In today's customer-led economy, sustaining your company's growth stems from:

Empowering staff to manage, distribute and access the sales, marketing and service information that makes business move forward.

For over 20 years, Maximizer™ CRM has been the software solution of choice for small to medium-sized businesses to make the most of information—to deliver the kind of customer experiences that earn repeat business.

Across a variety of industries, we've helped ambitious companies like yours to maximize revenue and customer satisfaction by consolidating all of the contacts, expectations, action items, forecasts, reports, results and interactions of business into one central, easy-to-use hub.

Attract Prospects, Win New Customers, Increase Repeat Business

The tenth generation of Maximizer CRM, richly featured but simple in its presentation for everyday use, is designed to make information widely accessible yet precisely controlled. We are passionate about bringing simple, accessible, adaptable CRM to small and mid-sized companies, and work with you to adapt and deploy in a way that combines proven best practices with your business goals.

Built to maximize business productivity, Maximizer CRM delivers consolidated, on-the-go information to customer-facing teams—no matter where they are. Because Maximizer CRM provides access from the office, from the web, or from a mobile device. So that across sales, marketing and service, contributors constantly update and take action on the latest developments from deals, campaigns and service cases-in-progress, getting at-a-glance insight they need to work smarter on behalf of customers.

The result? Rapid, profound grassroots impact. Your sales, marketing and service people, equipped with everything they need to hit home runs more often.

SALES | MARKETING | CUSTOMER SERVICE & SUPPORT

Sales

Respond on-the-fly to maximize your wins

When you respond more dynamically to customer needs, you beat the competition to win more deals. To keep momentum, track and measure individual and team performance and generate accurate forecasts.

Engage customers with a responsive, timely sales approach

Maximizer CRM 10 gives sales representatives the tools, integrated workspace and data access they need to build more profitable relationships with customers—and to manage time, tasks and accounts more effectively.

- Access customer, lead, and sales information from anywhere—in the office, remotely via laptop, through a web browser or on handheld devices (BlackBerry®, Windows Mobile®, Palm®, or other devices)[i].
- Also from within Maximizer CRM, give sales people access to the programs they use most often—Microsoft® Outlook™ for email, calendar and tasks, Word for letters and quotes, Excel for importing data and exporting reports, plus Intuit® QuickBooks® and Microsoft Dynamics™ GP for a complete view of customer activity, account status and financial history.
- Preserve the whole history of each customers' lifecycle, tracking conversations, transactions and incidents to help deliver greater value over time.

Measure performance and potential

With an executive dashboard, managers begin each day with a visual health check on leads, opportunities, and deals in progress.

- Monitor individual performance with real-time metrics and alerts, including call statistics, lead follow-up status and win/loss analysis.
- Analyze opportunities and adjust strategy accordingly with instantaneous reports to deliver insight such as sales pipeline funnels, lead summaries and forecast analysis.
- Manage products, quotes and orders linked to sales opportunities to accurately track the entire sales and purchase cycle.

Optimize sales resources to make the most of talent and expertise

Increase close ratios by modeling best sales practices that guide salespeople through a proven process.

- Get on-demand sales & professional coaching from Zig Ziglar, Brian Tracy, Tony Parinello and other top motivational speakers and sales gurus through CanDoGo[ii].
- Apply sophisticated, custom methodologies to better manage unique opportunities, or take advantage of simple action plans and built-in templates that keep straightforward deals moving forward.
- Drive more sales through resellers with Partner Relationship Management lead assignment and forecasting.
- With automatic assignment of leads and accounts based on territory rules, ensure that high-potential opportunities are flowed to the appropriate teams and reps. As deals progress, track with territory reports.

Sales Management: Gain greater visibility into the success of your business with sales forecast and pipeline reports, account activity reports, phone logs, and more.

Maximizer Software
Simply Successful **CRM**

Marketing

Target precisely to maximize response & ROI

> "Maximizer CRM enables us to cost-effectively build, execute and track targeted direct mail and email marketing campaigns with different messages for different groups of clients and prospects. As a B2B company, we rely on this tool to help us reach audiences quickly with market relevant communications—ultimately cultivating strong relationships to grow our business."
>
> **Elen Alexov**, Direct Marketing Manager
> Ipsos-Reid North America
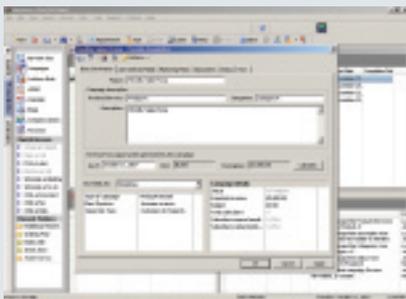
Marketing Metrics: *Quickly evaluate campaign ROI and lead status.*

Thanks to the unprecedented built-in campaign manager and email marketing engine, validate and execute more targeted, cost-effective campaigns. Spend marketing dollars more wisely, redirecting resources to those that generate proven returns.

Feed the sales pipeline with targeted leads

By tightening up the tactics of email-based marketing, make the most of every outreach—and ensure solid follow-up, every time.

- Reach target markets quickly with easy profiling and list management.
- Cost-effectively continue to market to customers and prospects with text or HTML email, fax, and print campaigns.
- Comply with privacy, do-not-call and anti-spam legislation with out-of-the box, system-enforced safeguards.
- Set-up automated processes to aid lead management. For example, automatically send a series of emails to web requests and alert the appropriate sales representative to follow up. Collect data from web forms directly into Maximizer CRM, including any custom fields.

Identify what works by tracking campaign results

Automatically calculate campaign ROI—instantly see conversion rates, discover the cost of customer acquisition and interpret response rates to focus on what's working.

- Track the progression and outcome of opportunities by campaign to determine the link between targeted marketing and closed deals.
- See campaign response rates at-a-glance to identify which tactics are most successful.

Improve marketing productivity

Keep on top of marketing resources—make sure time and budget is spent on high-yield projects that contribute to the bottom line.

- Keep track of important campaign details and deadlines by assigning step-by-step action plans to team members.
- Share marketing collateral and documents across your organization to ensure consistent branding and communications.

Maximizer Software
Simply Successful **CRM**

Customer Service & Support

Resolve issues faster to maximize your customer satisfaction

Shape your customers' experience by providing your service and support teams with the information and tools to interact and resolve issues quickly and efficiently. Satisfy customers by delivering exactly what they need, when they need it—and by helping them to become self-sufficient. Leverage newfound customer confidence to cross-sell, up-sell and promote repeat business.

Navigate to rapid resolution

With timely access to product and customer information, service representatives deliver greater value on every call.

- Track, escalate and resolve customer service issues received through any channel (incoming by phone, email or web) to ensure follow-through on every interaction.
- Resolve issues faster with a central repository of critical customer case details and a knowledge base of common incident resolutions.
- Make the best use of specialized knowledge by assigning and escalating cases based on expertise.
- Reduce workload and increase customer satisfaction by giving customers and partners self-service access to case status and FAQs through the web.[iii]

## Manage resource allocation to keep your team profitable

Give reps the tools they need to be more efficient on every interaction, and access a big-picture view of where to focus efforts for success.

- Alert reps of overdue cases and analyze case queues to ensure customer satisfaction remains high.
- Get clarity on interaction volume and assign staff to match demand on products, service lines or channels.
- Ensure service agreements are renewed on a timely basis by tracking contract expiration dates and service level agreements.

Measure and improve service quality

Automate internal processes to prompt reps at every step and track team performance.

- Deliver timely service by automatically notifying reps of new case assignments and overdue cases.
- Gain a clear view of your overall service record with real-time access to critical customer service metrics through the dashboard.
- Identify opportunities for improvement with customer service, product enhancements, and other critical customer feedback points.
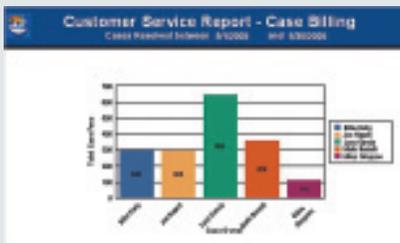
Customer Service & Support Insight: Instantly view rep productivity levels, case status, and case billing with out-of-the-box reports.

Maximizer Software
Simply Successful **CRM**

Gain Business Visibility across Sales, Marketing and Customer Service

Pay attention to the things that really matter to your business—empower managers and executives with an accurate view of your company's performance at every customer touchpoint. Maximizer CRM delivers actionable business insight so you can set your course with confidence.

- Visualize business operations through an executive dashboard then drill down to details.
- Make informed personnel decisions based on measurable performance data.
- Get real-time alerts and automatic reports to monitor team performance, sales status, and customer satisfaction.
- In addition to over 175 pre-formatted reports, customize your own with leading business intelligence tools including Crystal Reports, Microsoft SRS, and Radius90[iv].

Executive Dashboards: *Visualize sales, marketing and service performance metrics at-a-glance.*

Maximizer Software
Simply Successful **CRM**

Maximizer CRM 10 Features

- Account and contact management
- Time management
- Task management and automation
- Sales force automation
- Sales forecasting
- Marketing automation
- Email marketing
- Customer service management

- Microsoft Office integration
- Outlook & Exchange synchronization
- Accounting integration
- Business Intelligence
- Workflow automation
- Partner relationship management
- eBusiness
- Access options: Windows desktop, web, mobile devices, remote synchronization

Technology Partners

Microsoft GOLD CERTIFIED Partner

Business Objects

Designed for QuickBooks

Vineyardsoft

BlackBerry Alliance Member

CanDoGo™ Know How Now!

90°DEGREE

i. *For pricing on mobile device options, please contact us.*
ii. *CanDoGo is an add-on subscription-based service available through Maximizer.*
iii. *Web self-service requires additional fees.*
iv. *Maximizer CRM includes report templates in Crystal Reports and Microsoft SQL Reporting Services formats. Maximizer CRM also supports customization of reports through add-on products with additional license fees: Crystal Reports and Radius90.*

Certified Solution Provider

Why Maximizer CRM 10

1. **Simple** and quick to deploy, learn, use and maintain.

2. **Access** to critical information through the web, Windows desktop, and mobile devices.

3. **Best value** in its class for full-featured CRM.

Visit www.maximizer.com for:

- Information based on your role: sales, marketing, service, executive, IT
- Information on features and technology
- Online demonstrations, trial software
- White papers on CRM best practices
- Webinars

Maximizer CRM helps small and medium-sized businesses maximize revenue, maximize satisfaction, and maximize every single day.

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