNG System is very affordable. The lease-to-own program provides a tax benefit for your practice. Your monthly lease payment will be at least 1/5<sup>th</sup> the price you'd have to a traditional phone telemarketer and at least 1/10<sup>th</sup> the price you'd pay a sales person to generate quality leads for practice.
- > **An Easy To Follow Operations Manual:** The company that manufactures the TNG

## How Our System Works For You

With our contact management development server you now have the ability to generate the most highly qualified leads for a fraction of what you are already spending.

- An automatic switch to your sales department to be answered by a live operator so that they can place an order or request other information. When coupled with a mailing program, you only send mail pieces to interested prospects.
- Prospect can leave his message, name, address, phone and best time to call for follow up or to close sale on one of the system's voice mail boxes.
- Prospect can request an 800 number to offer them further information on your product or service.

### Our system also has the other features, such as:

A library of proven and tested sales scripts built into the system with the ability to do voice over and to further customize sales scripts to your particular product or service offer.

- Itemized reports listing all pertinent activities related to your individual program, such as number of calls placed, busy signals, hang ups, messages left as well as a print out of all qualified prospects to pursue.
- Automatic identification of all disconnected numbers, fax numbers and answering machine numbers with optional recorded messages for answering machines.
- The option to have the system page or call you and tell you that someone is interested in speaking with you about your product or service.
- Maintains a data base storage file of "Do Not Call" requests.
- The capability to use a live attended option.
- Internet access capabilities with e-mail options.



*Dentists*

*First Choice . . .*

## Reasons To Use The TNG System

**TNG Systems** has helped thousands of practice owners around the world increase sales to levels never thought possible. Whether you are just starting your own practice venture or are an established firm, our system will help you achieve or exceed your goals.

Marketing experience and building practice solutions are the reasons our patients come to us, and the end result is always the same: Success. Listed below are just a few of those many reasons why successful practices use the **TNG System**.

1. The most cost effective advertising available today!
2. Can reach thousands of prospects and generate a \*Guaranteed monthly minimum of *responses* each month.
3. Complete customized program for your specific practice needs.
4. Has the capability to run multiple campaigns simultaneously.
5. Increases productivity of sales staff immediately.
6. You control your targeted market (geographically or demographically) – comes with a complete nationwide list.
7. Complete and thorough one-day training followed with ongoing \*\*FREE support for marketing and technical assistance.
8. Works day in and day out doing its job to create more contacts for your sales staff.
9. Over 16 years of proven marketing ability, the most sophisticated, proven computerized lead generation system available anywhere.
10. Provides you with detailed guaranteed area agreement.

*\*\*Providing you are in compliance with your agreements with TNG.*

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***“Success means only doing what  
you do well, letting someone else do  
the rest.”***

**Goldstien’s Truism**



## **Welcome to TNG Systems**

At ***TNG Systems***, world-class service, high quality and client satisfaction are our priorities and the reason for our existence. We recognize that our client’s ability to effectively collect funds, operate their practices, promote

and market themselves is critical to their success and we take our role in that effort very seriously.

For over 19 years, the owners at **TNG Systems** have been the international leader in providing **Marketing, Consulting and Coaching** for **Practices** of every description. We are constantly committed to improving value through the development and implementation of cutting edge technology that is user friendly, cost effective, and proven successful.

**If you are committed to your practice, then your commitment to our proven program will be an easy one.**

In every industry in every market, twenty percent of the practices do eighty percent of the volume. At the other end of the curve, eighty percent are just coasting, usually downhill. Whether you are just starting your practice or have an established corporation, an aggressive strategy in today's competitive society is a vital ingredient in the recipe for overall success.

At **TNG Systems** we take a consultative approach to providing the optimal tools for your operations, marketing and existing client promotional needs. We offer state of the art computers and software solutions, in addition to professional full time consultants and coaching that ensure the desired results for your practice.

The desired results you achieve with **OUR PROGRAMS are Risk Free** for you, with our **"Money Back Guarantee"** that says, **We Produce, or You Don't Pay!** We recognize that maintaining an exciting, highly effective and profitable program is an ongoing process, which is why we continue to work closely with you after the initial installation. With our arsenal of marketing professionals, industry recognized copywriters, programmers, computer engineers, and seasoned practice consultants, you can be assured you will receive quality work and service that will enable you to excel in today's competitive environment.

## Welcome continued...

Once your installation is complete, we begin **Stage # 1** of your **Marketing Program**. This is our **"Direct Response"** stage where we **create patients instantly**. In this stage you learn how to create cost effective test marketing. This is when you find your **U.S.P.** That's your **Unique Selling Proposition**, or how you separate yourself from your competition. It starts with the **P.S.A.** approach, (**Public Service Announcement**), and then by adding your specialties. Once testing is complete, we focus on returning your entire investment in less than 6 months. Your system is now **Free and Clear**, and has created the **Magic Bullet** called **"Positive Marketing Cash Flow."** Then and only then are you ready to enter **Stage #2**, where you are not spending your money, your spending **TNG Cash Flow Money**. Once you have been through our extensive coaching sessions, we will then show you how we can assist you with advertising. We now enter **Stage # 2** of our **Marketing Program**. In **Stage #2**, we layer one on top of the other, all forms of marketing, from **Direct Mail, Print Media, Yellow Pages, Radio, TV to PR Firms**, using your **"Unique Selling Proposition"** in all methods. We use our highly sought after demographic databases to insure precision targeted audiences that can and will pay for your services. Then, we follow with our **Stage # 3 Web Based, Opt-in, Email Marketing Program**. This is the way we will communicate in the future, but it doesn't produce patients instantly. However, it will allow you to remain a factor in your current patients minds, as well as, market to potential patients through opt-in email marketing.

We will need your cooperation in the days ahead to assist us in the staff training and implementation of our program. This is the most valuable program your practice will ever experience and requires your best efforts, which makes it all come together.

**"You" are still the key element to success in your practice.**

TNG's specialized optional functions of the hardware and software integrated equipment may only be operated within a state, in accordance with the Public Utilities Code, FTC, and state Attorney Generals offices. Please research the proper use of the optional functions of TNG-SYSTEMS equipment prior to using or purchasing. California patients should research Ca. PUC Art. 1 Sec. 2871 Ch. 10 Part 2 of Div. 1., copies of which are available upon request at acquisition and receipt of operation manual of which articles are enclosed.

## What is a new patient worth?

**Without new patients a practice cannot survive.** How do you get these new patients on a daily basis, ongoing, year after year? What do you say? Who says it? When do you say it? What time? What day? Why? Male or female talent? What dialog do you use, in which part of the country? How many times does that patient buy again? What is the long-term value of that patient? How can you provide value to your existing patients that will result in higher or more profit? How can you communicate to these patients, let them know you care, thank them for their business, ask them for referrals, and create new residual revenue streams. **How can you keep from losing these patients to a competitor?**

**Regardless of how you operate your office, reach your prospects, reach your existing clients,** as long as it is consistently cost effective, consistently effective in generating a steady stream of revenue, and generates profitable results is why you called, isn't it? Let us prove to you how we can do just that. We will show you how to increase your sales, reduce your cost. We can guarantee our production, or we rebate you the cost of those ads any month they do not produce. Does anyone else offer this? NO! We do because we know we can before we ask you to become our client. The only question you should have after we have demonstrated our program to you is... *Can I credit qualify.*

The answers to these and many more strategies are just part of the service you will receive once you've joined the team at **TNG Systems.**

## Opportunity To Compete

The **TNG System** provides you with an opportunity to compete with both large and small competitors, in **both large and small markets**, in the most cost effective and efficient manner available in the marketplace today. The **TNG System** is a unique integrated strategy that uses live consultants, computers and software, to manage and incorporate inter-office plan procedures, billing procedures, referral procedures, internal marketing, external marketing, advertising, existing client programs, and reactivation of old patients. This is a turnkey system that can revolutionize the way you do business. This 21<sup>st</sup> Century program has been helping many small practices compete with the multiple location offices who utilize Co-op funds to chip away at the profits of small practices.

The **TNG System** works simply because it is a daily hands on operation that allows you to do what you do best and TNG to take care of the rest. This kind of turnkey program is almost impossible to match with any other method used today.

**Will anyone, any company, any service,  
offer you these kinds of RESULTS?**



## Reasons To Use The TNG System

**TNG Systems** has helped thousands of practices around the world increase their gross revenues to levels never thought possible. Whether you are just starting your own practice or are an established practice, our system will help you achieve or exceed your goals.

Marketing experience and building practice solutions are the reasons our clients come to us, and the end result is always the same: **Success**. Listed below are just a few of those many reasons why successful practices use the **TNG Marketing System**.

1. The most cost effective turnkey strategies available today!
2. \*Guaranteed monthly minimum of potential patients each month when using our pre-packaged advertising ads and pieces.
3. Complete customized programs for your specific practice needs.
4. Has the capability to route multiple campaigns simultaneously.
5. Increases productivity of sales staff immediately.
6. You control your office billing.
7. Complete and thorough one-day training followed with ongoing \*\*FREE support for marketing and technical assistance.
8. Full Time Coaches & Consultants to walk you through All 3 Stages of your Marketing Program during the first year.
9. Over 19 years of proven ability, the most sophisticated,

proven marketing system available anywhere.

10. Our Program is *Risk Free* for you, with our "*Money Back Guarantee*" that says, *We Produce, or You Don't Pay!*



## TNG Success Stories

Do you want increase your revenue and reduce your cost each day? Do you want new patients? Do you want them consistently on a daily basis? If so, you will want the unique solution we can offer you. But don't take our word on it. Read what a few of our many satisfied clients have to say about the **TNG System**. Ask to speak to many in your industry, after you have qualified, and verified your area is available!

"The **TNG System** is an amazing turn-key practice computer handles my billing, marketing and advertising ... drawing patients from all over. I couldn't be more thrilled with the results." There are no books, videos, tapes, **consultants**, or **coaches** that can compare to the **REAL RESULTS I REALIZED**. No one, including my spouse, could argue with these sound, solid proven practice and marketing principles.

*"Practice went up 400 percent. I generated more revenue the first week than the entire previous month once I started using this amazing system. Even though I used other forms of advertising, this reduced my overall cost per prospect, and increased my sales just like they said. . It just keeps on working day after day!"*

*"I was able to increase my practice from the very first week and continue to have a consistent lead flow week after week. I would recommend this system to any practice owner serious about growing their practice. For someone who knows little about computers and software they made it fun, easy and exciting. Anyone can do this, even a teenager. Thanks again."*

*"I can tell you that there is nothing out there that can compare to the **TNG Systems** program. I have been able to increase my patient flow on a consistent basis and I'm extremely happy with the results I'm receiving. This is a must for any Doctor that wants to grow their practice fast." Their way of providing a fixed monthly advertising cost with phone lines and equipment and then the results it generates, was a complete new revelation to my staff and me. **They took out all the variables!***

Please take a moment to give us a call at (888) 775-0038 to find out exactly how we can **Guarantee** a boost in your sales and marketing efforts, while reducing your cost.

We have several different programs we would be glad to tailor to your specific needs.

***\*\*Providing you are in compliance with your agreements with TNG.***

