

SALESLOGIX



- SALES
- MARKETING
- CUSTOMER SERVICE
- SUPPORT

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

FEATURES

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

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

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insights for the life of your business™

SALESLOGIX SALES

The screenshot displays the SalesLogix Sales application window. The top menu bar includes File, Edit, View, Insert, Schedule, Lookup, Write, Tools, Outlook, Window, and Help. The main interface is divided into several sections:

- Accounts:** Shows details for 'Abbott Ltd.' including Division (Subsidiary), Parent (Abbott Worldwide), Address (4206 North Grand Avenue, Suite 900, Chicago, IL 60643, USA), Mailing, Main, Fax, Toll Free, and Website (www.abbott.com).
- Contacts:** A table listing contact information for various individuals.
- Opportunities:** A table showing sales opportunities with columns for Opportunity Name, Status, Est. Close, Potential (USD), Probability, and Days Open.

Contact Name	Primary	Work Phone	Mobile Phone	Title	City	State	Type	Status
Abbott, John	Yes	(312) 555-7854	(312) 555-1234	President	Chicago	IL	Decision Maker	Active
Balbo, Lou		(312) 555-7854	(312) 555-6845	VP of Sales	Chicago	IL	Champion	Active
Drew, Dean		(312) 555-7854	(312) 555-7255	VP of Client Service	Chicago	IL	Champion	Active
Dude, Super		(312) 555-7854		CEO	Chicago	IL		Active
Velasquez, Mike		(312) 555-7854	(312) 555-8788	VP of Finance	Chicago	IL	Other	Active
Zessner, Louise		(312) 555-7854	(312) 555-7777	CIO	Chicago	IL	Gate Keeper	Active

Opportunity Name	Status	Est. Close	Potential (USD)	Probability	Days Open
Abbott Ltd -Phase 1	Open	12/28/2002	\$2,281,100.00	25%	51
Abbott Ltd -Phase 2	Open	2/27/2003	\$199,500.00	10%	8
Abbott Ltd -Phase 3	Open	5/31/2004	\$2,281,100.00	1%	

SalesLogix is organized and easy to use, putting the information and resources you need to close sales and manage relationships 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 increase team sales performance. It's a single repository for customer information captured across your entire organization that enables you to access detailed 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 and probability of close in your sales pipeline. Segment your sales opportunities by account manager, region or status. Use integrated Crystal Reports to gauge individual or team effectiveness and guide territory realignment or redistribution of your marketing spend. Receive automatic alerts on pending sales opportunities based on business conditions you define.

Advanced Flexibility to Match the Way You Work

Tailor the design and functionality of SalesLogix to mirror your unique customer acquisition, retention and development processes. Easily manage team and territory assignments, user profiles, workflow, 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.

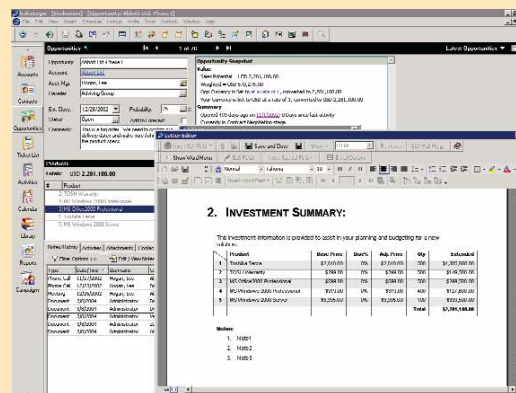
Truly Integrated CRM

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

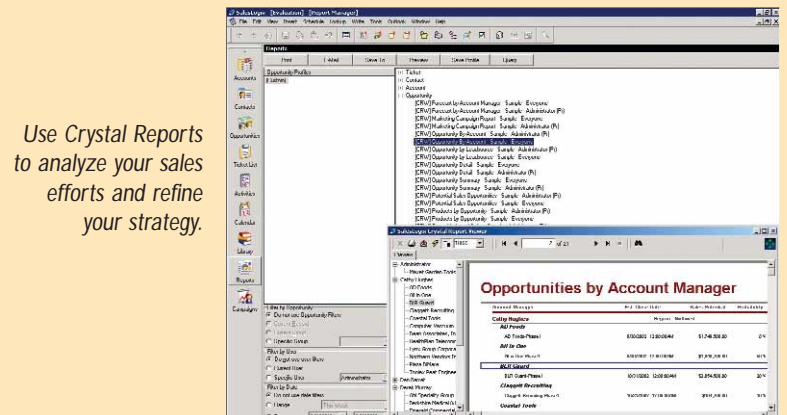
SalesLogix can be accessed conveniently via multiple methods. Users can work online over a network or the Web, synchronize rapidly and work offline or use wireless phones or PDAs for quick access to customer information in the field.

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 Service, Support and Accounting for holistic customer account management.



Track key data on opportunities and generate proposals including products, pricing and discounts.



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
- Generate sales proposals automatically reflecting native customer currency

Calendar and Activity Management

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

Advanced 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, territory or lead type
- Automate sales activities and assign objectives 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

Lookups 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, marketing collateral, manuals, pricing and presentations
- Attach and send files from the Library in e-mails to customers and prospects

Territory Realignment

- Realign sales territories, create new teams and re-assign account ownership

Integrated Marketing, Customer Service and Support

- 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 current product information, inventory, pricing and discounts

Windows, Web and Wireless

- Synchronize rapidly and work offline, or work online over a network or the Web
- Utilize wireless phones and PDAs for quick access to customer data in the field

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

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.saleslogix.com



SalesLogix Sales

For more information, go to:

www.saleslogix.com

Or contact your certified
SalesLogix Business Partner.

To find a Business Partner in
your area, call 800-643-6400.

To register for an online
demonstration to see how
SalesLogix can help your
business, go to:

www.saleslogix.com/edemo

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About SalesLogix

SalesLogix is the customer relationship management solution that enables small to medium-sized businesses to cultivate profitable customer relationships by increasing sales and marketing performance and maximizing customer satisfaction and loyalty.

Designed to meet the distinct needs of small to medium-sized businesses, SalesLogix delivers integrated Sales, Marketing, Customer Service and Support automation solutions that adapt to your unique customer acquisition, retention and development processes.

SalesLogix provides a complete CRM solution with low cost of ownership, rapid time to productivity and high return on investment. Flexible and easy to use, SalesLogix readily accommodates growth and changing business requirements.

SalesLogix, the SMB CRM leader with more than 6,000 customers worldwide, is part of the Best Software family of integrated business management solutions.

About Best Software

Best Software offers leading business management products and services that give more than 2.3 million small and mid-sized customers in North America the insight for success throughout the lives of their businesses. Its parent company, The Sage Group plc (London: SGE.L), supports more than 4.3 million customers worldwide. Its first half revenue run rate was the equivalent of over \$1 billion in annual revenues. For more than 25 years, Best Software has delivered easy-to-use, scalable and customizable applications through its portfolio of leading brands, including Abra, ACCPAC, ACT!, BusinessVision, CPASoftware, FAS, MAS 90, MAS 200, MIP, Peachtree, SalesLogix, Timberline, among many others. For more information, please visit the Web site at www.bestsoftware.com/moreinfo or call (866) 308-BEST.