



# Sales Master PRO

Sales from a marketing perspective

## Build contacts

## Establish relationships

## Get results

Sales Master PRO enables individuals and organizations to instantly access complete contact and account information, manage follow-up activities, and track all contact-related communications to help build productive business relationships. Sales Master PRO offers advanced high-impact functionality for a low total cost of ownership.

## Key Benefits

- Organize your contact data in one place.
- Stay on top of your schedule to grow business relationships.
- Tailor your approach per customer's personality profile.
- Track sales opportunities.
- Analyze your customers' data.
- Export data to different well-known global formats.

## Integrated contact management / sales CRM

To be successful in business, sales, or negotiation you must communicate persuasively. Sales Master PRO is designed to provide access and easy manipulation of the information that helps identifying the most effective prospecting and approach methods, closing more deals, and retaining more customers.

## Centralize customer information

Sales Master PRO is a single, central repository for critical contact and account information. It enables you to access detailed contact and account information, manage calendars and activities, capture all customer communications and follow-ups, track opportunities throughout the sales process, and generate on-demand version-controlled reports.

## Build more profitable, intimate relationships

Make every contact a VIP customer/prospect with his entire history at your fingertips, including past proposals and related files. See important customer information right away and store valuable information such as his industry, size, offered solution, and expected order dates and values.

## Tailor your approach per customer's personality profile

One of the distinctive competencies of Sales Master PRO is the personality identification feature. Up to the moment, Sales Master PRO is the only CRM software performing this task. Sales Master PRO not only helps you identify your customer's personality profile, but also suggests proper tactics to approach him/her with. As a result, you'll be able to tailor your sales tactics to cope with his/her behavior thus influence the purchase decision.

## Stay on top of your day

Sales Master PRO helps you manage your daily responsibilities. Calendar pop-ups make it easy to view activity details. Alarms will help you stay on top of deliverables and incomplete activities.

## Build rapport by remembering special events

Setting alarms for both birthdays and anniversaries to remind you of these important events helps you build rapport and create loyal customers.

## Sales Master PRO suits your business

Sales Master PRO delivers productivity tools that you can use out of the box to meet your business requirements. For example, you can populate more than 70 pre-defined fields including Name, Phone, Address, and Email. Take advantage of the built-in on-demand reports.

## Increase productivity and opportunities

Sales Master PRO enables sales professionals to track sales opportunities from the need recognition stage through the post-purchase behavior using a standard sales process. When working an opportunity, you can simply add a new follow-up activity to ensure that the customer/prospect is properly managed throughout the sales process. Moreover, Sales Master PRO helps you think strategically and specify the role of each contact in every individual sale based on the decision criteria.



MS Outlook Ready



CSV Ready



Bulk Email Ready



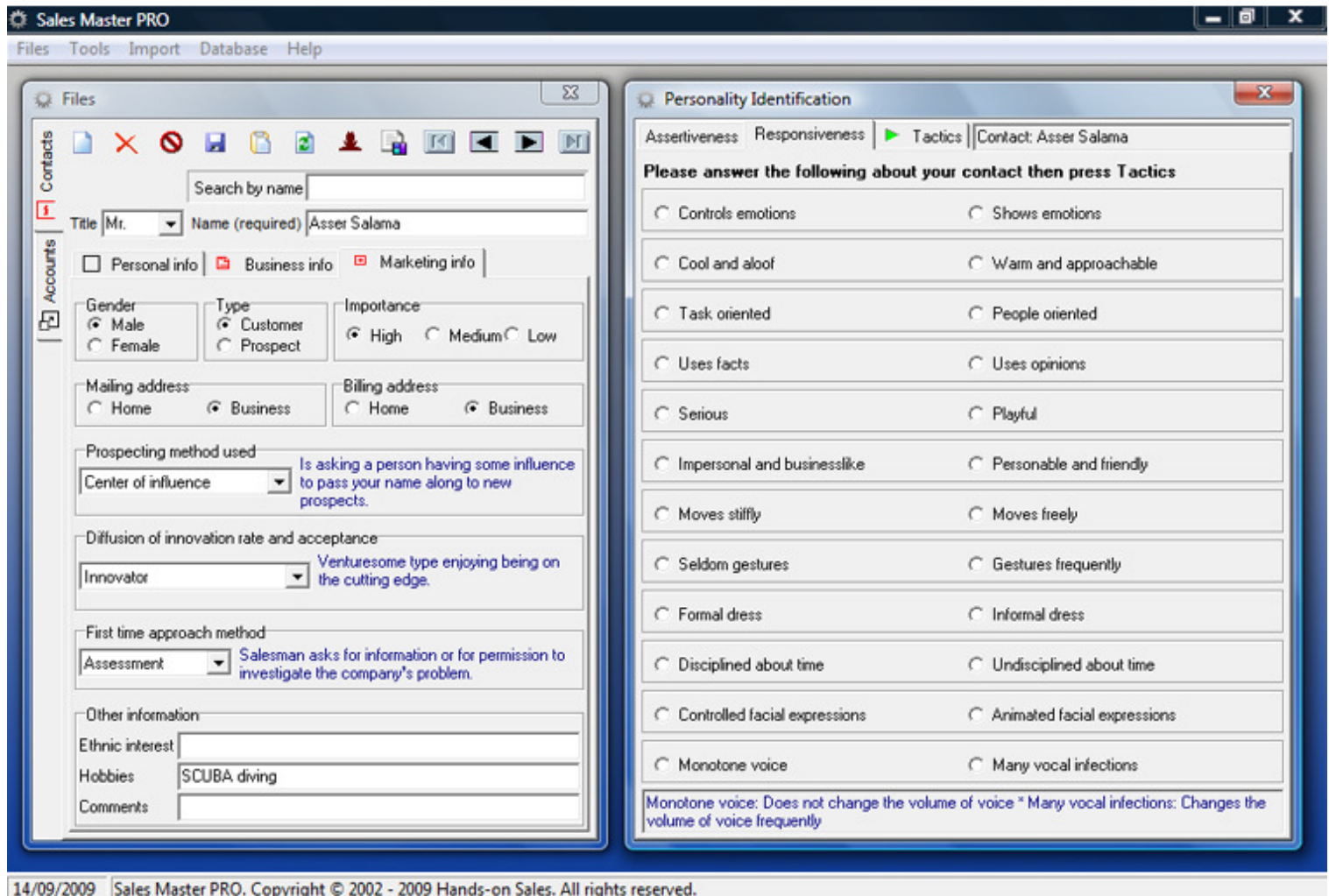
Expert  
System  
in action

## Analyze your customers / prospects data

Analyzing your customers/prospects data and providing ratios that help you best utilize your time and effort is no more an option. Do not waste valuable time in useless prospecting and approach methods any more.

## Get up and running quickly

Sales Master PRO is easy to install. With all required drivers built-in, and an easy step-by-step installation wizard, you can get up and running quickly. Already using a personal information manager to administrate contacts? No problem. Data can be imported from popular formats including CSV and MS Outlook, which eliminates the work involved in re-entering data.



This screen shot shows two of Sales Master PRO [Contacts] windows; the [Marketing info] tab in the [Files] window and the [Responsiveness] tab in the [Personality Identification] window. The drop-down menus at the upper left corner include:

- ➔ The [Files] menu that provides access to your [Accounts] info, [Contacts] info, and [Products/Services] info.
- ➔ The [Tools] menu that provides access to the [Lookup data analysis] report, the [Filters] capability, the [Follow-up] functions, the [Calendar/Planner], and the [Birthday/Anniversary reminders].
- ➔ The [Import] menu that helps import [Accounts from a CSV file], [Contacts from MS Office Outlook], and [Contacts from a CSV file].
- ➔ The [Database] menu that provides access to the [Backup] and [Restore] functionalities.
- ➔ The [Help] menu that provides access to the [Help] and [Register] functionalities.