

## DOES YOUR SALES FORCE HAVE THE RIGHT TOOLS?

Companies spend thousands of dollars on software that streamlines accounting operations, but often leave the sales team with little more than Excel spreadsheets and disconnected pockets of customer data scattered across multiple databases. Tracking sales opportunities, developing strong business relationships and delivering top-notch customer service is critical to earning new business and cross-selling to existing customers. That's why we want to introduce you to **Act! by Sage**.

### Powerful Contact Management

ACT! by Sage is a powerful contact management solution designed to meet the needs of sales teams, sales management, and marketing professionals. ACT! provides powerful sales productivity tools, a central location for all customer information, pipeline reporting, and is easy to learn and use.

### Your Company, Not Salespeople, Should Own Vital Information

Salespeople track and maintain customer information in a variety of ways. Whether it's a collection of business cards with notes written on the back, a spreadsheet on their laptop, information on their PDA device, or the infamous Rolodex, all this valuable information should be housed centrally, backed-up regularly, and made available to other team members, managers, and employees. Not only does ACT! consolidate all of this critical contact and sales information into a central database, it also provides complete visibility to your current sales pipeline and helps to maximize revenue opportunities.

### Much More Than Just Contact Information

*ACT! automates the entire sales function.* If you're only interested in keeping basic, static contact information such as phone numbers and email addresses, then Microsoft Outlook or a spreadsheet is probably sufficient. But if your goal is to increase sales productivity and better manage sales opportunities, then ACT! is a great solution for your salespeople, managers and others.

- **Salespeople increase productivity and can focus on driving revenue** – Salespeople can easily review a log of customer and sales-related communication, such as email and phone calls, in one consolidated screen. They'll get a better handle on promised deliverables (i.e. quotes) and follow up tasks using the Task List and Activity Alarms. The visual Dashboard provides a fantastic snapshot summary of scheduled calls, meetings and to-do's.

- **ACT! does not require significant training costs**, especially due to its integration with Microsoft Outlook. Salespeople won't miss a beat, as ACT! synchronizes with Outlook Calendars and utilizes the ACT! address book to send email. All Outlook activities are automatically recorded in the ACT! database.



ACT! by Sage is the #1 Selling Contact and Customer Manager

- **Improve sales predictability and results** – ACT! tracks every stage of your sales opportunities from initial inquiry to close, using a built-in pre-defined sales process or a custom process that you develop.
- **Better manage and evaluate your salespeople** by using the ACT! sales opportunity dashboard to quickly gauge pipelines or the 20 standard performance-based activity reports showing how team members are tracking toward targets.
- **Improve productivity and access to data** – road warriors, remote sales personnel, and others away from the office will always have access to the ACT! database through their mobile device or laptop via Citrix® or Terminal services.

### Integration with MAS 90 and MAS 200

Through the tight integration between Act! by Sage and Sage MAS 90/MAS 200, salespeople can view inventory availability, customer purchase history, customer pricing, and credit history right from within ACT! This improves customer service and response time by eliminating the need to have sales people to fumbling around in the accounting system or waiting on answers from back office personnel.

### Get Your ACT! Together

With the efficiencies gained using ACT!, salespeople and managers can focus on customer/prospect needs, improve response, and increase revenues. Productivity gains are realized in or out of the office, as ACT! is always available via remote access. You'll will improve revenue and cash flow projections leveraging detailed sales pipeline analysis and reporting. Perhaps most importantly, salespeople become more responsive and remember to follow up on critical activities which will help close more deals!



Contact us to learn more about Act! by Sage or to see a demonstration of this powerful sales productivity tool that's integrated with your Sage MAS 90 or MAS 200 system!

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