

## PRESS RELEASE

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### **4 steps to sell your product when your customers say they can not afford it**

Odessa, Ukraine(VIP Quality Software) April 7, 2009 - It is not a secret that many companies and individuals now cut down their expenses. If your product is not the water in the desert – people will not buy it just because you offered. That is 100% for the software, as IT budget is, probably, the first in the list for crossing off. Here is what we offer to our customers:

#### ***Step 1. Bring down the price***

We cut down the price for our product to its historical minimum. For example, 5-user license of VIP Task Manager Standard now costs only \$299.75 USD, and the same license of Professional edition costs only \$599.75 USD. This is one of the most effective steps, (but not original, right?) because your customers understand that crisis will not long forever, and when economy goes up, the prices do the same.

#### ***Step 2. Sell on credit***

We offer our customers to buy the product by installments without any commissions. For example, 5-user license of VIP Task Manager Standard which costs \$299.75 USD can be paid 99.90 USD per month within three months. This step is very good for some of your customers that don't have the whole sum at once, but want to start using your product now.

#### ***Step 3. Provide additional discount***

We help our customers to get additional 25% discount for helping us in case study development. For example, to order 5-user license of VIP Task Manager Standard which costs \$299.75 USD at only \$224.80 USD users need to fill out only one page form. This step is quite attractive for some of your customers that really like your product and ready to spend some time to get a better price.

#### ***Step 4. Grant by lease***

We let our customers to use our product within one year at half-price with the right to buy life time license by paying the second half at the end of leasing. For example, 5-user license of VIP Task Manager Standard which costs \$299.75 USD is available for 1 year at only \$149.85 USD (50% discount). This step is a reasonable solution for some of your customers which initial aim is to survive, and then, well, they'll see.

## ABOUT VIP QUALITY SOFTWARE



At present VIP Quality Software productivity line consists of VIP Simple To Do List, VIP Organizer, VIP Team To Do List and VIP Task Manager. These programs provide users with productivity tools ranging from individual to corporate needs. VIP Quality Software is a privately held company, founded in March 2004 and headquartered in Odessa, Ukraine. The company specializes in development of task management, time management, project management and human resource management software. Its products are well-known in more than 75 countries of the world. Learn more about VIP Task Manager features and download **FREE** trial version of the software at:

<http://www.taskmanagementsoft.com/>