

## Proficient with MM4XL in Five Steps

Using MM4XL is easy.

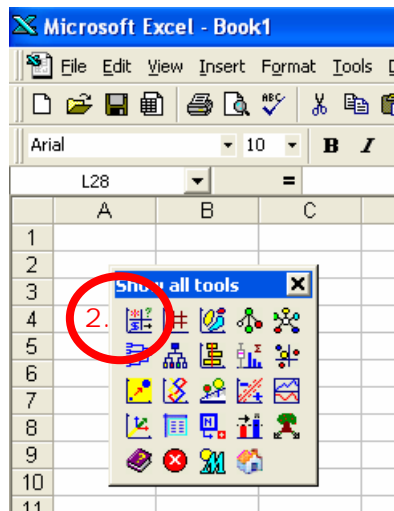
Follow this easy five-step approach and get up to speed in minutes.

### Step 1

In the main toolbar click on the button **Show all tools** and a new toolbar is created.

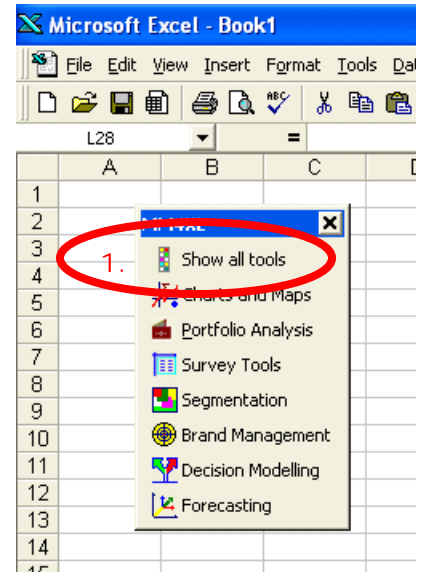
### Step 2

In the new toolbar (see picture below) click on one of the buttons to open that tool form.



### Tip

Rest the mouse pointer over a toolbar button to briefly display a tool description.

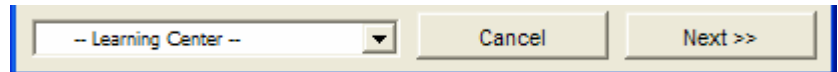


### Step 3

All tool forms include a listbox labeled **Learning Center**. Click on it to see the list of available options. There is help material, example sheets with data, and helpful utilities to choose from. Open the **Example** sheet and familiarize yourself with the tool and the input data.

### Step 4

Click on the **Cancel** button to close the tool form.



### Step 5

Spend just a few minutes studying the examples, and you will be ready to run each of the tools you are interested in.

### THE SCIENTIFIC APPROACH IS KEY!

When you feed MM4XL with solid data, you can get the most out of our software and, as a result, out of your data as well. This will in turn result in enhanced competitiveness.

Sometimes, however, information is hidden in data and its value isn't immediately apparent. Therefore, we encourage managers to take a scientific approach to business management.

Ask your marketing research manager or data supplier about the statistical parameters of the data you use; spend time learning business statistics and management science; let MM4XL help you make better-informed decisions.

We know that learning can be difficult when you are working full-time, but we also know of managers succeeding thanks in large part to scientific management. It's up to you, and we can help!