

STREAMLINED CASH FLOW SOLUTIONS

13522 Mercury St. #2 • Omaha, NE 68138
Phone: (402) 933-0063 • Fax: (402) 933-0063
www.streamlinedcashflow.com

Story #4

September 13, 2001

Dear Lenny,

It's about a year after I told myself to get started marketing this business, and I'm not too happy with only 3 clients. Although I don't have huge piles of money coming into my bank account, I am making great efforts to market my name and my business in the local community. After joining the Chamber of Commerce, I got involved in an Executive Dialogue group. This is a group of business owners that meet once a month, and share information, and offer input to others for their business. We sort of act as a Board of Directors for each other. I met the president of a local internet provider, and he expressed great dissatisfaction in collection of his A/R. They are currently the fastest growing internet provider in the area, but he couldn't seem to get his customers to pay on time, and it was very frustrating for him. After the 3rd monthly meeting I got the courage to give him a call, and see if he would be interested in meeting to discuss how I might be able to help him improve his cash flow. He was very interested in meeting so we scheduled a date. Our meeting was very positive, and he told me to call him in 10 days. After I gathered the information, I went back to my office and used the Time Value of Money computation and was able to come up with his costs for his float time for his outstanding A/R. I made 3 attempts to reach him, with no success, and I was sure he was blowing me off. After the third however, the office manager said he was on vacation in Canada, and to call in a week. I had forgotten he mentioned he had an upcoming fishing trip. I called when he returned and left a message for him. I finally got an e-mail from him a week later saying he was sorry for his late response, but they had a huge virus they were dealing with, and to give him another week. He wanted me to meet with him and his new accounting manager (hired 2 weeks prior). He wanted me to run through the process with her and he wanted to listen again, to make sure he understood everything correctly. I put a proposal together, and used the Time Value of Money computation to show him what it was currently costing him to invoice his customers. His float was costing him over \$11.00 per invoice, per month. His eyes were opened and he was paying attention. I thought for sure I would leave with a signed agreement. He and his accounting person seemed favorable with everything. He wanted me to get back with him next week so they could take care of a few things to get the ball rolling. I was sure this was a brush off. I left the paperwork with him, and then the terrorist attacks on the US hit. I had an appointment to meet with him 2 days later, and feared we would have to delay getting back together. Our meeting went as planned, and I have a signed agreement for the PAC – to begin with his next billing cycle on October 10th. This was my 2nd agreement in the same week. My confidence has improved, and my patience has certainly been challenged. I have learned though that it is important to keep things in perspective, and when things don't happen as quickly as I want them too, that I need not take it personally. Patience is a virtue, and I have to remind myself everyday to stay with it. Steven does a great job keeping things in check for me, and I'm glad he is there to help. Sometimes I just call to vent, and he graciously listens and offers support. I'm building my

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business slowly, but realize it is truly a relationship type of business. My stories are not among the ones that fell together the first month or two out of orientation, which are more exciting to hear about. You don't know how many times I've almost given up. My partner keeps me going also. He is very supportive, and we both just try to get out there and network as much as possible. I recently had a professional printer help me with my brochure that pulls all of the services we offer together. It was a challenge to cut it down, to make it readable and attractive. I have 4 clients my first year of business, and figure if I only double my client base by this time next year, I will still be happy. I know there is good money to be made in this business, but I can't be thinking that it is a get rich quick scheme. It takes time, and persistence. I made several good contacts, and am confident that some of them will become clients eventually. I'm getting much better in my presentation, and the more I do it the more I learn. So if there are any of you out there that think of giving up, just know that there are others out there sharing your same struggles. Get connected with your community. This has helped my confidence immensely.
LJ

IBS

INNOVATIVE BILLING SERVICES

Melody Dunaway (865) 524-8484

April 4, 2000

American Billing Systems, Inc.

Att: Mr. Lenny Welch
13809 Research Blvd.
Suite 705
Austin, TX 78750

Dear Lenny,

My business partner, Tere, and I are thrilled to share our first success story with the ABS family.

Three weeks after attending training in Austin, we met our first client at the Women's Expo at the Knoxville Convention Center. The center was filled with literally dozens of business booths promoting everything from vacuum cleaners to cosmetic surgery. With business cards and brochures in hand, we must have promoted our services to over two dozen personal contacts that very day. In fact, we talk to so many key people, we were unable to 'hit' all the booths.

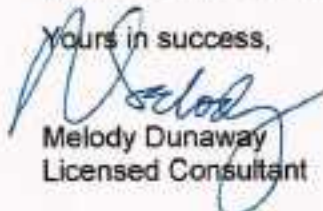
Nonetheless, our first account is with a nonprofit women's organization. Because we felt so strongly about the services our client offers, we decided as a charitable donation, to waive the setup fee. Smart move. Our client sits on a Board with the other charitable organizations in our area and asked for more of our bank drafting brochures to share with the Board.

I have to admit our client was looking for us – we just happened to be at the right place at the right time. It seems The United Way has their own internal bank drafting software used for monthly donations and our client was looking for a way to copy their success. And there we were with the solution in hand!

And speaking of having the solution in hand, your demonstration in Austin – what we like to call – "Handing Out Business Cards 101", is exactly one of those small differences that added to our professionalism.

We are very close to obtaining more accounts just from the contacts we made at the Women's Expo. We look forward to sharing another success story with you soon!

Yours in success,



Melody Dunaway
Licensed Consultant

Innovative Cash Flow Solutions
770 HCR 3373 #100
Hubbard, TX 76648
254-786-2486

Dear ABS:

Well here we go again... this is the easy one. This was a referral from the medical supply company owner of one of his fellow colleagues. He told her that we were fine and upstanding people and we knew what we were doing in the billing business, even though we had just started. With the fine folks of ABS and Janelle walking and talking us through things the owner was sold. The first thing she did was give the small account, which is about 25 miles from our office. After 30 days we will be getting her Dallas office accounts. Thanks to all the folks from Colorado, Texas and Louisiana Who have lent us moral and technical support as fellow ABS licensees. With all the support and encouragement, this has become a wonderful undertaking and the best financial decision we have made to date.

Until next time,
Chris and Kandy Garey




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Story #3

September 12, 2001

Dear Lenny,

The most exciting about my third PPP success, is the timing. It was with the second of dentists in my previous story, but preceded by a great big disappointment with a doctor, which I want to share with you. This doctor found my name in the yellow pages, and left me a message on my voice mail. I called him back, and at his urgent request planned to meet him the very next day. This doctor was backlogged with claims that had not been filed from April-August, and had about \$200,000 uncollected claims to process. I gathered information, and called Steve at ABS right after leaving his office, to help me with details I would use in my proposal. The doctor had purchased Medisoft earlier this year, and his administrator decided not to return after maternity leave. His hope was to have someone come in and use his existing software to process the claims (paper). Steve was great in helping me with my Claims Wizard, so I could show him the benefit of outsourcing his claims. I returned the next week and shared the benefits of the PMS, and was confident, and ready with my proposal. I showed him what it would actually cost him in expenses, and loss filing on paper by using Medisoft, (about 11K a year). He seemed OK with everything, and signed the agreement that day, to have me move forward immediately so he could get some money coming in. Within 30 minutes of him signing the agreement, his nurse called to put me on hold. I knew something was not right. I thought he was having buyers remorse, but I still left him a message that next day that I would be there the following day, as I had promised to help copy patient information and Superbill information (as he was short staffed). He called back to informed me that he talked to some "friends" and they agreed that he should try to proceed with the Medisoft he had purchased (still filing on paper). I'm sure they did not know that I could save him an estimated 11K annually. This would have been my first claims client, and my emotion went from high to low immediately, and I was crushed. When I returned to give him a cancelled contract, and return his file of HCFA 1500 forms, He told me that he would be interested in talking at the end of the month to possibly start with the "current" claims. So --- we'll see --- I won't give up on him.

The very next day I got a call from the dentist office that I had been playing tag with, and scheduled an appointment for two days later. (He had a chance to view the PPP brochure that he requested previously). He has been in practice for 6 years, and heard all the stories about why people can't pay. He doesn't mess around with slow pays, and sends them to collections after 60 days. It had been about 2 months of following up, so I just called one day and asked the office manager if I could schedule about 10-12 minutes with the dentist to discuss his business, and how I might be able to improve his bottom line. I had a chance to meet her face to face previously, because I personally dropped some information by that they claim never arrived in the mail. She was cordial, and scheduled me in for an appointment. I took all the information

with me necessary to finalize the deal if possible. After spending about 15 minutes with him and his office manager, he agreed to the PPP, and is confident this will decrease his current write-offs, as well as improve his cash flow. He is also very interested in the concept of putting a proactive measure in place for unpaid balances. I gave him copies of the PPP brochure that he could display in his office for patients, and he is going to be mailing them in this month's invoices, and also including them in the welcome packets for new customers. He invoices about 150 patients per month, and voiced to me that he would very much like to rid his office manager of the responsibility of the actual billing tasks. Although I don't offer the dental claims processing, my hopes are to be able to put some plan together eventually to see if I can assist him with the billing service also. I'm sure Steven will have something up his sleeve, to help me with this. I am truly excited.

LJ

September 24, 2001

American Billing Systems, Inc.

Subject: Success Story

We attended training in January of 2001. We signed up our first account in April for "PPP." On September 6th, 2001, we signed up our 2nd account! This account is for "EMC."

Our main method of marketing was calling doctors' offices on the phone. We also mailed out post cards... with only a few replies, however, nothing became of them. I was making appointments and presenting proposals to doctors who were interested and wanted a billing service, however, I was unable to get a signed contract.

I have been keeping in close contact with ABS, especially Steven Phillips and Mary Typhair, who have been extremely helpful. A couple weeks before I signed up my 2nd account, I called Steven and told him I must be doing something wrong. I have interested doctors, I know they want to do it, however, I present the proposal and none of them sign up. I told Steven that it must be something that I'm doing wrong or the price.

Steven suggested a few approaches to combat any price concerns and gave me a few lines to come back with and some questions to ask them. Another strategy was to reduce the set-up fee if they would sign up, or try my services for 30 days, risk-free.

Steven has told me these things before, however, the whole time I met with doctors, I knew I was flexible and that nothing was carved in stone, however, I didn't relay that to them like I should have. I would present the proposal with the price and that was it. If they weren't interested, I basically said "OK", and then left. I should have tried to negotiate before I left, not wait for them to ask if the price was negotiable.

The one I just signed up, I made sure he knew from the start that we would be able to work together and come up with a plan and a price that we would both agree on. He is a psychologist, and has repeat customers within the same month. He didn't like the per claim fee I was suggesting, so we discussed a flat fee per patient, per month. Before I left my 1st appointment with him, I told him I would put together a proposal and a price, and we could discuss it in our next appointment. I stressed to him again, that I was

sure we could come up with a price that we both could agree to, then get started immediately. He was ready to sign as soon as I presented the proposal.

I think this new approach is what made a difference and is part of the reason he signed up.

Thanks to Mary's help in supplying answers to my technical questions. I was able to answer a lot of questions I was getting from the doctors. It also helped to build my confidence knowing I would be able to answer more questions while talking and visiting with doctors.

Thanks again Steven and Mary for all your help and encouragement.



Rita Becker / Jerry Zimmerman
Quality Billing Services

Cheryl and Mike Kent
Premier Business Solutions

July 23, 2000

Dear ABS Staff:

Well I guess you thought I had forgot about you! I have been stuck in a whirlwind! I am still working my full-time job at a doctors office, doing two doctors insurance billing and then coming home and working with billing of 4 doctors. I never knew it could happen!

When Mike and I were in Austin, I never thought I could ever "sell" anyone on the billing system. I was scared to death! I knew that without someone going with me, I could never do it. I just knew that when and if I was ever going to talk any office manager into outsourcing their billing to me, that I would need to hire a sales person.

Well anyway, to make a long story short. I had been keeping in touch with the girls where I use to work and they told me that the girl that was doing the billing was fired! Well the wheels started turning and I called the Office Manager and told her I had heard that the billing position was open and I would like to talk to her about it. We set up an appointment. I have not had a lot of time to work on all the software that I had received from the training class. I knew nothing about the Wizard. So that is when I knew I needed HELP! So I called Lenny. I told him I had an appointment and I asked him what to do. He asked if I had the figures and he put the figures in and faxed the results to me. I went on my first and only appointment. I got the work! I do the charges and insurance payments. One office with 4 doctors! It took me 6 weeks.

I finally called Lenny back one morning before I went to work and left a message telling him all the details. Lenny returned my call without delay. He said, "When do you start?" And I said "one month ago." I know he could have killed me for not calling sooner. Mike kept telling me to call but like I said I have been in a whirlwind with my day job and then this. I really wanted to get maybe 4 more doctors before I quit my day job, but it is really hard to do with no spare time. I know I need to call Lenny for more HELP!

I just wanted to say THANK YOU and I will call you soon. Lenny was so much help. I could not have done it without him. Get ready Virginia, you're next.

Sincerely,



Accelerated Cashflow Solutions

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Wichita, KS 67209
Office: (316) 729-6610
Toll Free: (877) 427-0129
AccelCashflowSol@aol.com

July 23, 2000

Mr. Lenny Welch
American Billing Systems
13809 Research Blvd.
Suite #705
Austin, TX 78750

Dear Lenny:

IT'S OFFICIAL!!! We just received our contract from "the Snowman". ACS and ABS have officially gone international. They were our first client to verbally commit but because written communications takes so much time between the US and Canada the actual signed contract took a while. Mail from the Arctic Circle takes even longer but nonetheless it is here.

We have only scraped the tip of the iceberg on this one. As you told us in training, as I am sure you have told everyone, there are no limitations to this business and who can benefit by it. The PAC concept is new for my client but I am confident it is commonplace for his customers. We are looking forward to taking them into the next century by offering them the ability to provide affordable financing to their customers. Something that will benefit everyone involved.

Thanks for all the support from you and others at ABS. This is very exciting for everyone. You can be certain that you will be hearing from us as the relationship develops with our new client and we begin to focus on developing material that will help him market PAC.

Sincerely,

Linda Neifert, CCFS
Director of Marketing & Client Services

PROFESSIONAL BILLING SERVICES

432 SW Ward Road, PMB 193 * Lee's Summit, MO * 64081

Phone: (816) 582-3837 Fax: (816) 537-5486

Email: probillserv@hotmail.com

<http://probilling.micronpcweb.com/>

June 19, 2001

American Billing Systems
13740 Research Blvd, Bldg Q
Austin, TX 78750

Dear Lenny:

My husband, Ed, and I attended training in mid December 2000. I was very apprehensive about the whole business venture. I had loads of experience in billing, but this was all in Canada, and everything is so different here. I had very little confidence in myself, not only in billing, but also in being able to market myself. I am introverted, and the thought of cold calling left me with a queasy stomach. The new year started off slowly, and I had a hard time getting organized. February and March were not much better, and the illness, and subsequent death of my husband's mother in south Texas meant another long drive from Kansas City to Texas. When we got home my husband was laid off from his job as of December 2001, and we found ourselves really motivated to get something happening. After talking to a friend who is a salesman we came up with the idea of a promotion package. We printed up copies of charts, etc from our training manual, and included marketing materials, and hit the streets. A bit disorganized at first, but we figured out a system. After a couple of weeks of going door to door I found I was no longer scared out of my mind to talk to people, and even started to enjoy it. Steven Phillips was very supportive, and when I would call with questions his answers were always more than helpful, and he would keep me motivated to keep trying. Quite by accident we found it was a lot easier to talk face to face with chiropractors than it was to see other physicians, so we focused on the chiropractors. They seem to be more pressed for money, and any fees seem to scare them off. We have had to make some adjustments in our fees to get their interest. Instead of charging them an upfront set up fee we have built in an extra 50 cents per claim until our \$250 fee has been covered, and then we reduce the per claim fee to the original quote. And at the end of the first 30 days if they are not happy they will owe us nothing. This gives them a 30 day risk free trial, and gives us 30 days to show them how valuable we can be to their practice.

At the end of a long and discouraging day Ed said one more, and he drove into a small parking lot, and when I first walked into the very disorganized and dingy office I panicked and wanted to turn around and leave, but the doctor was there alone, and anxious to talk to someone. Two hours later Ed and I left feeling encouraged that we may have our first account. It took persistence, and many calls, but we finally signed him up yesterday!! We are going to be doing their electronic claims filing, and setting them up

on the PPP program. They have outsourced their billing 3 times before that did not work out for different reasons, so I am a bit anxious about making sure I do the best job possible for them. Mary has been such a big help to me so far in setting things up, and I know that with her help I will do a great job, and my client will be happy he took a chance on me.

We have 2 other doctors that we have been calling on, and have even made proposals to, and we are continuing to follow up with them, and offer them discounts in the fees. We are hopeful that we will have a couple more accounts on the heels of our first. Our first doctor has also given us some leads to other possible accounts who are acquaintances of his. This business really takes a lot of persistence. It can be easy to get discouraged when accounts don't fall into your lap, but if you get up everyday, and keep knocking on doors you will eventually reach your goals. It took 3 months of hard work to get our first account, but now we are more confident that more will follow if we keep motivated. Thank you to ABS for all your help and motivation. I know that if it wasn't for your excellent support (and patience) I would not be able to succeed at this business.

Sincerely,

A handwritten signature in black ink, appearing to read "Connie Goble". The signature is fluid and cursive, with the first name "Connie" being more prominent than the last name "Goble".

Connie Goble



SMART SOLUTIONS

Cash Flow Consultants

July 19, 2000

Lenny Welch
Marketing Director
American Billing Systems Inc.
13809 Research Blvd., Suite 705
Austin, TX 78750

Dear Lenny,

"I got my first client"!! Yes, it finally happened!! There were many times I thought I'd never hear these words. If it hadn't been for your support and encouragement, Lenny, I would not have made it this far. I appreciate all the time you took helping me to prepare a marketing plan, phone scripts, cold call scripts; as well as coaching and encouraging me as I made my contact list, cold calls, follow ups and presentations. You are absolutely awesome!!! Not only do you have all the answers when it comes to marketing, the knowledge of the billing industry and all the programs ABS offers, but you have a great sense of humor and convey a "never give up attitude". ABS is very fortunate to have you on their team!!

Unlike some other success stories from licensees, it took me almost a year to get my first client (this is while continuing working an almost full-time job). I remember my first morning going out cold calling and how nervous I was. But then it wasn't long before I actually thought cold calling was fun. I remember scheduling my first appointment for a presentation at a Martial Arts Studio, and how I was anxious and worried for days prior to the meeting. I remember your help, Lenny, with a cold call script tailored for day care centers and how I got an appointment at the first place I walked into. With that same "magic script" I got a couple more appointments that very morning!!

Well, over the course of a year my marketing included nearly 50 cold call visits, approximately 25 marketing letters, 5 fax broadcasts and a few phone cold calls. Of course the appropriate follow-ups ensued. I made 6 presentations before I got my first client.

This is how it happened: After you got me back on track, Lenny, with a new contact list in hand, I mailed letters to five funeral homes and sent fax broadcasts to five florist. On my follow up calls I got two appointments with florists. The piece I faxed to them was "Get men to buy all their flowers from you". You were at training Lenny, and missed

this part. I very much appreciate Jason who was wonderful answering any panicky questions I had during this time. Thanks Jason!! I met florist with presentation folder and flip chart in hand and presented the PAC info. I had created a nice flyer for her clients: "Never forget another occasion... choose all your flowers for a whole year... PAC will provide you with a convenient, affordable way to make your monthly payment." She was so excited because she had been thinking of doing this for years, but did not know how to pull it together. And there I was with a solution!! She signed up when I returned with a proposal and can't wait to sign up clients. Down the line she is also interested in the automated marketing and possibly taking over the invoicing.

At this point I have four presentation scheduled in the next four days with a Church, a Dentist, a Martial Arts Studio and a Funeral Home. So, I am thankful to the staff at ABS for all the support and feel blessed to finally get this business off the ground. A word to new licensees or others that struggle: keep the faith; you will eventually reap what you sow. It's still a numbers game and you will eventually be in the right place at the right time.

Sincerely,

A handwritten signature in blue ink that reads "Liliane Wheeler". The signature is fluid and cursive, with the first name "Liliane" being more prominent than the last name "Wheeler".

Liliane Wheeler