



Partner Relationship Management

Collaborate Efficiently - Help Your Partners Succeed

“Distributors receive hot leads in real time and have all the background information they need to make informed and effective sales calls. 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 third-party resellers can be complex and time-consuming. Help your employees and partners handle leads faster, collaborate more effectively on opportunities, and improve sales forecasting with Maximizer Enterprise Partner Relationship Management. The web-based Partner Portal increases your channel productivity by reducing the time and money spent communicating with all your partners, resellers, distributors and retailers. All your partners need is Internet access and a web browser to get on demand access to their latest leads, sales opportunities and customer service cases, as well as partner announcements, marketing materials and other relevant documents.

Build successful, profitable relationships with your partners and gain greater insights into your end customers with Maximizer Enterprise 9, the proven, adaptable customer relationship management solution.

Streamline lead distribution, forecasting and targeted marketing

- Assign leads to partners or resellers, then automatically send them an email alert so they know to visit their Partner Portal. Viewing all details of their new leads, including contact information, profile and background knowledge, will help them make more effective follow-up calls.
- Improve the accuracy of your forecasting and sales pipeline reports. Allow partners or resellers to view and update their sales opportunities through the Partner Portal, and add new opportunities, including probability of close figures 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 Knowledge Base.
- Offer 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 partners or 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

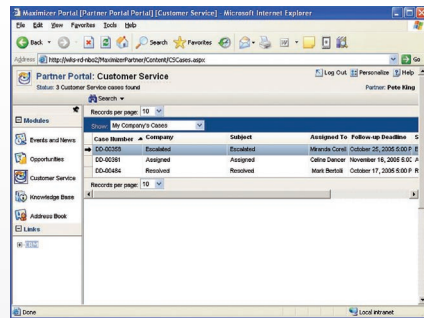
- Reduce the amount of time needed to resolve after-sale questions and issues and build stronger relationships with your customers. Let your partners view customer service cases in progress, create new cases and modify specific sections of existing ones to keep everyone up-to-date. The easy-to-use interface 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

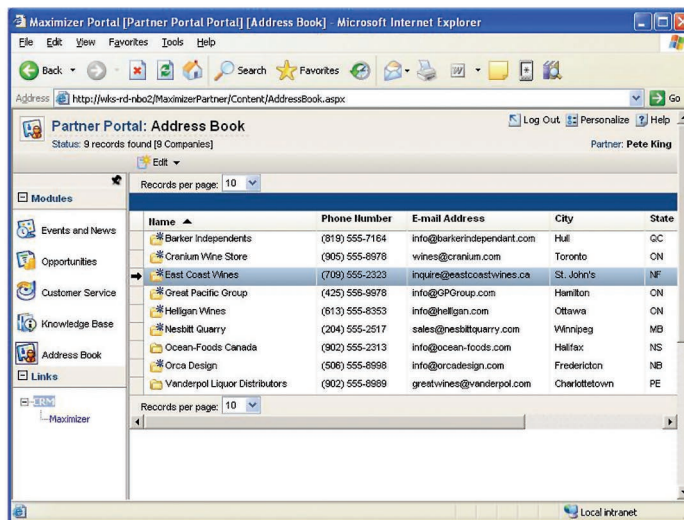
- Make important announcements available in the Partner Portal. An email alert with a link to the specific Portal page will notify partners that a new corporate, sales or marketing item has been added.
- Retain a full archive of previous announcements critical to daily sales operations so existing partners 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. Partners or resellers can download and print current information whenever they need it, wherever they are.
- Customise your Partner Portal with your corporate logo, plus include links to other websites and materials so your Portal is a central information source for your partners.

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. A forgotten password can easily be retrieved by the partner without your assistance.
- 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.



Partner and Customer Service: Enable partners to view and create customer service cases with details.



Partner Portal: Assign leads and opportunities to partners in real-time through the web and receive updates back.



For More Information

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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:



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