



MAS 500

Sales Management

- The leading solution for managing, forecasting, and reporting throughout all phases of the sales cycle.
- Complete Web integration and advanced remote synchronization keep your sales team connected and informed.
- A full-scale marketing solution for managing, tracking, and measuring targeted campaigns.
- A breadth of sophisticated analytical tools that enable you to identify the most profitable customers and shorten the sales cycle.

Efficiency That Will Send Sales Soaring

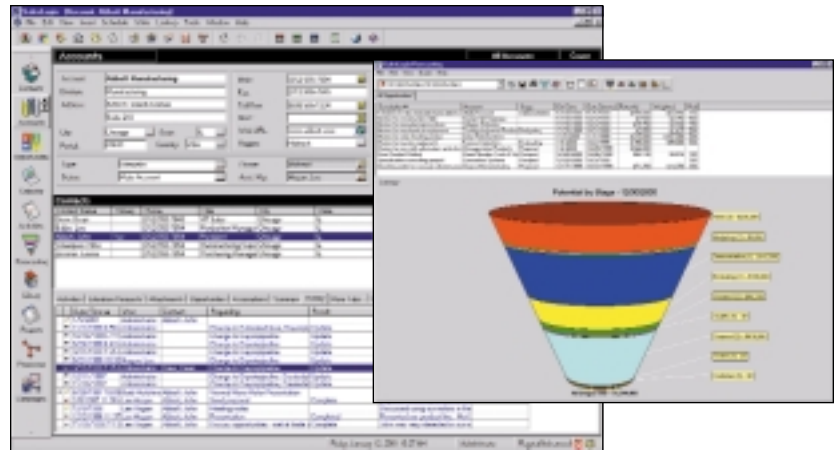
- Automate key aspects of the sales cycle.
- Enhance the speed, quality, and reach of interactions.
- Gather critical business intelligence.
- Support a multi-channel selling environment.
- Integrate with back-office system for holistic customer view.
- Support collaborative and Internet selling.
- Provide worldwide, real-time connectivity.

Marketing Insight at Your Fingertips

- Segment prospects by meaningful profiles.
- Create custom campaigns.
- Automate campaign activity, scheduling and follow-ups.
- Assign "hot" leads based on dynamic business rules.
- Track campaign success by lead source.
- Analyze ROI and increase marketing efficiency.
- Shorten the sales cycle and improve customer retention.

MAS 500 Solutions:

- CRM and E-business
- Financials and Project Accounting
- Distribution and Manufacturing
- Human Resources and Payroll
- Customization



Manage Your Sales Cycle for Maximum Sales

MAS 500 Sales Management helps you to effectively manage all aspects of the sales cycle. It standardizes key sales functions by automating activities such as account and opportunity management, quote and proposal generation, scheduling, forecasting, and reporting. The Sales Management module, Powered by SalesLogix, gives your sales team a holistic customer view so they can have more meaningful interactions with customers and prospects — and close new business. Most importantly, it is easy to use, so sales professionals have more time to do what they do best — sell. Complete Web integration and advanced remote synchronization keep your sales team connected and informed.

Best Software provides sophisticated marketing tools and full-scale campaign management — designed to identify the most profitable customers and shorten the sales cycle. Capturing rich, timely data from customer interactions across your organization allows you to develop meaningful "one-to-one" marketing programs. Most importantly, Sales Management delivers critical business intelligence, like return on investment (ROI) for your marketing campaigns. So you can see which promotional programs work for your business — and change those that don't.

POWERED BY SALESLOGIX

MAS 500

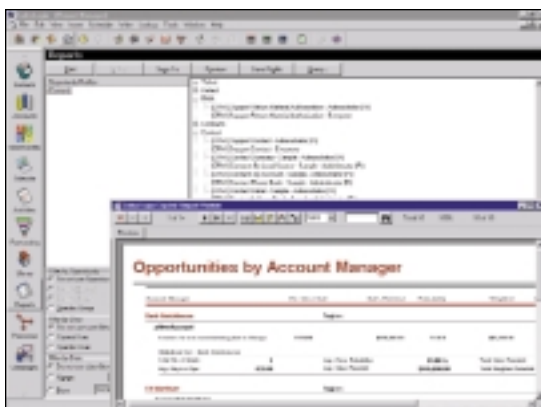
Sales Management

FEATURES

Creating a Higher Standard in Sales Management

Manage Opportunities to Sell More

With Sales Management, you can easily manage multiple accounts and opportunities. Distribute leads to sales professionals around the world, then create custom processes that automatically trigger literature fulfillment, follow-up calls, and daily tasks. The Microsoft Outlook integrated calendar even lets you access schedules — and assign activities — for your entire sales team.



Close the Deal with Advanced Sales Tools

Give your salespeople everything they need to close the sale. Integrated, in-context Web services provide reps with account specific information in real-time. Sales Management even lets you store white papers, FAQs, marketing materials — whatever your team needs — in the Library for immediate reference. You can even track competitive information to provide your sales team with the business intelligence to win the deal.

Forecast, Report, React ... Intelligently

With Sales Management, you'll always have information you can count on. Start by assessing what's in the pipeline, then analyze your sales efforts and use that knowledge to refine your strategy. The graphical forecasting module lets you slice and dice data by account manager, region, or probability of close, for example. Sales Management lets you analyze trends and evaluate historical data to see what's working and change what's not.

Mobilize to Make Every Sale

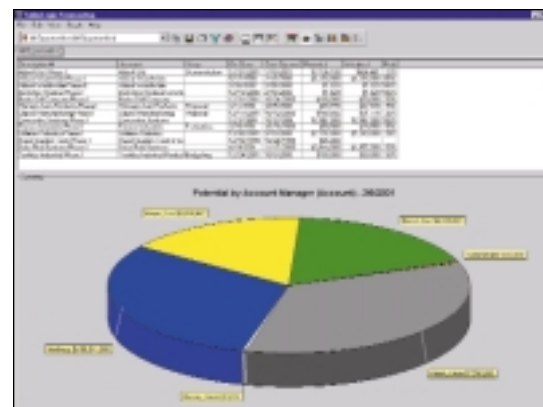
Keeping mobile sales professionals connected and “in the know” represents your greatest challenge. With Sales Management, your team has on-the-spot access to the resources they need to close the sale. When they're online, the Web client provides a real-time link to their sales data. After working offline, the robust synchronization feature consolidates information quickly.

Best Software, Inc.
800-854-3415
www.bestsoftware.com

Raising the Bar in Marketing Management

Use Intelligent Tools to Mine Your Data

Analyze your prospect list with easy-to-use data mining tools. Using the MarketMiner Response Wizard, you can select the criteria of your ideal target prospect. MarketMiner mines your lists and rates each prospect so you can find the most responsive audience for your campaign and increase your revenues.



Map Your Path to Selling More

Graphically configure and assign custom processes — such as “Trade Show Lead” — to unique groups of prospects, and the follow-up tasks you assign are scheduled automatically. Push prospects through your pipeline even faster by automatically assigning leads to your sales team for follow-up calls.

Instantly Track Responses to Campaigns

Launch a campaign and track prospects' responses as they're added to your customer database. Or if you're marketing to your existing customers, simply track the date and call-to-action to which they're responding. Responses are rolled into your management view and automatically tracked for each campaign.

Measure ROI and Report Campaign Metrics

Sales Management not only tracks response rates, but also lets you tie revenues to specific campaigns using flexible, built-in reporting. So you can see what's working — and change what's not. You can analyze marketing campaigns by lead source — or evaluate other important campaign metrics using sophisticated reports.