

SALESLOGIX CUSTOMER RELATIONSHIP MANAGEMENT

Sage MAS 90 ERP Sage MAS 200 ERP

Client/Server
Client/Server for SQL Server

Sage MAS 500 ERP

SAGE CRM SALESLOGIX SOLUTIONS

• SALES

Increase productivity by automating key aspects of the selling cycle, maximize team selling effectiveness with advanced sales tools, and make informed decisions based on accurate visibility into the sales pipeline.

• WEB

Leverage the power of the Internet to increase sales productivity, gain valuable customer insight, and help customers help themselves — all with our Web-based CRM solutions that deliver the same functionality, ease-of-use, and customization that are part of every Sage CRM SalesLogix component.

• MARKETING

Identify and target the most profitable prospects, manage and track all aspects of campaigns in one place, and analyze campaign ROI to increase marketing efficiency.

• SUPPORT

Reduce the time and money it takes to support your customers, provide efficient and consistent resolutions to issues, and extend customer service through 24x7 self-service options.

Taking care of customers and servicing their needs is vital to every company's success. And the more you know about your customers, the better. That's why it makes sense to invest in the industry's leading customer relationship management solution: Sage CRM SalesLogix. As a member of the Sage Software family of products, Sage CRM SalesLogix integrates with your current Sage MAS 90, MAS 200, or MAS 500 application. With both systems sharing data, you can streamline workflow between your front office and back office. It's this high level of integration between Sage Software products that empowers everyone in your organization—from sales and marketing to accounting and finance to support and shipping—to work together, efficiently, in the business of building profitable customer relationships.

Integrating Sage CRM SalesLogix with your back-office software gives your employees greater customer insight by enabling them to:

- Quickly identify cross-sell and up sell opportunities
- Easily access payment history information
- Identify additional purchasing power—or lack thereof
- Identify availability of products for sales
- Quickly assist customers with order status
- Generate more accurate quotes and proposals

Sage CRM SalesLogix is comprised of four integrated solutions: Sales, Marketing, Support, and Web. To learn more about this dynamic suite of products, contact your local authorized reseller or visit www.sagesoftware.com.

Sage CRM SalesLogix Sales

A Single Source for Customer Information

As the core module of the suite, Sage CRM SalesLogix Sales provides the tools and resources needed to effectively manage all aspects of the sales cycle and increases team sales performance. It's

a single repository for the customer information captured across your entire organization that enables you to access account and contact information, track opportunities from lead through close, manage team calendars and activities, forecast revenue, and report on sales activities and effectiveness.

Increase Sales Productivity and Performance

Sage CRM SalesLogix helps drive opportunities through the sales cycle by automating activities such as follow-up calls, letters, and literature fulfillment, based on sales and marketing processes you define. Sales professionals can send personalized communications to individual customers or groups of prospects using customized HTML email templates. They can also track competitors and access the Sales Library for product specifications, FAQs, or marketing materials. Advanced Outlook Integration enables users to share contacts, send emails, and manage calendars using Microsoft Outlook from within Sage CRM SalesLogix, and record the activity to the Sage CRM SalesLogix account history.

SALESLOGIX SALES FEATURES

Sage CRM SalesLogix Sales provides powerful sales automation and management tools to drive sales performance.

- Account and Contact Management
- Opportunity Management
- Calendar and Activity Management
- Sales Process Automation
- Advanced Forecasting and Reporting
- Microsoft Outlook Integration
- Segmentation and Groups
- Customer Communications/Mail Merge
- Competitor Tracking
- Literature Fulfillment
- Reference Library
- Territory Realignment
- Marketing/Customer Support Integration
- Back-Office Integration
- Business Alerts/Notification
- Web and Wireless Access

Sage CRM SalesLogix Web

Sage CRM SalesLogix Web solutions provide a powerful deployment alternative to traditional client/server applications. Designed for businesses needing a Web-based CRM solution with flexible financing options, Sage CRM SalesLogix Web solutions deliver resources and tools that drive sales performance and help you provide superior customer support. Easy to deploy, customize, and use, Sage CRM SalesLogix Web solutions are practical, flexible, and deliver low total cost of ownership.

Sage CRM SalesLogix Marketing

Building lasting and profitable customer relationships means executing effective, timely marketing initiatives across all of your sales channels. It is critical that your company's marketing resources are put to their best use.

Sage CRM SalesLogix Marketing provides full-scale marketing campaign management and sophisticated analytical tools designed to identify your most profitable customers and shorten your sales cycle. Capturing rich, timely data from customer interactions across your organization allows you to develop and execute meaningful marketing programs that drive results. Most important, Sage CRM SalesLogix delivers critical marketing intelligence, like return on investment (ROI), for your marketing campaigns, so you can focus your strategy and resources on programs that deliver results for your business.

Sage CRM SalesLogix Support

Sales and Marketing deliver customers to your business, but your Customer Support department keeps them with you for the long haul. With the costs of acquiring new customers five to 10 times higher than retaining existing customers, support solutions designed to help foster lasting relationships with your customers have a tremendous impact on the bottom line.

To deliver beyond your customers' expectations and exceed your support department's performance goals, service professionals must be able to resolve issues quickly and effectively. Sage CRM SalesLogix Support provides the advanced issue tracking and resolution tools as well as access to relevant customer data—including products purchased, ticket and defect history, and maintenance contract status—needed to maximize the effectiveness of each interaction with your customers.

Sage CRM SalesLogix Support also provides powerful self-service support solutions via the Internet, reducing transaction costs and allowing your customers around the world to get the support they need, how and when they need it.

“SalesLogix helps our salesreps work more efficiently and allows me to report on our sales pipeline quickly and accurately.”

Larry Harmeyer
CRM/Information Systems