

SalesLogix®  
**Sales**

SALES • MARKETING • SUPPORT • WEB

SalesLogix is the customer relationship management (CRM) solution that drives sales performance in small to mid-sized businesses through Sales, Marketing, and Customer Support automation and integration to accounting and business management applications.

Through superior sales automation functionality, SalesLogix empowers your sales professionals to be more effective sellers, and provides the information and tools you need to make profitable business decisions.

Advanced customization capabilities enable SalesLogix to work in concert with your unique sales and customer interaction processes, and to accommodate growth and changing business requirements.

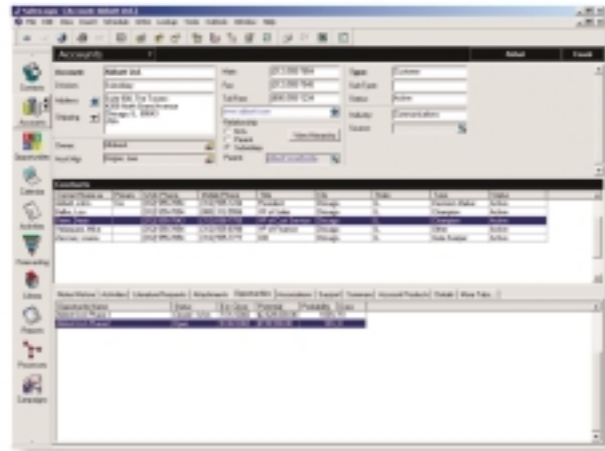
Through robust functionality, ease of use,

and ease of customization, SalesLogix provides small to mid-sized businesses an affordable CRM solution with low cost of ownership, rapid time to productivity, and high return on investment.

With more than 4,600 companies using SalesLogix worldwide, SalesLogix is the leader for small to mid-sized businesses.

**SalesLogix Sales is the core module of the integrated SalesLogix CRM suite, which also includes Marketing, Support, and Web solutions.**





SalesLogix is organized and easy to use, putting everything you need to close sales at your fingertips.

### A single source for customer information

SalesLogix provides the tools and resources needed to effectively manage all aspects of the sales cycle and increase team sales performance. It's a single repository for the customer information captured across your entire organization that enables you to:

- Access account and contact information;
- Track opportunities from lead through close;
- Manage team calendars and activities;
- Forecast revenue; and
- Report on sales activities and effectiveness.

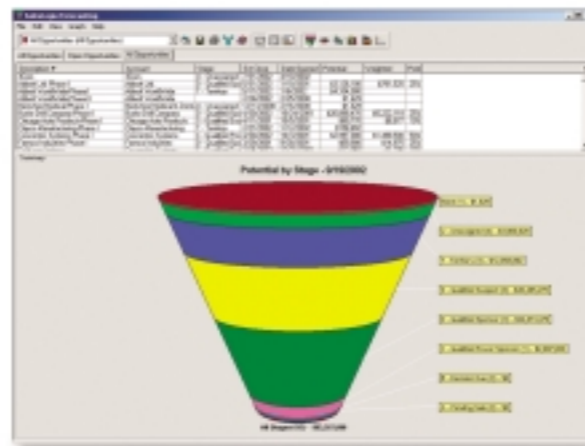
### Increase sales productivity and performance

SalesLogix helps drive opportunities through the sales cycle by automating activities such as follow-up calls, letters, and literature fulfillment, based on sales and marketing processes you define.

Sales professionals can send personalized communications to individual customers or groups of prospects using customized HTML e-mail templates. They can also

track competitors and access the Sales Library for product specifications, FAQs, or marketing materials.

Advanced Outlook Integration enables users to share contacts, send e-mail, and manage calendars and activities using Microsoft Outlook® – from within SalesLogix – recording it all to the SalesLogix account history.

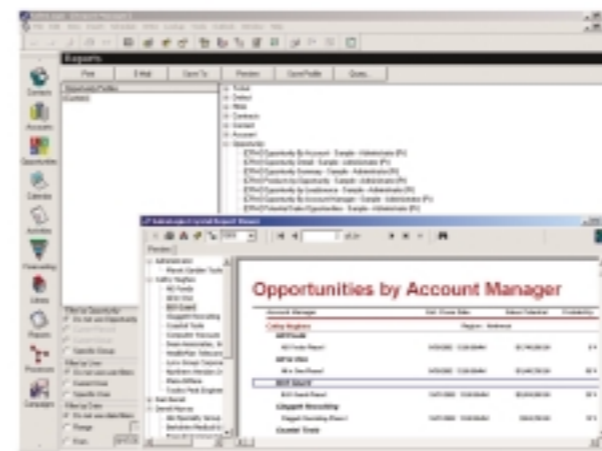


Analyze your sales pipeline for an accurate understanding of revenue potential and probability of close

### Insight for informed business decisions

SalesLogix provides the insight for informed business decisions and the management tools to implement them.

- Accurately analyze the revenue potential in your sales pipeline with graphical forecasting.
- Segment opportunities by account manager, region, or probability of close.
- Use integrated Crystal Reports® to gauge team effectiveness and guide territory realignment or redistribution of your marketing spend.



Use Crystal Reports™ to analyze your sales efforts and refine your strategy

- Receive automatic alerts on pending sales opportunities based on criteria you define with the SalesLogix KnowledgeSync option.

### Easy customization matches the way your business works

Tailor the design and functionality of SalesLogix to mirror your marketing, sales, lead qualification, and new customer

processes. Easily manage team and territory assignments, user profiles, security controls, and administration roles, too.

Then, as your company grows and your business requirements change, SalesLogix provides the flexibility and scalability to grow and change with you.

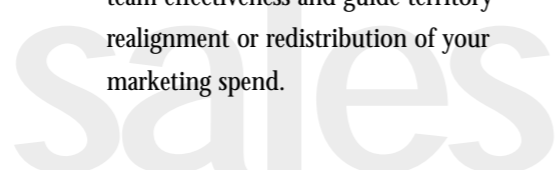
### Truly integrated CRM

SalesLogix provides a true 360-degree customer view through integration with SalesLogix Marketing, SalesLogix Support, and popular accounting and business management applications including MAS 90, MAS 200, and MAS 500 from Best Software.

SalesLogix Web solutions are also available for companies interested in a Web-based CRM deployment.

Product	Benefits
	<ul style="list-style-type: none"> <li>• Increase productivity by automating key aspects of the selling cycle.</li> <li>• Maximize team selling effectiveness with advanced sales tools and resources.</li> <li>• Make informed, profitable decisions based on accurate visibility into the sales pipeline.</li> <li>• Customize to mirror unique business processes and to accommodate growth and change.</li> <li>• Integrate Sales with Marketing, Customer Support, and Accounting information for a holistic customer view.</li> </ul>

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## About SalesLogix

SalesLogix is the customer relationship management solution that drives sales performance in small to mid-sized businesses through Sales, Marketing, and Customer Support automation and back-office integration.

## About Best Software

Best Software offers leading business management products and services that give over 1.6 million small- and mid-sized customers in North America the insight for success throughout the life of their business.

Its parent company (London: SGE.L) supports nearly three million customers worldwide and has revenue of nearly \$700 million.

For more than 25 years, Best has delivered easy-to-use, scalable, and customizable applications through its portfolio of leading brands, including Abra, MAS 90, FAS, MIP Nonprofit Series, SalesLogix, Peachtree, and ACT! among many others.

**best**

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For more information, go to [www.saleslogix.com](http://www.saleslogix.com).

Or contact your certified SalesLogix Business Partner. To find a Business Partner in your area, call 1-800-643-6400.

To register for an e-demo to see how SalesLogix can help your business, go to [www.saleslogix.com/demo](http://www.saleslogix.com/demo).

sales

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