ANATOLIA
breakthrough thinking

Sales Map Software

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Download and Install

1. Use the link you received via e-mail to download the Sales Map Software. Typically, this would be:

   www.AnatoliaGroup.biz/downloads/SalesMapSetup.exe

2. Choose to **Save** the setup program to your computer's desktop (rather than open the setup program directly from the web site).

3. When the download is complete, choose **Run** to run the setup program, or double-click the SalesMapSetup icon on your desktop

4. Accept all defaults. (This release of Sales Map Software must be installed in the default location: C:\Program Files\Anatolia.)

5. When installation is complete, you should restart your computer (unless the installation program has done that for you).

6. Once the program has been installed, you may delete the SalesMapSetup.exe program from your desktop.

Activate the Software

The first time you run the software you will be prompted to activate it. You cannot use the software until it has been activated.

There are two ways to activate the software. The preferred method is to activate via the Internet. If you do not have access to the Internet, you can activate the software manually.

If you are connected to the Internet, choose to activate the software automatically. You will be prompted for a password, your name and your e-mail address. The password is the same for everyone in your organization, and will have been sent to you via e-mail before your workshop.

If you are not connected to the Internet, choose to activate the software manually. You will be asked for an unlock code that is specific to your computer.

Please provide your Anatolia representative with your computer's "fingerprint" and we will give you the corresponding code that will unlock your software.

To reach us for an activation code, please call 609-466-8169 or e-mail support@AnatoliaGroup.biz.

Install the PowerPoint Add-In (PowerPoint 2003 or Earlier)

Before you create your first PowerPoint presentation, you must load the supplied PowerPoint add-in. The instructions below are for use with all versions of PowerPoint prior to PowerPoint 2007. **If you have PowerPoint 2007 or later, please skip ahead to the next section.**

1. Open PowerPoint.

2. Within PowerPoint, choose **Tools | Macros | Security**. In the security level tab, check **Medium**. Click **OK**.

3. Now load the add-in: choose **Tools | Add-ins** to bring up the add-ins window.

4. Click **Add** to bring up the "Add New PowerPoint Add-in" dialog box.

5. Navigate to C:\Program Files\Anatolia and select '**Sales Map.ppa**' and click **OK**.

6. If you are prompted with the macro virus warning, enable the macros. When the add-in is properly loaded, it will display a tick against the add-in name. You have now successfully installed the add-in into PowerPoint.

7. Once the add-in has been loaded, it is recommended that you set the Security level back to High or Very High.

Install the PowerPoint Add-In (PowerPoint 2007 or Later)

Before you create your first PowerPoint presentation, you must load the supplied PowerPoint add-in. The instructions below are for use with PowerPoint 2007 and later versions. **If you have an earlier version of PowerPoint, please refer to the previous section.**

1. Open PowerPoint.

2. Click on the **Office Button**.

3. At the bottom of the window, click **PowerPoint Options**.

4. Click **Trust Center,** then click the **Trust Center Settings** button.

5. On the left, click **Macro Settings**. On the right, select **Disable all macros WITH notification.** Click **OK** twice.

6. Click on the **Office Button**.

7. At the bottom of the window, click **PowerPoint Options**. Click **Add-Ins.**

8. Locate the "Manage" drop-down box at the bottom-left corner of the window. Choose **PowerPoint Add-Ins** and press **Go**.

Install the PowerPoint Add-In (PowerPoint 2007 – Continued)

9. Click the **Add New** button.

10. Navigate to C:\Program Files\Anatolia and select '**Sales Map 2007.ppa**' and click **OK**.

11. If you are prompted with a security notice, click **Enable Macros**.

12. When the add-in is properly loaded, you will see a check mark next to the add-in name. Click **Close**. You have now successfully installed the PowerPoint add-in.

13. OPTIONAL: Once the add-in has been loaded, you may repeat steps 1-5 and reset your macro trust settings to your previous choices.

General Software Tips

Click on the question-mark button on any screen to display the associated help screen. This generally includes all of the pertinent text from the Sales Map Guidebook.

- Many fields in the software have "tip text" built in. If you let the mouse pointer linger on a field for several seconds, help text will pop up.

- If you want to sort items in a list – for example, action items – click or double-click on a column heading to sort by that column.

- In some fields, the <Enter> key moves you to the next field. If you want to start a new line or paragraph within such a text field, use <Ctrl><Enter> to create a line break.

- If you receive an error message while using the software, please write down what you were doing and the exact error message, then contact us by e-mail at: support@AnatoliaGroup.biz

- If you have any suggestions for enhancements to the software, please send them to us by e-mail at: support@AnatoliaGroup.biz

E-Mailing Sales Map Information

- You can e-mail a sales plan to another user of the Anatolia Sales Map Software. This user will then be able to import the plan into his or her software and view every detail of the plan.

- If you want to send a plan to someone who does not have the Sales Map Software, you have several options. If your plan is a Full Plan (as opposed to a Quick Plan), you can create a PowerPoint presentation and e-mail that.

  Regardless of which type of plan you have created, you can "print" a summary report to a PDF file, which can then be e-mailed. (Note: This requires Adobe Acrobat software that is not included with the Sales Map Software.)

- If you are planning to send a Sales Opportunity via e-mail, please avoid using the tilde (~) and the carat (^) characters in your plan. We expect to correct this issue in a future release of the software.

- When you e-mail a sales opportunity, a specially formatted text file is created and attached to your e-mail message. This file contains all the data from your customer profile and sales opportunity. The file is named with the name of the customer and sales opportunity, and carries the file name extension .ANA.

  If you are the recipient of a plan, you should save the .ANA file in your My Documents folder, which is where the Sales Map Software looks for files.

Creating a Good PowerPoint Presentation

- A good presentation starts with what you enter in the Sales Map Software. If some slides in your presentation are empty, it's because you did not enter anything in the corresponding part of the Sales Map Software. For example, Slide 2 will be empty if you do not enter information in the Customer Profile areas labeled "Business Definition" (under "Who Are They?") and "Business Goals and Priorities" (under "How Are They Doing?")

- The comments you enter for each criterion are brought into the presentation, so be concise. After you have used the software for a while, you will come to understand exactly how the information you enter will transfer to the presentation.

- When you create a new PowerPoint presentation, you should look first at these slides:

  - Slide 4 (Overall Evaluation)
  - Slide 12 (Diagram of Relations)
  - Slide 24 (Competitive Analysis)

  These are the only three slides that are not editable within PowerPoint.   If the information on them is incorrect or poorly formatted, you should return to the Sales Map Software to correct the problem, then generate a new presentation.

- All of the remaining slides can be edited in PowerPoint. You may add change or delete text, add or delete slides, change fonts and type sizes, add or delete graphics, move things around, etc.

Creating a Good Presentation (continued)

- The Relationship Analysis is brought into PowerPoint as an Excel table. You can edit it by double-clicking on it. You can resize columns and perform various other formatting tasks to make it look the way you want it.

- Your presentation is not saved until you save it. Use the "**Save As**" function to give the presentation a meaningful name.

Back Up Your Data!

There is no substitute for a strong regimen of regular backups to assure that you can recover your data in the event of a system failure.

- If you regularly back up your computer, make sure to include the folder c:\Program Files\Anatolia. This is where the Sales Map programs and data are stored. (The main data file is called SalesMap_be.mdb.)

- Alternatively, Anatolia has provided a simple way to back up your Sales Map data to the location of your choice. Follow these steps:

    1. In the Sales Map Software, go to the **System Tools Menu**.

    2. Choose **Back Up Database**.

    3. At the top of the window, in the "Look In" field, select the location (drive and folder) where your backup will be placed. For maximum safety, this should be a removal disc (CD/DVD/memory stick/etc.) or a network drive.

    4. At the bottom of the window, enter a name for your backup file. For instance: SalesMapBackup.

- If you need to restore lost data from a backup, please contact Techmical Support.