

# FIND MORE SALES OF BETTER QUALITY



Businesses buy CRM systems because they need a framework to help you find more sales of better quality, either to existing customers or new customers. Business Builder has more functionality than many PC based CRM and marketing systems, and is cost effective with NOTHING to install. So you gain the benefits of sales and marketing automation and advanced analytics, but with greatly reduced implementation costs, no hidden third party licences needed and zero business disruption.

Businesses fail because they don't sell enough, not because they don't have good products or services. Business Builder easily identifies hot prospects, which quotes are likeliest to close, the most appropriate people to send targeted marketing campaigns to, and ensures everyone in the team knows who they should be talking to – and when - to close sales.

## Key Features:

- ✓ Builds a dialogue history by named Customers or Prospects with how likely they are to be converted into Customers.
- ✓ Tracks who has said what to whom and when, to build powerful relationships.
- ✓ Integrates marketing campaigns with telesales follow ups at the touch of a button.
- ✓ Manages the Leads from Marketing and Sales Opportunities automatically.
- ✓ Allows staff sales activity tracking against objectives, per rep or per team.
- ✓ Provides statistical analysis of outstanding Quotes by rep or department or division, with statistical analysis of how likely it is to become an order.
- ✓ Allows accurate global forecasting from comprehensive Sales analysis
- ✓ See at a glance what the projected Order Pipeline is.
- ✓ Seamless links to legacy back office systems via file export / import
- ✓ Product catalogue management.
- ✓ Accessed from any PC connected to the web, mobile phones, PDA, Blackberry's or any other Java enabled device.
- ✓ Identify the key issues that are costing you sales deals, and stay on top of past and emerging competitive trends.



## Why automate sales and marketing?

To sell more to new customers, cross sell new products to existing customers make the business proactive not reactive.

### Core benefits

- Makes staff more efficient.
- Field sales staff waste less time.
- Track sales staff performance against Key Performance Indicators (KPI's).
- Business planning is more accurate.
- Improve effectiveness and productivity.
- Increase the professionalism of your external communications.
- Save money on marketing campaigns by better targeting.
- Refine your messages by monitoring which templates are most successful.
- Takes a lot of the guesswork out of forecasting.
- Saves time retyping data.
- Standardize processes to save money.
- Integrates using open standards not proprietary tools.

**...to build more sales of better quality**