

saleslog!x

Your relationships. Your information.
Your CRM - without compromise.

“The reason Saleslogix stood out to us the most was because we’re a very unique company and perform a very unique service, and needed a solution that was flexible, that would do what we needed to do in the way that we needed to do it and Saleslogix was the solution that met that requirement hands down.”

Julian Eftekar, CTO.

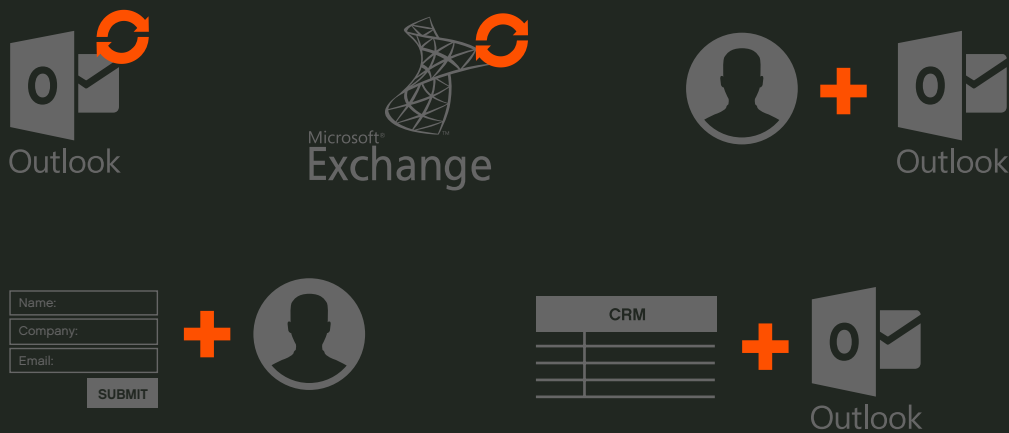
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“What we’ve found with **Saleslogix** is that they were thinking outside the box. Having one system in place to provide us with information... has certainly helped us to be more effective.”

Gary Sadler, Senior Vice President of Sales. Sandals Resort



“On each acquisition, we’ve replaced whatever we’ve found with **Saleslogix**, as standard. We haven’t encountered anything yet which **Saleslogix** can’t handle.”

Richard Gray, IT Manager.
Kingspan Environmental & Renewables Ltd

Your relationships, your information, your CRM - **without compromise**

In short, this means CRM without compromise. Your processes for identifying prospects, acquiring customers, building loyalty and delivering an exceptional customer experience are what make your business unique and successful. Saleslogix offers unparalleled flexibility in how you deploy, use and pay for a powerful CRM solution that helps you accelerate your strategic advantage.



Driving Successful Marketing

Bringing in high quality leads and managing profitable campaigns are what you do every day to support sales and drive revenue. Saleslogix powers your strategic initiatives with the tools you need to help deliver a strong ROI on your marketing activities.

Manage and track leads effectively and efficiently

Bring in leads and manage them from beginning to close, and all stages in between. With Saleslogix your team can import leads from multiple sources and easily use the de-duplication wizard to separate out new contacts and merge duplicates into existing account information. You can assign follow-up activities, such as scheduling a meeting, phone call, or a to-do task, record notes, and more to ensure the appropriate action is taken, driving the lead closer to an opportunity or sale.

Design, execute, and manage dynamic marketing campaigns

Create and execute targeted marketing campaigns that are delivered on time and within budget. With visibility across the business, you can easily see where a promotion or campaign is needed to boost sales. Saleslogix provides you with the tools and visibility to determine where marketing help is needed most and then create the appropriate promotion.

Add impact to your campaigns with Saleslogix E-marketing*, an integrated, on-demand service which can be used to create exciting email templates and send them directly to your contacts, leads, or campaign list. You can also track opened and click through rates on your messages so you can analyse the effectiveness of your campaign. Saleslogix E-marketing is a powerful tool that can also send and track survey responses, automate drip marketing campaigns, and more to really improve your marketing effectiveness.

Measure campaign effectiveness and ROI

Analyse the response from your campaigns in order to make strategic decisions around the current initiative or plan ahead for the next one. Integrated, flexible reports enable you and your marketing team to measure ROI every step of the way and be sure that your marketing budget is delivering the best possible value to your business.

* Additional purchase required

“It has helped us remarkably. We are a dynamic company and the level of service we get from Saleslogix is absolutely phenomenal”

Gary Sadler, Senior Vice President of Sales. Sandals Resort

Empower Your Sales Teams

Sales is more than a profession, it is a mission to outperform the competition, gain market share and exceed quota. Saleslogix is right there with you - providing that essential advantage to compete and win in your industry.

Manage and Grow Your Customer Relationships

Managing an account is more than just making the next sale - much more. You and your team build relationships, and Saleslogix helps the team by putting key information at their fingertips. With a few clicks, your people have everything they need to know about that customer - including detailed contact and account information, meeting history and notes, past orders, proposals, support calls, and responses to marketing campaigns. Additionally, you can elect to automate your winning sales processes, so that they are consistent, repeatable, and in line with company best practices.

Insight for Informed Business Decisions

Sales people want to be able to easily identify where they will be most productive and generate profitable business. With the reporting and analytical capabilities of Saleslogix, you and your team have the information you need, at your fingertips, to determine priorities, and know where to focus in order to build your funnel and close deals.

Enable Your Mobile Workforce

Sales people build relationships and follow up on qualified leads in order to grow business and achieve success. With Saleslogix Mobile, available on iPhone®, iPad®, Android™ and BlackBerry®, they can take their CRM solution with them so they have access to critical information anywhere - at the customer location, event, tradeshow, and anywhere in between. They can respond quickly to customer requests, stay productive, and keep their team informed - all in real time.

“It has become the core system of our company, our salespeople live on Saleslogix ”

Jim King, VP Operations.
Panasonic Tough Book Sales



Delivering Outstanding Service and Support

Excellent customer service drives retention, loyalty, and positive word-of-mouth. Saleslogix provides your customer service and support teams with a complete view of all customer interactions so they can manage any and all issues swiftly and efficiently to a successful conclusion. Saleslogix is highly flexible and can be tailored to work in conjunction with your existing business processes, streamlining departmental efficiencies.

Resolve Customer Service Issues Quickly

All customer interactions, including notes, purchased products, returns, marketing campaigns, and support calls can be viewed and shared. And, you can integrate with your back-office solutions, such as your accounting software, so your team has access to vital back-office customer information.

Locate resolutions to customer issues quickly and easily with Saleslogix SpeedSearch - a powerful knowledge base search engine. You can search prior support calls, attachments, procedures, activities, and notes, as well as reference materials.

“It’s really allowed us to service the client to the full extent.”

Steve Jackson,
Chief Information Officer,
Harry Rosen

Maximise Team Performance and Service Levels

Gain a deeper understanding of your team’s performance as well as service and support levels using reporting, advanced analytics tools, and escalation alerts. Quickly create reports to understand call turnaround times, follow-up statistics, escalated support calls, and unresolved support calls.

Provide Customers with Convenient Options

Empower your customers to get the support they need 24/7 with convenient self-service options - enhancing the customer experience and reducing service and support costs. Your customers can view, add or edit support calls and submit comments and attachments via the web - plus search your knowledge base for answers to their questions.



Why choose Saleslogix

Over the course of the past **15 years**, Saleslogix has grown to have over **10,000 customers**, with **600,000 users worldwide**. Able to meet the needs of organisations in multiple industry sectors, our customers operate in every area from finance, health care, and construction to government and manufacturing.

Saleslogix combines ease of use and functional depth with customisation across connected, disconnected and mobile users. There are almost as many reasons to choose Saleslogix as there are customers, but here are just some of the top reasons for choosing this acknowledged industry leading CRM solution.

Access your vital information anytime, anywhere:

Whether you are in the office or on the road, via supported mobile devices, including iPad®, iPhone®, Android™ and Blackberry®.

Multiple deployment options to your IT strategy:

Whether in the cloud, on-premise or as a hybrid solution, your data is always secure, accessible and under your control.

Flexible license and payment options to suit your financial needs:

Buy, finance, or subscribe, the choice is yours.

Reporting and analytics tools to gain insight from your information:

Providing clear, accurate data to empower decision making at all levels of your organisation.

Advanced customisation capabilities to support the unique way you do business:

Personalise, configure, and customise the application to make it yours.

Exceptional usability to enhance the productivity of your users:

Easy to learn and easy to use interface, so your team will be up and running - and productive - quickly.

Powerful integration capabilities for a real 360° view of your customers:

Integrate with business management systems, desktop productivity tools, web services, and social media.

A global partner, developer, and customer ecosystem to support your CRM success;

A global network of Business Partners, developers and user communities - offers support and specialised expertise to support the way you do business.

“The product is just going to blow our productivity completely out of the water. I don’t think the MPLC is going to know what to do with itself and we’ll probably go to half days.”

Julian Eftekar, CTO. Motion Picture Licensing Corporation

“It allows us to analyse data that before was very, very difficult to get hold of. We’ve now got that at a flick of a switch and we can share it easily amongst the organisation.”

Charles Brown, Senior Consultant. Lloyds TSB Commercial Finance



Swiftpage - the right choice

Since Swiftpage was founded in 2001 it has grown from strength to strength, now with millions of end users worldwide.

Swiftpage offers digital marketing and CRM solutions to help companies attract prospects, and convert them into long-term customers. Our products are designed to help emerging businesses and established enterprises convert and retain customers and grow their businesses.

Swiftpage works in collaboration with over 1,000 certified business partners to deliver successful digital marketing and CRM projects across the world. You will get local, on-the-ground support wherever your organisation is based.



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