



Partner Relationship Management

Collaborate Efficiently. Help Your Partners Succeed.

“With Maximizer Enterprise Partner Portal, distributors receive hot leads in real time now, instead of waiting for a weekly batch. Never before has this been done in our industry.”

—Walter Bonnett,
Marketing Technology Coordinator,
Wilden Pump & Engineering

Exchanging information about customers, sales opportunities and marketing activities with a network of resellers can be complex and time-consuming. Help your employees and partners handle leads faster, collaborate more effectively on deals, and improve sales forecasting with Maximizer Enterprise Partner Relationship Management. The web-based Partner Portal¹ increases your channel productivity by reducing the time and money spent communicating with all your partners, resellers, distributors and retailers.

Build successful, profitable relationships with your partners and gain greater insights into your end customers with Maximizer Enterprise 9.5, the proven, adaptable customer relationship management solution.

Streamline lead distribution, forecasting and targeted marketing

- Assign leads to partners or resellers, complete with an automatic email alert to login the Partner Portal. Viewing contact information, profile and background knowledge on leads in real-time, will help them make more effective follow-up calls.
- Improve the accuracy of your forecasting and sales pipeline reports. Allow resellers to view and update their sales opportunities through the Partner Portal, and add new opportunities, including probability of close numbers and related sales strategies.
- Make informed decisions about your competitive position, pricing strategies and sales techniques by gathering customer feedback from your partners.
- Review opportunities by account manager or partner to effectively manage and motivate partner sales.
- Let your partners keep lead data current by giving them the ability to update key fields that you specify, such as last contact date and lead status.

Empower partners with online access to critical answers and solutions

- Give your partners the answers they need - before they need them. Publish answers to FAQs, procedures, corporate documents, and articles and notes about customer service solutions in the Web Knowledge Base.
- Give partners access to a calendar of partner-related activities including marketing campaign dates, training programs and events.
- Share pre-formatted or customised reports with your resellers (such as sales performance & forecasts, lead status, case monitoring & case billing reports) by instantly exporting them to Excel or PDF.



Help partners provide better customer service

- Reduce the amount of time needed to resolve post-sales questions and issues and build stronger relationships with your end customers. Let your partners create new customer service cases, view cases in progress, and modify specific sections of existing ones to keep everyone up-to-date. The easy-to-use interface includes tabs for case details, notes and documents related to the case for tracking of ongoing communications.
- Automatically notify partners about the status of cases in progress, case resolutions, or specific related actions and events.

Automate and centralise partner communications

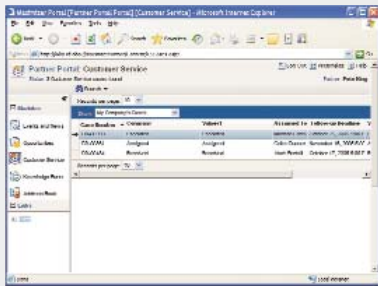
- Make important announcements available in the Partner Portal. An email alert with a link to the specific Portal page will notify partners that a new corporate, sales or marketing item has been added.
- Retain a full archive of previous announcements critical to daily sales operations so existing partners can access them at any time and new partners can quickly get up to speed.
- Save time and money distributing new price lists and marketing materials by posting them in the Partner Portal. Resellers can download and print current information whenever they need it, wherever they are.

Provide safe, secure access to confidential information

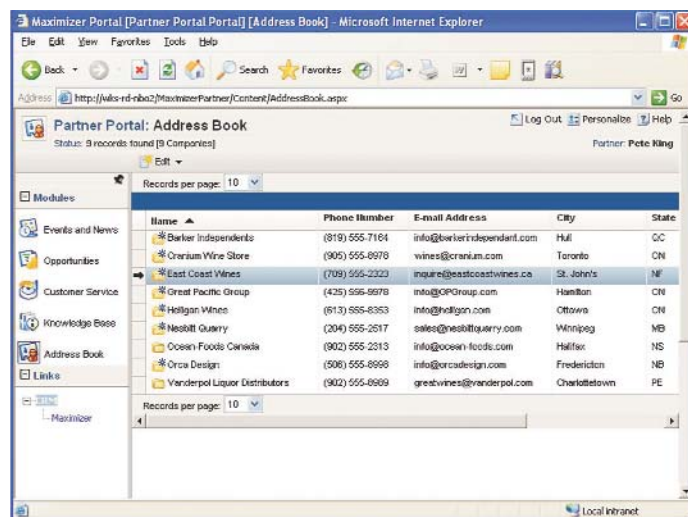
- Safeguard all information relevant to partners by letting them create their own user identifications and passwords to access the Portal, complete with automatic password retrieval.
- Have partners modify their own profiles through the Portal when they move or change their contact information. Save your staff time by capturing these updates in real-time and integrating them right into your corporate database without re-typing.

Customise Your Partners' Experience

- Your processes are unique - customise the Partner Portal to reflect your business, including custom windows, tabs, tool bars, and menus.
- The Customisation Suite lets you take advantage of industry standards, code examples, and an easy-to-use interface for IT professionals².



Real-time Channel Customer Service: Enable partners to view and create customer service cases with details.



Real-time Lead Distribution: Assign leads and opportunities to partners in real-time through the web and receive updates

¹Partner Portal available only in Maximizer Enterprise eCRM Suite, additional license costs apply.

²Customisation Suite (for eCRM) is an add-on product.



9 Reasons that make Maximizer Enterprise Better.

- Award-winning, intuitive, integrated sales, marketing, customer service & support CRM software
- Adaptable to your business demands
- On demand access: Desktop, PDA & Web-Ready
- Rapid deployment & results
- Works with Office, Outlook®, and accounting programs
- Bullet-proof security
- Architecture built on industry standards
- Affordable: Lowest total cost of ownership in its class
- Proven with over 7,500 customers and over 10 years focused on customer management software

For More Information

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Maximizer Enterprise 9.5

Designed for small and medium-sized businesses, Maximizer Enterprise 9.5 rapidly helps companies gain strategic insights and implement winning strategies that will out perform competitors. This proven, affordable CRM solution gives sales, marketing and service professionals the tools they need to attract prospects, win new customers and increase repeat business.

About Maximizer Software

Maximizer Software has helped over 7,500 Maximizer Enterprise customers and more than one million Maximizer users grow their businesses by building profitable customer relationships with award-winning solutions.

Maximizer Enterprise works with technology from the following partners



Awards



Authorised Maximizer Partner

Maximizer

The CRM Company www.max.co.uk

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