Maximizer Enterprise 8

Simply Successful CRM

For Sales

"How do we win more deals?"

"How can I get an accurate sales forecast?"

Today's front-line sales staff and sales managers are faced with the ongoing challenge of bringing in more revenue. Whether you're in a new market or mature market, one thing is the same - you need a solution to help you win more deals today and build profitable relationships for the future.

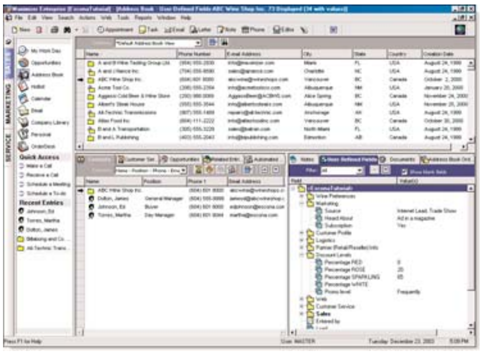
An effective customer relationship management (CRM) solution for account and sales opportunity management doesn't need to be expensive or complex. You need a solution which helps you succeed in your market which is deployed quickly, easy to use, and drives the leads and information sales reps need to close more deals.

Manage accounts effectively, respond quickly and build stronger relationships.

- Assign ownership of accounts and leads to ensure no prospect or valuable customer is forgotten.
- Make every customer a VIP customer with their entire history at your fingertips, including past proposals, orders, account balance, project drawings and phone calls. See important information right away in easily configured custom fields to store and sort unlimited amounts of valuable information, such as their industry, size, product preference, last product purchased, or last date purchased.
- Manage relationships better than your competitors by knowing multiple contacts in one company to understand influencers and decision-makers.
- Service your customers better, cross-sell and up-sell effectively with direct access to information on which promotions your customers have received.
- Be notified automatically when your account calls the customer service department and continue to be alerted of the status of any critical issues.
- Fastest deployment in its class so you can start producing results in days and weeks, not years.
- The magnetic user interface lets you work the way you want to, so you can find information and work with your business processes efficiently.

Follow-up on leads and win the deal.

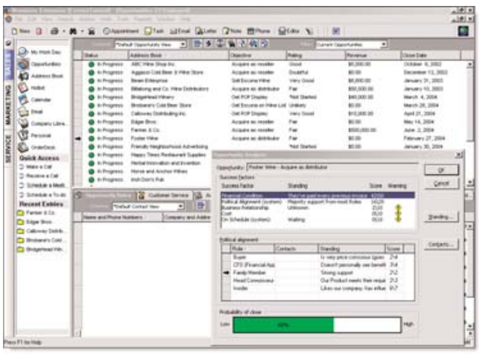
- Manage customer and lead lists for effective follow-up and outbound call campaigns.
- Receive automatic e-mail alerts of new leads from your website, including all the detailed information which is gathered from web forms and imported into Maximizer Enterprise.
- Ensure no leads or enquiries slip through the net by configuring Maximizer Enterprise Workflow Automation to monitor your incoming e-mail. Use it on your sales@ or campaign-specific e-mail addresses, set rules to scan the subject or body copy for key words, then have it route leads and sales enquiries to the appropriate sales person. Even have it send a reply automatically to the customer and record the interaction in the customer's record to drive a higher level of customer satisfaction.
- Spend more of your day selling. Manage your time effectively by sharing your task list and calendar with your sales team members. Assign tasks easily and set-up meetings with others without leaving your desk. Even synchronise your schedule with your Microsoft Outlook calendar or with your PDA.
- Import lead lists with all the qualifying information you need to make an effective follow-up call.
- Track lead status and source to measure the lead funnel and your conversion rate.
- Comply with strict do-not-call and anti-spam legislation with system-enforced alerts.



Address Book: Access customer information and history, including service cases, documents and phone notes in one interface

Collaborate on sales and increase your win ratio.

- Whatever sales methodology you use, apply it to every deal to increase your win ratio. Track all your sales activities, assign them to team members and create automatic reminders to ensure nothing slips through the net. Rate the deal's success factors and decision makers to get an accurate assessment of your probability of close.
- Generate accurate, real-time reports on your sales forecast to analyse your sales opportunities by sales team leader or account manager, by month or quarter, and more.
- When you have multiple products and target markets, follow your sales methodology with unique steps and activities for each of them to ensure you win more deals.



Opportunity Management and Forecasting: Rate probability of close accurately and forecast sales - whatever sales methodology you use

- Share information including schedules, sales opportunities and customer e-mails with other members of your sales team - wherever they are. Choose from robust remote synchronisation or online web access through the Employee Portal. Or go mobile by taking your information with you to client meetings on your PDA, updating information, then synchronising it back at the office - without re-typing data.

Keep a pulse on your business - monitor rep productivity and forecast sales accurately.

- Reduce the amount of time sales people spend on generating reports so they spend more time selling. Get real-time updates on daily, weekly or monthly metrics with over 150 standard reports, including sales forecasts, account activities and phone logs, segmented by account manager or sales team leader and more.
- Get a more accurate sales forecast with probability of close rates which are calculated based on success factor and decision-maker / influencer ratings, rather than the gut feel of your sales reps. Print forecast and executive reports automatically, to see the status of 30 and 60-day funnels and more.
- See a high-level snapshot of real-time information on the company's performance in the web-based Executive Key Indicators Dashboard, including value of opportunities in progress and number of won or abandoned deals. See quickly which areas are doing well and which areas need attention.
- Create customised reports to gain further visibility into sales and customer trends using best-of-breed business intelligence reporting tool, Crystal Reports, included with every Maximizer Enterprise user. Analyse data in other database applications, such as your accounting or ERP systems, against the customer data in Maximizer Enterprise to get a complete view of your customer history, buying trends and relationships[1]. Have reports delivered automatically, direct to key stakeholders that need to see critical key performance indicators on a timely basis.
- With flexible views and column set-ups in Maximizer Enterprise, print column reports easily on customer lists, outstanding opportunities, and more.

Increase productivity with centralised customer communications.

- Stop having to ask your colleagues for the latest e-mail exchanges. Store all your communications with the account record, including e-mails sent and received with Microsoft Outlook.
- Before making an important follow-up call on a big account, check the status of any outstanding customer service cases so you're armed to make an intelligent and effective phone call.
- Improve your customer responses by creating templates of effective sales letters to share with the sales staff, then personalise them and send them to one or multiple customers.
- Dealing with a customer on a post-sale technical or late shipment issue? Spend more time selling. Create quickly a customer service case and assign it to the appropriate person in the customer support, shipping or accounting department to ensure your customer's answers are resolved and that you spend your time effectively.

Create automated processes and reap the rewards of timely information and follow-up.

- Automate everyday tasks, catch critical time-sensitive issues and stay on top of the big opportunities with Maximizer Enterprise Workflow Automation.
- Examples:
    - Identify leads automatically which haven't been followed up in over a week and send the sales manager an e-mail alert.
    - Send alerts on clients with pending sales who have just been put on credit hold.
    - Remind remote sales reps who haven't synchronised their laptops in three days.
    - Automatically send the sales manager a summary of the top deals pending this quarter or the most recent activity on the top three accounts for each sales rep.

[1] Monitoring applications in addition to Maximizer Enterprise requires the purchase of a Workflow Automation DB Connection Upgrade for every additional application.

Drive more sales through your resellers.

- Assign leads to partners and send an e-mail alert automatically so they can check details about an opportunity in the web-based Partner Portal. Your resellers, agents and distributors simply log on to the secure web site to get their daily leads so they can follow-up immediately.
- See your partners' sales pipeline status so you can get a more accurate and complete sales forecast.
- Gain greater visibility into their relationships with end-users to gather valuable information from the field, such as why deals are won or lost.
- Streamline partner communications so they have the information and tools they need in the field to sell more effectively by posting partner announcements and links to partner marketing materials. Enable effective partner collaboration with the web-based discussion forum so they can help each other on deals.
- Enable them to resolve their own customers' issues by giving them access to the online Knowledge Base. You control what FAQ and important product information and alerts you want to share with them.

Access the latest literature and collateral.

- When Marketing publishes a new price list, datasheet or brochure, get immediate access to it through the Company Library so you can provide accurate information to your customers.

Sales teams need to work more efficiently and effectively than ever before to beat the competition on new deals and nurture customer relationships for long-term repeat business. Maximizer Enterprise 8 is the proven, affordable CRM solution to improve your win ratio and increase revenue while accurately forecasting sales.

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