

## How Contact Management Software Makes Your Company More Productive

### Sales Force

Enter in Prospects and new leads

Track conversations and communications

Document customer issues

Schedule Follow-up calls, meetings and to-dos

Enter in and monitor sales opportunities

Send emails and letters using a library of letter and email templates

Track additional information at the contact level

### Inside Sales / Customer Service Operations

Share customer information between departments and with outside salesforce

Monitor the customer relationship

Track and store quotes, purchase history, project information and any other information related to the contact

### Sales Manager

Generate status reports for your salesforce on a regular basis, and review their activities

Run Sales Opportunities reports by Sales Rep to help each salesperson prioritize and sell more efficiently

Know where your salespeople are at any given time

Monitor specific customer issues

Transition smoothly between salespeople

### Business Owner / Business Executives

Forecast and monitor sales that are in the company pipeline. Make decisions based on the future, not the past.

Run a variety of reports to measure the performance and success of your salesforce

Run reports to find out where your leads are coming from

Monitor specific customer issues

### Marketing Group

Send marketing pieces to prospects and customers in the ACT! database

Market and cross-sell to specific groups of contacts based on key identifier fields set up in ACT!

Track the effectiveness of marketing campaigns

Create high-end email marketing pieces such as newsletters and new offers

Quickly create and send mass mailers and mass emails



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