



insights for the life of your business™

MAS 90 MAS 200

Client/Server
Client/Server for SQL Server

MAS 500

SalesLogix CRM Solutions:

- SALES
- MARKETING
- SUPPORT
- WEB

SalesLogix Sales is the core module of the integrated SalesLogix customer relationship management (CRM) suite, which also includes Marketing, Support, and Web solutions.

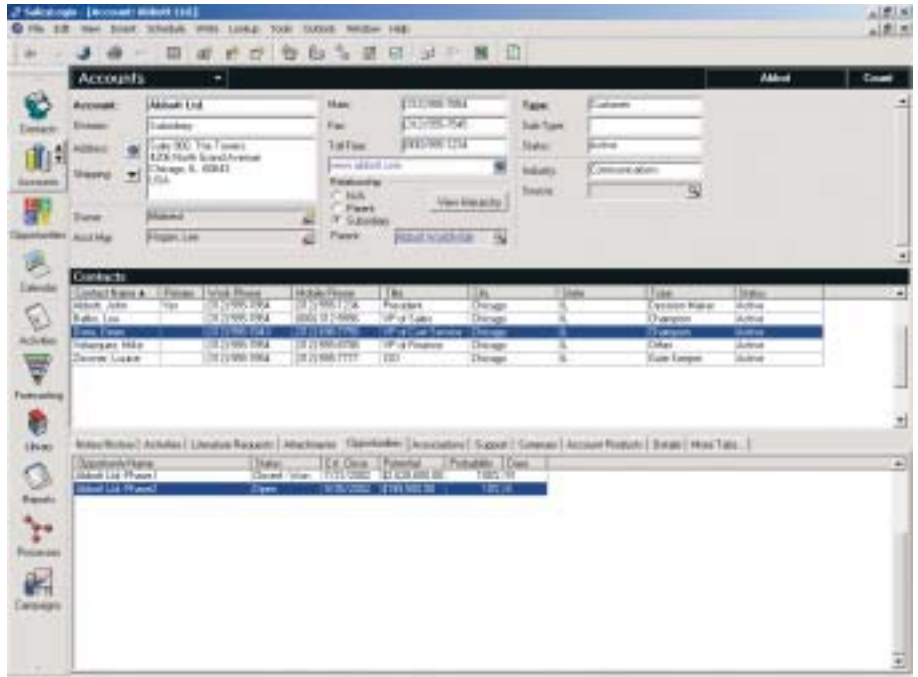
FEATURES

SalesLogix Sales provides powerful sales automation and management tools to drive sales performance.

- Account and Contact Management
- Opportunity Management
- Calendar and Activity Management
- Sales Process Automation
- Advanced Forecasting and Reporting
- Microsoft Outlook Integration
- Segmentation and Groups
- Customer Communications / Mail Merge
- Competitor Tracking
- Literature Fulfillment
- Reference Library
- Territory Realignment
- Marketing / Customer Support Integration
- Back-Office Integration
- Business Alerts / Notification
- Web and Wireless Access



SALESLOGIX SALES



SalesLogix is organized and easy to use, putting the information and resources you need to close sales at your fingertips.

A Single Source for Customer Information

SalesLogix provides the tools and resources needed to effectively manage all aspects of the sales cycle and increases team sales performance. It's a single repository for the customer information captured across your entire organization that enables you to access account and contact information, track opportunities from lead through close, manage team calendars and activities, forecast revenue, and report on sales activities and effectiveness.

Increase Sales Productivity and Performance

SalesLogix helps drive opportunities through the sales cycle by automating activities such as follow-up calls, letters and literature fulfillment, based on sales and marketing processes you define.

Sales professionals can send personalized communications to individual customers or groups of prospects using customized HTML e-mail templates. They can also track competitors and access the Sales Library for product specifications, FAQs or marketing materials.

Advanced Outlook Integration enables users to share contacts, send e-mails and manage calendars using Microsoft Outlook from within SalesLogix, and record the activity to the SalesLogix account history.



SalesLogix Sales

Insight for Informed Business Decisions

SalesLogix provides the insight for informed business decisions and the management tools to implement them. Accurately analyze the revenue potential in your sales pipeline with graphical forecasting. Segment your sales opportunities by account manager, region or probability of close. Use integrated Crystal Reports to gauge team effectiveness and guide territory realignment or redistribution of your marketing spend. Receive automatic alerts on pending sales opportunities based on business criteria you define.

Advanced Flexibility to Match the Way You Work

Tailor the design and functionality of SalesLogix to mirror your marketing, sales, lead qualification and new customer processes. Easily manage team and territory assignments, user profiles, security controls and administration roles.

Then, as your company grows and your business requirements change, SalesLogix provides the flexibility and scalability to grow and change with you.

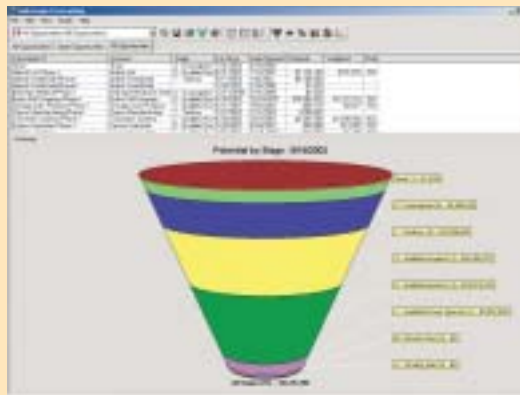
Truly Integrated CRM

SalesLogix provides a true 360-degree customer view through integration with SalesLogix Marketing, SalesLogix Support, and popular accounting and business management applications including MAS 90, MAS 200 and MAS 500 from Best Software.

SalesLogix Web Solutions are also available for companies interested in a Web-based CRM deployment.

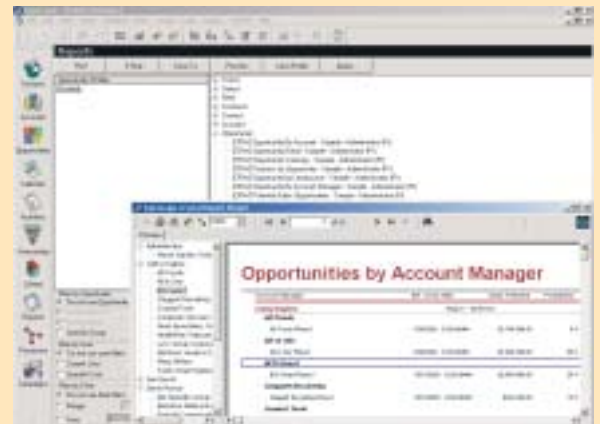
PRODUCT BENEFITS

- Increase productivity by automating key aspects of the sales cycle
- Maximize team selling effectiveness with advanced sales tools and resources
- Make informed, profitable business decisions based on accurate visibility into the sales pipeline
- Customize to mirror unique business processes and to accommodate growth and change
- Integrate sales with marketing, customer support and accounting processes for a holistic customer view



Analyze your sales pipeline for an accurate understanding of revenue potential and probability of close.

Use Crystal Reports to analyze your sales efforts and refine your strategy.



Features

Account and Contact Management

- Track all customer interactions and add files, notes or literature requests
- Assign ownership, establish account hierarchies and track lead sources

Opportunity Management

- Track probability of close, products, lead source, status and competitors
- Forecast revenue potential and measure sales process effectiveness

Calendar and Activity Management

- Manage schedules and track phone calls, to-do items, events and literature requests

Microsoft Outlook Integration

- Manage contacts, e-mail and calendars using Microsoft Outlook within SalesLogix
- Send e-mail and attachments using Outlook and record to SalesLogix history

Sales Process Automation

- Create custom processes based on product line, deal size or territory
- Assign objectives, activities and results required at each stage

Forecasting and Reporting

- Analyze sales campaigns, pipeline efficiency, revenue by lead source and more
- Segment opportunities by account manager, region or probability of close

Segmentation and Groups

- Deliver targeted marketing messages or sales offers to select customer segments

Customer Communications / Mail Merge

- Create custom HTML e-mail templates, then personalize and send using Mail Merge
- Archive letters, e-mails, faxes or proposals within customer account records

Competitor Tracking

- Record competitor product information as well as strengths and weaknesses
- Track sales team members, sales strategies and reasons for win/loss

Literature Fulfillment

- Select cover letter, item, priority, send date, quantity and shipping options

Reference Library

- Store product information, sales collateral, manuals, pricing and presentations
- Attach and send files from the Library in e-mails to customers and prospects

Territory Realignment

- Realign sales territories and assign new account ownership

Marketing / Customer Support Integration

- View marketing campaign details, response rates and associated sales revenue
- Arm sales reps with a history of their customers' service and support issues

Back-Office Integration

- View accounting data such as credit status and accounts receivable balance
- Access ERP systems for product information, inventory and pricing

Business Alerts / Notification

- Monitor data proactively and notify management when business conditions are met
- Receive alerts via e-mail, pager, PDA, fax, cell phone or Web browser

Web and Wireless Access

- Access the SalesLogix Web Client from any Web browser, anytime
- View and update SalesLogix data in real-time via wireless Web Phones

Administration and Customization

- Manage team and territory assignments, user profiles and admin roles
- Configure views, reports, menus, fields, processes and security profiles



"SalesLogix helps our sales reps work more efficiently, and allows me to report on our sales pipeline quickly and accurately."

*Larry Harmeyer
CRM/Information Systems
Project Manager
Trinity Industries*

www.shelko.com



SalesLogix SALES

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About Best Software

Best Software offers leading business management products and services that give 1.7 million small and medium-sized customers in North America the insight for success throughout the life of their business. Its UK parent company, (London: SGE.L), supports 3 million customers worldwide and has revenue of \$815 million.