

MARKETING & SALES PRODUCTIVITY SYSTEM (MSP)



The ultimate sales and marketing productivity Tool that combines all the features of our database, catalogue and contact management software with a unique opportunity management and quotation module

Research surveys have indicated that sales can be increased by as much as 30% by adopting an MSP system. This software is much more than just a way of storing and organising data.

This complete sales and marketing software solution controls every aspect of your business from cold prospecting to confirmed orders. It will integrate and co-ordinate your sales and marketing activities for sales pipeline tracking and maximise potential return. It will encourage best practice and introduces Customer focussed methodology to the business. Product database features enable telesales prompts that develop cross selling opportunities and reduce time taken before new staff are "up to speed" and effective

This product features the following main menu options

- Customer Database
- Prospect Database
- Scheduler
- Diary
- Quotation Manager Database
- Campaign Planner (including e-shot)
- Product Database / Catalogue
- Operations Centre Database
- Territory Manager
- Supplier Database

Key Functions:

- Powerful Customer, Prospect, Supplier & Support Staff Databases
- Quotation probability management helps you allocate your time most profitably and OBJECTIVELY assess sales pipeline
- Integrated with Sales Quadrant methodology to encourage call objective setting and next call planning
- On line gross profit calculation by product and by quotation that aids sales negotiation (when Product DB populated)
- Flexible quotation software that is linked to Customer and Prospects to save time spent viewing and retrieving quote information
- Linked product file and script storage to maximise cross sales opportunities and store product spec documents
- USP file to allow easy tailoring of sales presentations
- Campaign recording for simple promotional campaign validation
- Custom Print Management Function allows flexible label, letter, report & autofax generation
- Sales Territory or Delivery Schedule Planner
- Linked to Microsoft Office for easy document storage and retrieval for customers, prospects, products and schedule entries
- Ad-hoc query tool to allow simple yet powerful on screen searches of all database
- Simple job allocation reducing time and money wasted on internal
- Powerful on line product database and catalogue is linked to all relevant product documents
- Comprehensive Management Reporting helps reduce the time you spend compiling statistics
- Appointment Scheduler and time manager on a unique one screen working platform



EASY INSTALLATION WITH MINIMUM BUSINESS DISRUPTION, BUSINESS BUILDER JAVA2 WEB BASED BUSINESS MANAGEMENT SOFTWARE WRITTEN AND SUPPORTED IN ENGLAND

www.steam-software.co.uk

DTI figures: web based software typically costs 25% less to install than client / server systems