



## Sage CRM MME Sales Feature List

### Sales Forecasting & Reporting

- Accurate, timely forecasts allow sales reps and managers to make their own assessments of all leads, ensuring leads are never dropped or lost
- Point and click reporting and graphs allow sales teams to access data for on-the-spot analysis and decision-making

### Management of Vital Opportunities & Leads

- Sage CRM MME assists in the tracking of leads from first contact to final sales, ensuring time and energy is spent on the deals that are most likely to close
- Manage and analyse all current and historical account details, enabling your sales team to easily identify and recruit new clients and resell to existing ones

### Build & Maintain Profitable Customer Relationships

- Deliver superior customer service by having the most up-to-date and complete customer information at your fingertips
- Information captured on your customers creates cross-sell and up-sell opportunities

### Account & Activity Management

- Escalation and reassignment of leads ensure that the employee most qualified to handle the situation addresses your client's needs
- Configure alerts to trigger literature fulfilment, follow-up appointments, callbacks, daily tasks and much more
- Security level assignment makes sure only the right people see information relevant to them

### Territory Management

- There are assignment rules to automatically route leads to the right sales rep based on territories. Create new teams and re-assign ownership
- Gain insight into sales effectiveness and performance by territory
- View marketing campaigns, response rates and associate sales revenue by territory

### Enhanced Outlook Integration

- Continue to run your e-mail, diaries and contacts through Outlook with auto-synch recording all interactions in CRM
- All contacts, tasks and appointments can be shared between diaries in both systems to allow sharing of information
- View CRM entirely through Outlook, allowing users to see the benefits of CRM but using a familiar interface

### Graphical Reporting

- Graphical forecasting and reporting features allow you to filter data any way you choose
- Use system default reports or easily create new reports with a reporting wizard that walks you through the process

### Escalation & Notification Alerts

- Ensure business opportunities are never missed, by sending real time alerts to the right individuals based on their roles
- Deliver periodic messages to sales managers summarising critical opportunity and forecast information for their direct reports

### Quotes & Order Entry

- Generate sales proposals automatically reflecting local customer currency, customs and taxes
- Access current product information, integrate with our accounting or your existing legacy systems and deliver the most up-to-date quotes

### 'Stay on Top' Time Management

- Onscreen reminders, notification alerts, automation of literature fulfilment and the simplification of other non-revenue generating activities all impact on business and personal performance
- Ability to monitor data proactively and notify management automatically of key business indicators

### Campaign Management

- Allow sales teams to easily set up, run and maintain their own marketing campaigns such as letter or e-mail campaigns
- View responses to each campaign, replicate effective initiatives and assign return on investment to each campaign
- Integrates completely with the marketing functions to allow instant feedback and information from the campaign to sales person

### Access Anywhere Anytime

- Work offline or work online over a network or the Web, seamlessly synchronise between the two

Call Pims on 051 39 60 60 for further information

## About Sage CRM

Sage's established and experienced CRM division provides CRM solutions to companies of all sizes, providing businesses with the ability to manage and report on all customer centred activity. Depending on your requirements, Sage CRM division offers services that range from consultancy, audit, design, project management, deployment and technical support.

The division boasts over 2000 successful implementations throughout Ireland, which are either stand alone or fully integrated into existing systems to give a single view of all customer and contact activity.

## Sage CRM MME

Sage CRM MME is an easy-to-use, fast to deploy, feature rich, low cost of ownership CRM solution designed to introduce the real benefits of CRM to middle-sized companies.

Sage CRM MME aggregates individual and group efforts across sales, marketing and support teams making people and companies more efficient at their roles.

Sage CRM MME delivers the tools entirely through a browser to take advantage of the huge efficiencies that the Internet offers in delivering business applications.

Sage CRM MME, formerly known as ACCPAC CRM, is deployed in hundreds of sites worldwide and is used by thousands of users each day helping them to work more effectively.

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