



For Sales

Accelerate Sales

Key Benefits

- Gain real visibility into sales performance to guide your team
- Implement step-by-step, repeatable sales processes that are proven to succeed
- Provide sales professionals with the tools they need to succeed anytime, anywhere
- Create collaborative sales processes that harness sales, service and partner resources to win deals
- Make the most of existing technologies for on demand desktop, web and PDA access, and continuity with Microsoft® Office integration

"We have seen a 500% return on our investment with Maximizer Enterprise. We wouldn't have been able to develop our global sales force without it."

*- Cam Buschel, Sales Analyst,
StemCell Technologies*

Sales executives and sales professionals face the ongoing challenge of meeting and exceeding revenue targets. Whether you're in a new or mature market, one thing is certain – you have to win more deals today while building profitable relationships for the future. Get your team working together more effectively than ever before to beat the competition.

Maximizer Enterprise™ 9 is a proven, adaptable CRM solution that empowers sales teams with on demand access to complete customer information. Combine this with a powerful opportunity management system, and managers can easily track performance and accurately forecast sales – ultimately improving win ratios.

Manage Sales Effectively to Build Strong Relationships

- Respond quickly to prospects and build stronger relationships with customers, by managing leads, opportunities, and time using one adaptable solution.
- Have every customer's entire profile and history at your fingertips, including past proposals, orders, project drawings, and phone calls. View, sort and store unlimited amounts of valuable customer information, such as industry, company size, product preference, last product purchased, and last purchase date, using fields specifically designed for your business.
- Enter and retrieve new leads quickly and easily from the desktop client, through web access, on your handheld or smart phone device (Palm®, Treo™, BlackBerry® or Pocket PC) – using the Wireless Portal or by synchronising back at the office.
- Effectively implement straightforward Action Plans or sophisticated sales methodologies and apply industry-specific templates to common processes.
- Assign enquiries to specific sales staff so that every prospect and customer receives a prompt reply.
- Manage relationships more effectively than your competitors by keeping an accurate track of key decision-makers and other influencers in each company.
- Service your prospects and customers better, cross-sell and up-sell effectively by knowing exactly which promotions they have received, and effectively manage their enquiries and requests.
- Stay on track with your priorities – by personalising the "My Work Day" home page you can see the day's important tasks, appointments, announcements and/or the key indicators in the Dashboard that are critical to monitoring your team's performance.
- Spend more time selling. Easily manage multiple tasks and set up meetings with non-Maximizer Enterprise users with two-way synchronisation of each other's Microsoft® Outlook® and Maximizer Enterprise calendars using Microsoft Exchange Server. Then synchronise your schedule with the calendar on your handheld device.
- Produce results in weeks with a solution recognised for achieving the fastest deployment in its class.



Monitor Productivity & Accurately Forecast Sales

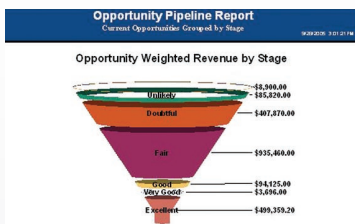
- See a high-level, real-time visual snapshot of the company's performance (including the value of opportunities in progress and the number of abandoned or won deals) through key indicators in the Dashboard to see which areas are doing well and which areas need attention. Then drill-down to the Crystal Reports® to identify the details.
- Reduce the time your salespeople spend generating reports so they can sell more. Take advantage of pre-written reports to track sales performance and identify areas for improvement. Set up reports easily by choosing from several different views to present customer, lead, and opportunity information in the best way for print – then export to Excel® for detailed analysis.
- Get real-time updates on daily, weekly or monthly metrics with over 175 standard reports, including sales forecasts, account activities and phone logs, segmented by account manager or sales team leader, month or quarter, and more.
- Accurately analyse your opportunities by generating real-time reports including Sales Pipeline Funnel, Lead Summary, and Forecast Analysis. Automatically print standard reports to regularly review the status of 30-day, 60-day and 90-day funnels.
- Identify projected revenue-by-close percentages at any given point in time with calculations based on success factor and decision-maker influencer ratings.
- Create your own reports with Crystal Reports XI Professional by Business Objects®, the best-of-breed business intelligence reporting tool included with Maximizer Enterprise 9, to gain further visibility into trends. Analyse data in other database applications, such as your accounting or ERP systems, against the customer data in Maximizer Enterprise to get a complete view of your customer history, buying trends and relationships.*
- Automatically email weekly reports to managers, or trigger reports and alerts based on critical performance indicators, such as when deals are suspended, when a sales representative loses more than two deals in a week, or when deals are more than seven days overdue for closing.

Quickly Follow Up on Leads to Win the Deal

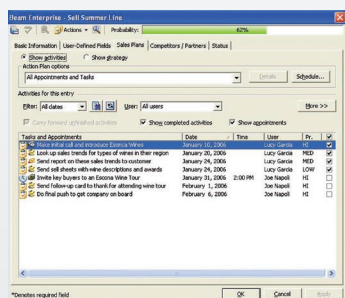
- Import lists of customer enquiries from virtually any file format that contain all the qualifying information you need for effective follow-up calls. Create targeted prospect and customer lists for sales call campaigns.
- Receive email alerts or follow-up tasks on new leads from your website, including all the detailed information that's gathered from online forms and imported into Maximizer Enterprise.
- Increase lead response time. Monitor and respond to your incoming email with Maximizer Enterprise Workflow Automation, powered by KnowledgeSync. Use it on your sales@ or info@ email address: set rules to scan the subject or body of incoming messages for keywords, have leads and product enquiries routed to the appropriate salesperson, email a reply to the sender, and then record the interaction in the customer's record.
- Ensure no lead is not followed up. Automatically identify leads that haven't been contacted in over a week and send the account manager and sales manager an email alert.
- Track the status and source of each lead to measure your lead funnel and conversion rate.

Collaborate to Increase Your Win Ratio

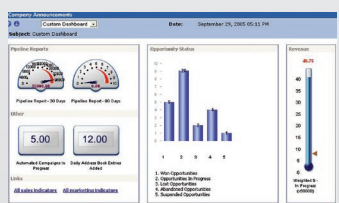
- Share information, including calendars, sales opportunities and customer emails, with other members of your sales team—wherever they are. Choose from robust remote synchronisation, web access through the Web Client or handheld device access: synchronise with your Palm® device or if you have a BlackBerry® or Pocket PC device, use the Wireless Portal or synchronise using Outlook®.
- Reduce data entry time and minimise errors with pre-filled fields in the Opportunity creation form. Sales team members can quickly add details, allowing them to comprehensively qualify deals.
- Apply your sales methodology and processes—whether you use Miller Heiman's Strategic Selling®, Bosworth's Solution Selling™, SPIN® Selling or a process unique to your company—to increase your win ratio. Tailor your methodology for multiple products and target markets with unique steps and activities for each of them. Track all sales activities and assign steps to team members. Rate each deal's success factors, influencers and decision-makers to get an accurate assessment of your probability of close.



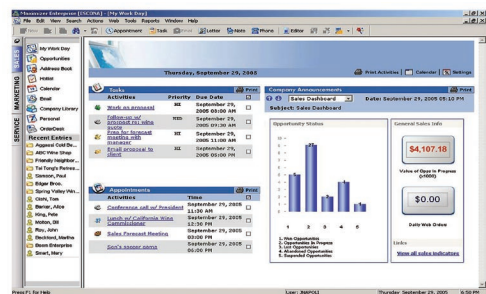
Reports: Gain greater visibility into the success of your business with sales forecast and pipeline reports, account activity reports, phone logs, and more.



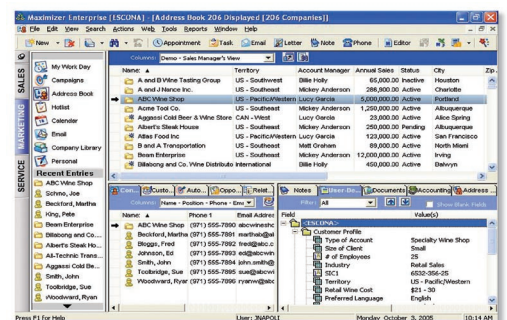
Opportunity Management and Forecasting: Accurately rate probability of close and forecast sales using the sales methodology of your choice.



Executive Dashboards: Visualise crucial performance metrics at a glance.



My Work Day personal homepage: See the day's important tasks, activities, announcements and/or key indicators to stay on track.



Address Book: Access customer profile and history, including service cases, documents and phone notes in one interface.

- For more simple sales processes, use Action Plans to easily create and assign a series of tasks that get you closer to closing the deal. Use automatic alerts to ensure you and everyone on your team stays on track.
- Teams change – re-assign multiple follow-up tasks, leads and accounts quickly with global editing.

Increase Productivity with One-Stop Customer Communications

- Easily access your Microsoft Outlook information and email exchanges while on the road or in remote offices using the integrated interface. Store all your communications with each account record, including emails sent and received through Outlook.
- Use Maximizer Enterprise with other Microsoft Office applications: Word for creating and editing letters, including merging any database field to personalise content, and Excel for importing and exporting data.
- Improve your customer responses by creating templates of effective sales letters to share with sales staff, which they can then personalise and use for campaigns or individual customers.
- Before making a follow-up call on an important account or prospect, check the status of any outstanding customer service cases, and know which marketing promotions they're being offered. They will appreciate the extra attention.
- Focus your time on selling. Redirect post-sales technical, late shipment and billing issues to the customer support, shipping or accounting department. Simply create a customer service case and assign it to the appropriate person to ensure their issues are quickly resolved.

Automate Proven Sales Processes to Ensure Success

- Automate everyday tasks, catch critical time-sensitive issues and stay on top of the big opportunities with Maximizer Enterprise Workflow Automation, powered by KnowledgeSync. Use proven sales process workflow templates to get up and running faster.

Examples:

- ✓ Automatically identify leads that haven't been followed up on in over a week and send the sales manager an email alert.
- ✓ Automatically send the sales manager a summary of the top deals pending this quarter or the most recent activity on the top three accounts for each sales representative.
- ✓ Send alerts about clients with pending sales who have been put on credit hold.
- ✓ Remind remote sales representatives to synchronise their laptops regularly.

Drive Channel Sales

- Assign leads to partners and automatically send an email alert so they can check opportunity details in the web-based Partner Portal. Your partners, resellers, agents and distributors can follow-up immediately by simply logging in to the secure website to get their daily leads.
- View your partners' sales pipeline status in real-time so you can develop a more accurate and complete sales forecast.
- Gain greater visibility into partners' relationships with end-users. Gather valuable information, such as why opportunities are won or lost, and modify your sales and marketing efforts to improve win ratios.
- Give resellers the information and tools they need in the field to sell more effectively by posting partner announcements and links to partner marketing materials.
- Help resellers resolve their customers' issues by giving them access to your online Knowledge Base for FAQs, product information and alerts.

Access Up-to-the-Minute Product Information

- Provide your customers and prospects with accurate, up-to-date product information. Get immediate access to the latest price lists, datasheets and brochures created by your marketing department through the Company Library and email them directly from there.
- Stay informed about known product issues, workarounds and modifications by setting alerts to check your Knowledge Base.

Check Credit Limits, Create Quotes & Close Orders Faster with Accounting Integration

- Service your customers faster with the Accounting Link for Intuit® QuickBooks®, or Sage Line 50. Quickly view up-to-date information on their credit limits and balances, past quotes and invoices directly in their Maximizer Enterprise customer record.
- Create estimates and orders with up-to-date price lists directly from Maximizer Enterprise with an Accounting Link.
- Not using an Accounting link? The Customisation Suite's accounting API programming interface enables your IT administrator to customise integration with other leading accounting programs to create a one-stop shop for customer information.



“With the information in Maximizer Enterprise, we can discern high performers from not-so-high performers. We can set aggressive, yet attainable goals for each sales person. Maximizer Enterprise is helping our management team develop and improve the skills of our sales team.”

- Jack Guidry, VP & National Sales Manager, W&O Supply

*Reporting in other applications requires additional Crystal Reports licenses, available through Maximizer Software.



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What Makes Maximizer Enterprise Better?

- One fully integrated product that's easy to use
- Superior flexibility, easy to configure & customise
- Rapid implementation, simple to administer
- On demand access: Desktop, PDA & Web-Ready
- Integrates with Microsoft® Office and Outlook®, plus leading accounting programs
- Bullet-proof security
- Architecture built on industry standards
- Low total cost of ownership

Maximizer Enterprise 9

Designed for small and medium-sized businesses, Maximizer Enterprise 9 rapidly helps companies gain strategic insights and implement winning strategies that will outperform 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 7,000 Maximizer Enterprise customers and more than one million Maximizer users grow their businesses by building profitable customer relationships with award-winning solutions.

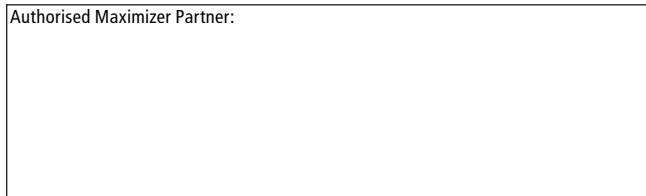
Maximizer Enterprise works with technology from the following partners



Awards



Authorised Maximizer Partner:



www.max.co.uk

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