SalesCTRL

Customer Relationship Management

SalesCTRL• *manages the information you need on your prospects and customers: names, companies, addresses, phone numbers, profiles, activities, follow-ups, meetings, quotes, sales, opportunities, service issues, letters, faxes and e-mails.*

SalesCTR*L is a proven out-of-the-box solution that integrates account managment, with sales team and opportunity management, marketing automation, customer service and support, custom reporting, and accounting software interfaces.*

*You customize it to work the way <u>your</u> business works. Use the pre-defined databases and reports and change them, create your own, or purchase one of our industry specific strategies****. SalesCTRL*** *is flexible enough to be quickly modified by you without custom programming.*

Daily Follow-Ups

SalesCTRL instantly finds everyone in your databases you're supposed to contact today, tomorrow, next week or whenever they are scheduled. View your To-do list with a single click on the tool bar or place items on the integrated Scheduler/Calendar or **Outlook•**.

Find Any Information Instantly

Find any contact or company in your database by double-clicking a field and typing the first few letters of their name, company, telephone, city etc. Need to find a contact based on several fields? You can use the "Query" function to find records based on multiple criteria and save that query for later use. Even if you have 250,000 contacts in multiple databases, the Global Search feature will quickly locate the contacts.

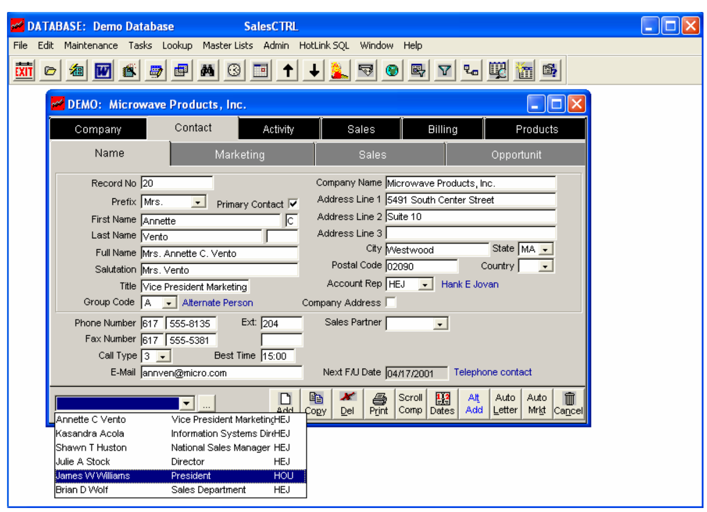
Keep Detailed Information

SalesCTRL allows for a multi-level database that lets you have an unlimited number of contacts per company and even link contacts from different companies. You can also add as many as 90 custom Contact fields, 90 custom Company fields, 90 custom Account Rep, 90 custom Sales Partner, and 270 custom Detail Tab fields for profiling and tracking information about your customers, prospects, opportunities, and sales channel.

Do you need to maintain multiple addresses per contact? **SalesCTRL** lets you track Home, Business or Bill-To/Ship-To addresses in the same record. A simple checkmark will make either address the main mailing address. We have provided multiple phone number fields as well as e-mail fields for staying in touch with your contacts.

Track Contact and Company Activities

Store each contact's name, address, buying habits, size, source and unlimited comments describing everything that has happened in the relationship. With the click of a button, switch between viewing activities for an individual to viewing activities for the whole company. A very handy feature for viewing a company's "Big Picture."

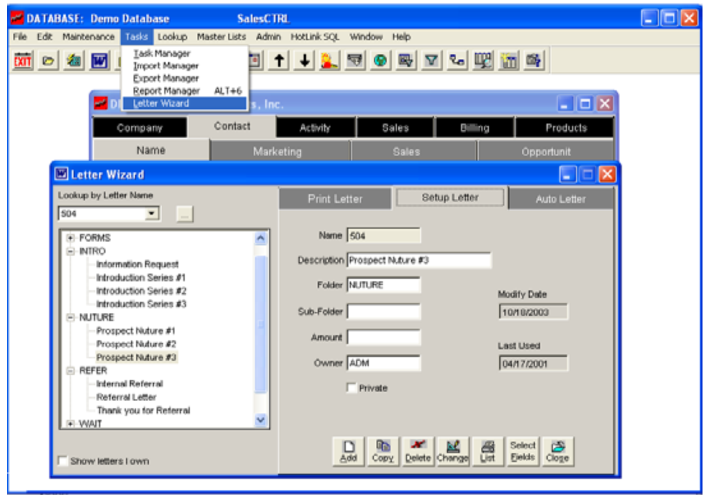


SalesCTRL

Personalized Correspondence

Want to send a personalized letter, fax or e-mail to your contact? Select the Letter Wizard icon, compose a new letter or use an existing document, print through Microsoft Word•, fax through WinFax Pro• or ActiveFax• or e-mail through Microsoft Outlook•.

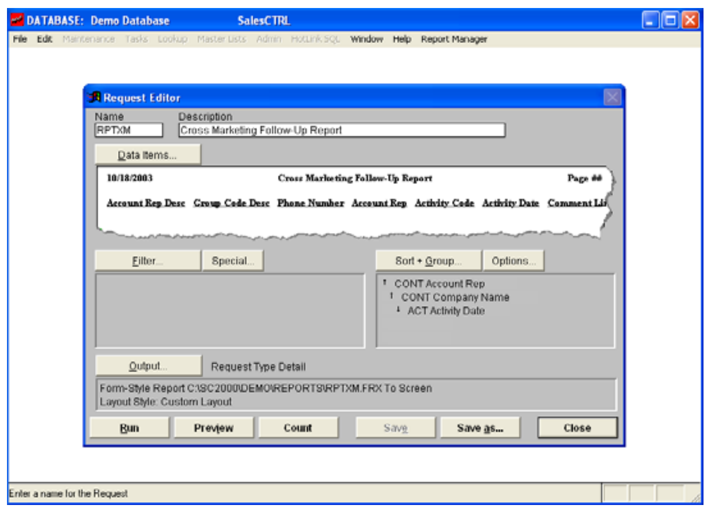
SalesCTRL stores your correspondence in the contact's activity record for recall at any time. Select contact's activity record for recall at any time. Select contacts for a mass mailing or broadcast E-mail based upon the criteria you specify.



Report On Anything

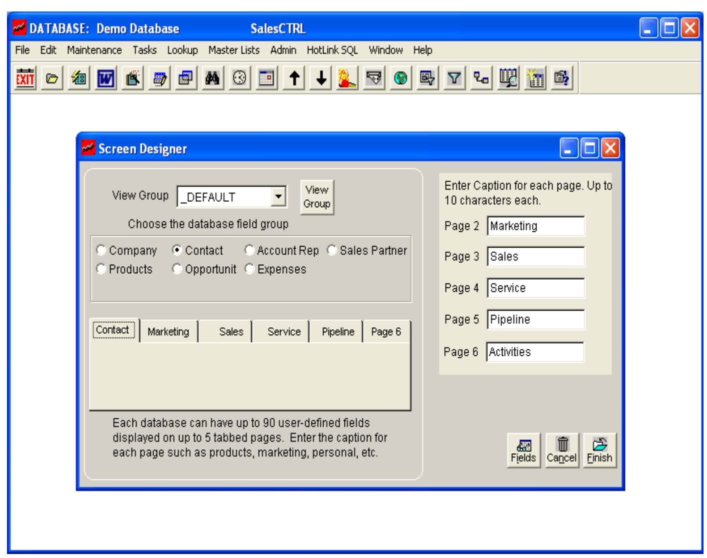
Use the standard reports in **SalesCTRL** or create as many new ones as you want using the fully integrated **FoxFire•** report writer. Use them repeatedly. Select, sort and print a report on anything in your database. Run reports whenever you want or automatically on a timed basis. You can even include data from **SalesCTRL** and **OSAS** or **TRAVERSE** using the optional **HotLink** interface.

Best of all, you don't have to be a programmer to use the helpful report writer wizard.



Easy To Use Database Wizard

Enter data quickly and accurately with ease to use drop-down fields. Even your custom fields can be configured to use drop-downs. You can also place your custom fields under Tabs that you can define (Personal, Business, and Misc.). The system also allows you to rename any standard field in the database to a name more familiar to your industry. If you have Agents instead of Salespeople, change the field name and it is changed throughout the database. Are there fields that must be filled in when records are added? Configure SalesCTRL to force you to fill in "Required" fields before leaving a record.



Single Solution for Sales, Marketing and Customer Service

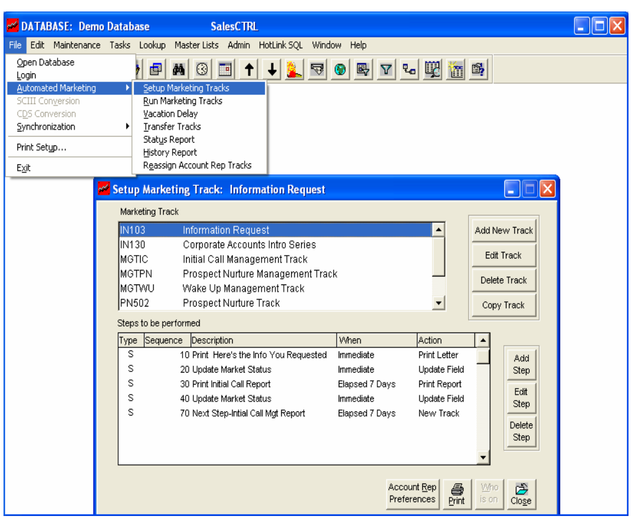
SalesCTRL

Sales and Marketing Management

It's a fact. Most sales are made after the sixth contact and most Account Reps give up after two contacts. A database full of contact information doesn't help you unless you can turn that information into a sale. Here's how **SalesCTRL** can help your company increase sales and work more profitably.

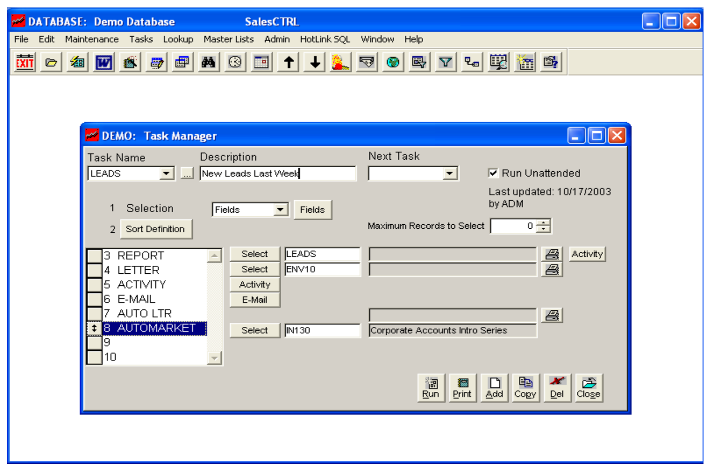
Automate Marketing

SalesCTRL allows you to build sophisticated marketing campaigns for staying in touch with your clients and prospects. Build a Three-Letter Intro Track to introduce your company to a prospect. The system will then print a report or schedule an activity for the Account Rep to call and set an appointment. Place your existing clients on a Cross-Marketing Track to introduce them to all of the services and products that you sell. The optional Automated Marketing Module will allow you to print, fax and e-mail letters or call reports, generate an activity, update fields, and start or remove tracks. Best of all, these marketing functions can be performed by a marketing coordinator thus freeing up the rep's time to do what they do best ... SELL!



Automate Business Processes

With the Task Manager you can download a mailing list and import the names into the database. Once the names are loaded in the database, the Task Manager can assign them to the appropriate Account Rep, log an activity about the mailing, print or e-mail the letter, print envelopes or labels, and then generate a report of what you just sent. You can then save this Task for the next mailing. You can have an unlimited number of tasks for managing newsletters, promotions, product announcements, broadcast E-mails, faxes, letters and database information. You can even define the Tasks to automatically run unattended per your schedule.



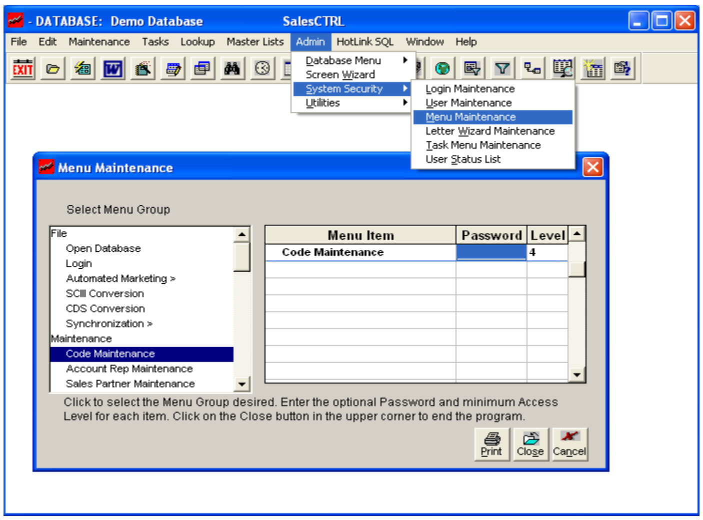
Create Personalized Communication

The system has over 20 standard Account Rep and 180 company/contact fields for use in letters, faxes, reports and e-mails. These fields allow you to do such things as building custom address blocks for remote offices. In addition, you can use the Account Rep custom fields for expense reporting, signature capture for letters and E-mails, and tracking such items as assistants, office hours, or other items that might change between Account Reps.

SalesCTRL

Multi-level Security

To allow every one in the system to have the access they need to get their daily job accomplished, we have implemented security all the way down to the field level. Give the accounting department access to change sales revenues, yet limit the sales department to read-only access for those same fields.



Integration with Microsoft® Outlook and Novell® GroupWise®

If some contacts are easier to reach with e-mail, then simply double-click on their e-mail address and the system will automatically connect to your email client to generate your message. You can also send targeted batch e-mails along with attachments for keeping clients and prospects updated about product information and pricing changes.

Telemarketing

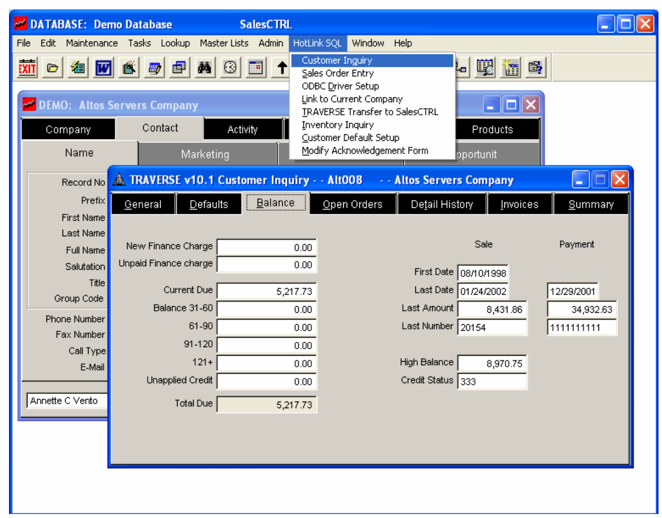
The **SalesCTRL** system builds an on-screen call list for your out-bound telemarketing. Once the prospects are qualified, the telemarketer can schedule a follow-up or schedule a call back by the Account Rep. When the prospects from a mailing phone in, the telemarketer instantly finds the record in **SalesCTRL** and records the details of the call in their activity record.

Remote User Data Synchronization

SalesCTRL keeps your local and remote users in-sync by managing the changes to their databases. You determine the data synchronization rules by user and schedule the incoming and outgoing data updates for the local and remote users. Everyone is kept up-to-date with the latest information including company and contacts, activities, letters, reports, Tasks, e-mails, security levels, and even database structure changes.

OSAS® and TRAVERSE® Accounting Software HotLink™

Access current customer account, inventory status, open orders and sales history information, and enter orders and quotes directly from the contact screen. Analyze detailed sales history along with the company, contact and activity information using the integrated report writer.



__SalesCTRL__ is designed to help you manage every aspect of your company's sales, marketing, and service functions. Please call us when you are ready for a hands-on review of this proven solution.

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