

# How To Purchase The Web Version of the Beverage Marketing Directory

The system contains easy to follow (we hope!) instructions along the way. If you have any questions about particular parts of the process, below are more detailed instructions that should clear up any questions you may have. You can scroll down or print the instructions to “walk through” the process or jump to a particular area of interest by clicking on one of the links below.

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- Purchasing Portions of the Database/Creating A Customized Database
- Narrowing Your Search Via Optional Selection Criteria
- Removing a Category or Criteria Selection (If you make a mistake or change your mind)
- Tracking the Cost of Your Data Selection
- Registering Your Order
- Viewing Your Database
- Downloading Your Database (DON'T FORGET THIS STEP!)
- Technical Assistance

## Web Database Pricing:

\$995/1000 company records (Minimum order \$500)

Selection criteria charges (optional) \$135 for the first three criteria, \$67.50 for each subsequent criteria.

## About the Web Version of the Beverage Marketing Directory

*The Beverage Marketing Directory has been an industry standard for 30 years. Traditionally, it has been available in print and diskette/CD-ROM formats. Now you can unleash the power of the database upon which the Directory is built, download it via the web, and immediately get started meeting your business objectives!!! You get a database, built to your specifications that you can put into the spreadsheet/database program you are most comfortable working with, and use it over and over again or merge relevant portions with other programs including Word, Act, Goldmine, etc.*

## Use the Beverage Marketing Web Delivery Version for:

- Aligning sales territories
- Mailing Lists
- Target Marketing – Contact only the prospects most likely to buy a particular product in your line-up
- Customer and Prospect Relations Management – Customize the database by adding your day to day dealings with the company, planned follow-up, etc.
- Custom Promotions – Develop customized promotions based on company size, brands they carry, location, etc.
- Mass Faxing
- Phone Contact List
- Merge with CRM Systems – select pertinent records to merge with your CRM system (we suggest that you select only certain fields as the full database is quite robust and might overwhelm some CRM systems)

## Purchasing the Entire Directory Via the Web

When you enter the system you will be given the choice to purchase the entire database or to create a custom database that meets your specifications.

If you choose to purchase the entire directory, you will be taken to the order form, where you will put in your credit card information and your order will be delivered to you via the web.

## Purchasing Portions of the Database/Creating A Customized Database

To get started, select whether you are interested in U.S. or Canadian Data

If you would prefer to narrow your search and pay by the record (minimum order is US \$500.00), follow the instructions:

### Select a Country

(which country has the companies that you're interested in)



[USA](#)



[Canada](#)

The next step in developing your custom database is to double click on the column that contains the basic company type(s) you are looking for.

## Select Basic Industry Type

(Select the column containing the type of company profiles you are interested in.  
From there, you will be able to narrow your selection)



If you chose a record from the left column you will see this:



If you chose a record from the right column you will see this:

### BEVERAGE COMPANY TYPES

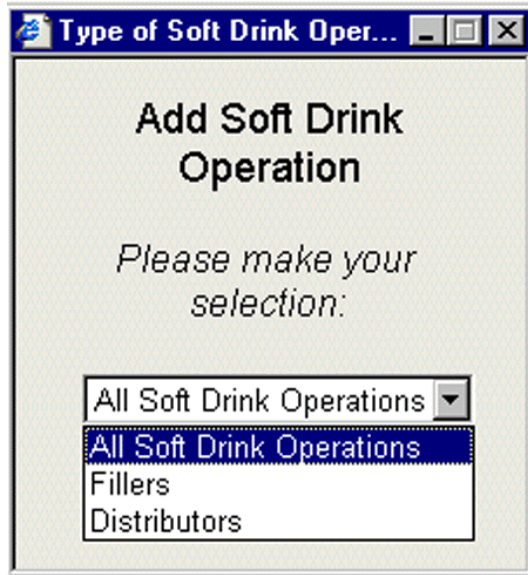
Select from the beverage categories below.

- Brewery
- Coffee
- Distillers
- Importer
- Juice
- Micro-Brewery
- Milk
- Soft Drink Franchise
- Soy
- Sport Beverages/Energy Drinks
- Tea
- Winery

Continue

Reset

Clicking on a button and a dropdown menu will allow you to determine which companies in that category meet your needs and how many companies fall into that category. You can select items from one or more buttons.



**While slightly different in appearance, both sections operate the same way from this point on. As soon as you select your categories, the # of companies in the category or categories will be posted on the left side of the screen.**

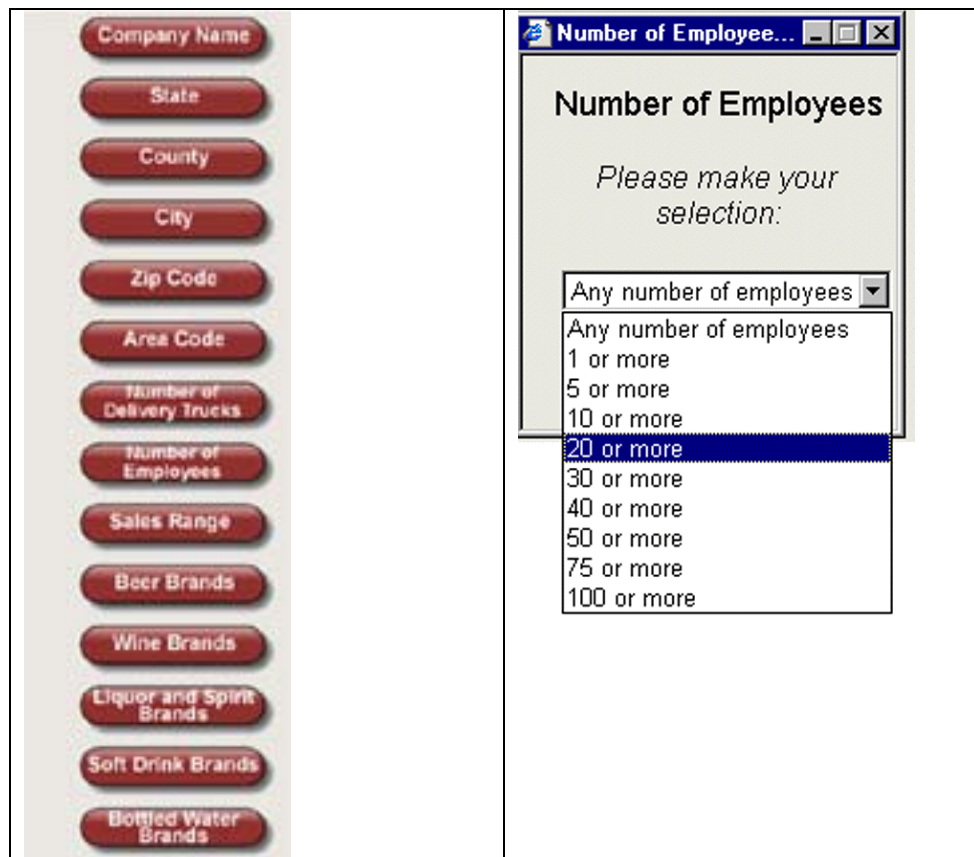


### **Narrowing Your Search via Optional Filter Selection Criteria**

When you purchase a database via the web, you will be provided with searchable records that you can add, modify or sort to meet your business needs. So, if you were to purchase profiles of ALL soft drink wholesalers, you can later decide to generate a list of those carrying a particular brand, or located in a particular state.

Your cost is based on the number of companies you purchase (our minimum order is \$500.00) You can opt to reduce the number of records you receive by narrowing your search

to include only companies that meet certain criteria – geographical, # of trucks, # of employees, particular brands, etc. There is a charge per filter criteria. This can result in a lower overall cost or a higher cost, based on a combination of the number of filter criteria and the number of companies meeting that criteria. Typically, filtering data will lower your cost, but there is a point at which it may become more cost effective to buy more company data and conduct searches to narrow the fields after you download.



To select your filter criteria, simply click on the button for that criteria. A dropdown menu will allow you to choose the option that meets your needs. For example, you can opt to receive only companies that are located in certain states, or only companies that carry certain brands, or companies that have more than a certain number of employees and are located in certain states. The choice is yours. After you choose your criteria, the number of companies that meet your new criteria will be posted on the left hand side of the page.

## Removing a Category or Filter Criteria

If you change your mind about a search criteria or a category, simply click the “Remove” button and the company category will be eliminated from your results or the criteria search will be “undone”.



## Tracking the Cost of Your Database Selections

The system allows you to keep track of the cost of the records you are selecting at any point in the process. Simply scroll down to the bottom of the screen and check the cost of your search. You can then move back up the selection sections and add, change or remove categories. Or if you prefer, reset the entire query or go back to the opening page of the system.

Arrange by:

**Filter Criteria Used: 1**

**Filter Criteria Cost: \$135.00 (1 @ \$135.00)**

**\$995 per 1,000 companies: \$62.69**

**Total Cost for Selected Records: \$500.00 (minimum order)**

**Or Purchase the Entire BMC Directory Via the Internet: \$5,495.00**

## Registering Your Order

Once you've decided that the criteria you've chosen meet your needs, simply click the "purchase selected records" button to proceed. Or, if you decide you would prefer to purchase the entire database select "purchase entire database for \$5,495.

Arrange by:  

**Filter Criteria Used: 1**

**Filter Criteria Cost: \$135.00 (1 @ \$135.00)**

**\$995 per 1,000 companies: \$62.69**

**Total Cost for Selected Records: \$500.00 (minimum order)**

**Or Purchase the Entire BMC Directory Via the Internet: \$5,495.00**

Once you've opted to purchase, you will fill in your credit card and customer information and click on "NEXT STEP"

Thank you for your patronage! Please fill out the form completely to assure accurate billing and fast response!	
<b>BILLING INFORMATION</b>	<b>CUSTOMER INFORMATION</b>
Charge my: <input type="radio"/> American Express <input type="radio"/> Visa <input type="radio"/> MasterCard	Name: <input type="text"/>
Name on Card: <input type="text"/>	Title: <input type="text"/>
Account Number: <input type="text"/>	Company: <input type="text"/>
Expiration Date: <input type="text"/>	Company Address (if different from billing address) <input type="text"/>
Billing Address: <input type="text"/>	City: <input type="text"/>
Corporate Card? <input type="radio"/> Yes <input type="radio"/> No	State: <input type="text" value="Choose a State"/>
Company Name if Applicable <input type="text"/>	Zip: <input type="text"/>
Subtotal (Sales tax will be calculated in the next step) <b>US \$ 1935.95</b>	Country: <input type="text"/>
Your order ID is : 122200220723718811164209	Phone: (important) <input type="text"/>
	E-mail: <input type="text"/>
	Fax: <input type="text"/>
	<input type="button" value="Next Step"/> <input type="button" value="Reset Form"/>

Your card will be charged, and you will be given a confirmation. You will then proceed to view and/or download your records. **IT IS STRONGLY SUGGESTED THAT YOU DOWNLOAD YOUR SEARCH RECORDS FOR LATER USE.** You have purchased a powerful database. We are certain you will find many uses for it in the months ahead.

Be sure to print your order record. A credit card receipt will be e-mailed to you as well. Next, click on retrieve order.

**Andrew Standardi III, thank you for your order! Your documents are waiting for you!**

**This is your receipt of purchase. Remember to print or save the records to your hard drive for future use!**

**If you lose your data, we cannot assist you without this receipt!**

[Retrieve Order](#)

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## **Viewing Your Database**

***You can view your records on screen, but be sure to download and save the data before you exit the system!!!***

You will **NOT** be charged for duplicates, though duplicate records may appear if a company operates in two of the markets you have selected. For example, if you chose bottled water distributors and soft drink wholesalers, there are companies that perform both functions. The company will appear twice in your database (once for each category) to enable you to perform a wide range of searches by category. However, each company has a unique identifying # which will allow you to eliminate duplicate companies when preparing a report or performing a merge mailing, etc.

Total Results: 1384  
Sorted By: Firm Name

**NOTE:** The data is provided in a CSV "Comma Separated Value" file. CSV files can be imported into Excel, Access and most other leading table-oriented spreadsheet or database programs.

**\*\*\*IMPORTANT ALERT\*\*\***

You **MUST** download and save your database to your computer's hard drive if you wish to use it again. Once you leave the system you will not be able to access the data unless you complete this step!!!

Please click [here](#) to download your data.

(Please note: Opening the CSV file may take several minutes for 2,000 records or more.)

Displaying Records 1 through 100

1) Sonoita Vineyards  
H C 1 - Box 33  
Elgin , AZ 85611  
Phone: 520-455-5893  
Fax: 520-455-5893  
Email:  
Contact 1: Gordon R. Dutt  
Title: President/Winemaker  
Contact 2:  
Title:  
Contact 3:  
Title:  
Trunks:  
Employees: 5 to 10  
Sales:  
Brands: Sonoita Vineyards

## Downloading Your Database

Simply click and follow the instructions to save your database to your computer's hard drive. **Do not forget to download and save your data!** The data will be downloaded in comma separated value (CSV) format which can be read using most spreadsheet or database programs. You will be able to import the data into your spreadsheet program (Access, Excel, etc.). Depending upon how your computer is configured, your system may automatically import the data into your favorite database program. Your spreadsheet will look something like this:

B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Comp	Comp	Address	City	State	Zip	Phone	Contact 1	Title	Contact 2	Title	Contact 3	Title	Contact	Title	Cor
1E+08	ABC D	8431 State	Defiance	OH	43512	419-782-3	Eric T. Rol	President	Terry Kolb	Sales M	Michael Ti	Warehouse Mgr			
1E+08	Acme E	200 Stanfr	Findlay	OH	45840	419-423-1	Donald Fe	Chairman	David D. F	Preside	Jeff Stewa	Genera	Eric Hag	Sales M	
1E+08	Anheus	1611 Mari	Canton	OH	44707	330-456-E	Joseph A.	General M	Mark B. R	Operati	John A. St	Dir-Mar	Daniel E	Finance	
1E+08	Beerco	P.O.Box 5	Fostoria	OH	44830	419-435-3	Kris Klepp	Vice Presi	Kent Brod	Genera	Michael KI	Treasur	Tonya K	Secr Sha	

For a better view of how your records will look and what data they will include, please go to the sample data button on the left side of the main menu within the Web Directory system.

You will be able to sort the data, generate reports using various criteria and filters, merge the data with word processing programs, etc. Please note that while the database contains duplicate records (if a company operates in two of the business areas you selected) **you were not charged for duplicates. They were left in to enable you greater versatility in generating custom reports. Each company has a unique identifying #. If you wish to**

**eliminate duplicate company listings for a particular report or when generating mailing labels, etc., simply filter the Company ID # for duplicates.**

## **Technical Assistance**

If you encounter problems with the system or have questions that were not answered here, please view Frequently Asked Questions. If you need further assistance, please e-mail us at [webdirectoryhelp@beveragemarketing.com](mailto:webdirectoryhelp@beveragemarketing.com) or call us at 800-332-6222 ext. 252 (outside of the U.S. call 740-598-4133 ext. 252). Be specific, be sure to refer to your order confirmation # and include your phone #. Questions will be answered M-F, 9-5, EST