



## Improve Sales Forecasting, Productivity & Results

Soffront Sales gives you the power to close more sales, forecast more accurately, make your sales force more productive, and leverage cross-sell/up-sell opportunities. With Soffront Sales, you know where to focus and will have clear, immediate visibility to the sales pipeline.

### Get the most from every Lead

You pay top dollars for the leads. Make sure they are acted on. With Soffront Sales, all leads, regardless of their origin - web, phone call, e-mail or a list - are in one place. You know exactly at what stage in your sales process and who is responsible.

### Capture and assign Leads automatically

With Soffront Leads (add-on module), you can collect leads from your Website using a fully configurable form and transfer them automatically to the Soffront CRM database. The leads can be assigned automatically, based on configurable territory rules.

### Sales tools to improve productivity

You can create quotes, invoices and e-mail or print them. Sending your prospect, alternative quotes for different scenario is a breeze. Multi currencies are also supported for all tables, quotation and reports.

### A complete Customer view

All account information - address, contacts, notes, activities, quotes, plus, POs/Invoices are available in one place for easy reference. Your sales reps can access the complete account history (including audit trail) at the touch of a button.

### Better forecasting & Opportunity management

Specify a dollar amount and associate a probability for each opportunity being worked upon. Attribute probabilities automatically based on the stage in the sales process.

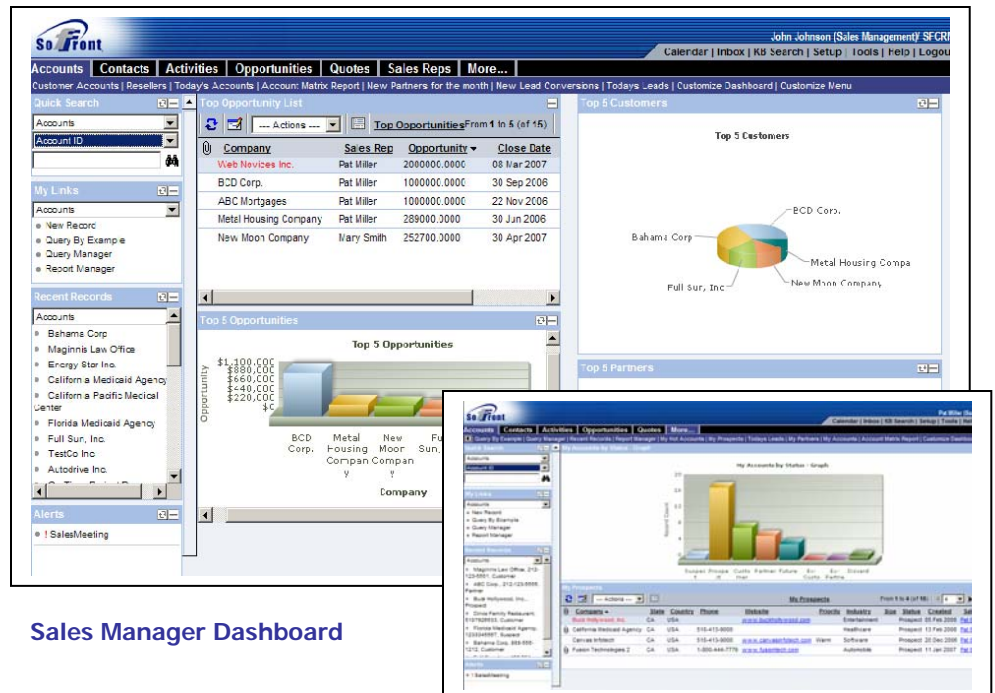
Know what your pipeline is worth at any point. Run forecast reports for an individual sales rep, a sales manager (and the team), or the entire sales force. Filter the funnel based on a minimum probability. Since you know the amount and probability associated with each lead, you know where to focus to meet your numbers.

### Easy configuration & customization

Configure and customize Soffront Sales to match the way you work. Access your favorite queries & reports using a sub-menu. Add new fields, create tables and design forms to suit your needs.

### Key Features

- Zero footprint web-client
- Capture and assign leads automatically
- Know where a lead is in the sales process
- Account and contact information management
- Quotes and invoices
- Better Forecasting and Opportunity Management
- Identify opportunities to focus on
- Leverage cross-sell and up-sell opportunities
- Calendar view of multiple activities
- Advanced Outlook integration
- Wireless access
- Enables team oriented, process driven sales
- Comprehensive reporting and querying (no need for any IT help)
- Multi-level group security and SSL support
- Built to adapt - configure and customize to match the way you work
- Up and running in days
- Enforce business process rules
- Part of a complete CRM solution



**Sales Manager Dashboard**

Company	Sales Rep	Opportunity	Close Date
Web Natives Inc.	Pat Miller	200000.0000	08 Mar 2007
BCD Corp.	Pat Miller	100000.0000	30 Sep 2006
ABC Mortgages	Pat Miller	100000.0000	22 Nov 2006
Metal Housing Company	Pat Miller	289000.2000	30 Jan 2006
New Moon Company	Mary Smith	252700.2000	30 Apr 2007

**Sales Representative Dashboard**

State	Country	Phone	Website	Primary Industry	Size	Status	Created
CA	USA	510-412-8000	http://www.bcdcorp.com	Enterprises	Projected	05 Feb 2006	062
CA	USA	510-412-8000	http://www.bcdcorp.com	Healthcare	Projected	13 Feb 2006	063
CA	USA	510-412-8000	http://www.bcdcorp.com	Software	Projected	20 Dec 2006	064
CA	USA	510-444-7778	http://www.soffront.com	Autobuild	Projected	11 Jan 2007	065

Sales Representative Dashboard

### **Anytime, Anywhere, Wireless access**

With the addition of the Soffront Mobile module, your sales force gets up-to-the minute information using a Palm OS, Windows CE or WAP device. Prepare Reps fully before visiting a prospect and deliver quick access to critical info during meetings.

### **Advanced Outlook Integration**

Soffront Sales seamlessly integrates with MS Outlook to centralize calendar and activities. Compose and send Outlook email from within Soffront Sales. Access Soffront Sales from within Outlook for a comprehensive view of your interactions. Export and import contacts and activities to and from Outlook. Integration is available for Outlook Version 2007.

### **Comprehensive Queries and Reports**

Soffront Sales comes with several pre-configured queries and reports. Create queries and reports easily without help from IT.

Render reports in text format or colorful graphics, including trend lines, bar charts and pie charts. Custom graphic reports can even feature immediate detail through clickable drill down.

### **Enforce Business Process Rules**

With the addition of Soffront Business Rules, you can define rules and monitor them 24X7. View real-time data to see if a rule is hit and take automatic actions.

### **Soffront CRM Solution**

The Soffront CRM solution spans sales, marketing and service functions. The complete suite is available as the Soffront CRM application.

### **Flexible Licensing**

Soffront offers an end-to-end CRM solution. However, because the Soffront solution is modular, you don't need to deploy the entire solution at once. Select the modules you need today, and activate the rest when you are ready.

### **The Soffront Advantage**

- Over 15 years of product maturity
- Unmatched adaptability
- Deployed in days
- Zero footprint web-client

### **Sales Force Automation**

- Leads Module (Optional) - collect leads from your web page and enter into system.
- Full Multi Currency support for all tables, quotations and reports. Setup corporate currencies, exchange rates and currency formats with ease.
- Quotes - create quotes from Product table. Save, print and Email quotes.
- Reusable quotation templates.
- Set up recurring activities and opportunities in daily, weekly, monthly and yearly patterns. Forecast Opportunities: includes On-line Forecast report with drill-down Sales Funnel/Pipeline management report.
- Account and Contact Management.
- Activity Management.
- Configurable integration with Outlook Calendar with appointment reminder option.
- Standard dashboard configuration, reports and queries for Sales Manager and Sales Rep user roles.
- Integrated with all other system modules.
- Workflow and process management
- Territory management with Assignment Rules, with two new assignment types - "Round Robin" and "Even Load".
- Notification and Escalation.

### **Base features included in all configurations**

- Create, configure and manage user groups and users.
- Calendar and Task Management includes group scheduling and support for multi user time zones.
- Configurable Dashboards.
- Full Email functionality including reusable email templates.
- Standard report writer, with Drill down Graphical and Matrix reports.
- Integrated with MS Word to create, edit, and link documents from templates.
- Data management tools— easily copy, batch update/delete and merge records.
- Ad-hoc and complex querying capabilities including direct SQL queries.
- Data import and export capabilities, with better duplicate resolution and auto assignment of records.
- New Google Map Integration.
- Integration with Active Directory and LDAP.
- Business Rules & Notifications, template driven notification rules.
- Escalation Rules for all Modules.
- Linking Rules.
- Sales Rep and Helpdesk Agent Assignment Rules.
- Customize tables, fields, views and pick-lists.
- Define relationships between all tables.
- Create and customize workflows through system.
- Scripting interface and documented API with examples.

### **Add-Ons**

- Integration with Outlook: Calendar, Contacts and Email.
- Mobile and PDA Server
- Offline Client and synchronization Server
- Knowledge Management— Create, edit, manage, publish searchable knowledge database.



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