

## The Next Generation of CRM

Business has changed and the nature of selling has also changed. To compete in today's business world, you need more than just sales talent. You need sales technology that helps your team excel – not hold them back.

CampaignerCRM™ is the powerful, next generation suite of sales process-focused tools specifically designed for smarter sales management. Designed *for* salespeople *by* salespeople, CampaignerCRM combines sales process consistency and real-time sales performance technology into a powerful, yet easy-to-use solution that will dramatically increase your sales **volume, value and velocity!**

## Superior Support. Powerful Software. Revenue Results.

CampaignerCRM helps you build a world-class sales organization by making everyone smarter and more effective. Unlike traditional CRM/SFA solutions that are primarily record-keeping tools, CampaignerCRM lets you implement a systematic and repeatable approach to sales production and revenue generation. CampaignerCRM helps you to:

- Follow a defined, consistent and proven sales process that works for your business
- Identify and evolve best practices for improved selling effectiveness
- Embed updated selling resources into day to day selling activities
- Communicate value propositions consistently & correctly
- Produce predictable results
- Generate accurate and realistic sales forecasts
- Improve overall sales performance and effectiveness

## Three CRM Solutions for a Better Sales Process

We know that every organization is different and each has unique needs. Yet they all have the same thing in common: they need to maximize their sales efforts to grow their business. They count on a CRM system that has the power to deliver effective and consistent sales results – while being feature-rich and easy to use. That's exactly why we built three unique solutions, CampaignerCRM FREE, CampaignerCRM PRO and CampaignerSPM™.



### Select FREE, PRO or SPM.

- ✓ **CampaignerCRM FREE** – The perfect CRM solution for new users, individuals and sole proprietors that need only one seat, have less than 500 contacts and will use 1,000 email marketing credits or less for the life of the account.
- ✓ **CampaignerCRM PRO** – The best feature-rich CRM solution to manage a shorter, less complex sales process. With unlimited seats, contacts and users, this solution offers 10,000 email marketing credits per user, and features mobile, social and integrated email marketing, VIP Assistant, Reporting, Custom Fields, and more.
- ✓ **CampaignerSPM** – The only advanced Sales Process Management solution for companies with longer, more complex sales processes. 25,000 email marketing credits per user are available with this option, along with all of the rich features of CampaignerCRM PRO. However, we go a step further and add such advanced functionality as a unique PULSE Reporting Dashboard, a Customizable Sales Process, Advanced Lead Capture, and others.

### Increase Your Sales Volume, Velocity, and Value

CampaignerCRM takes each sales opportunity through the flow of your proven, best sales practice-driven process to deliver maximum results. Your salespeople are able to manage a higher volume of deals by following a consistent sales roadmap. The result is increased sales velocity - the speed by which deals move through your sales process - and dramatic improvement to the value of each deal.

CampaignerCRM effectively combines **Sales Process Software, Sales Performance Tools** and our exclusive **Personal Sales Assistants** to deliver greater predictability and repeatability to the selling function. Every member of the team has full access to a complete, best practices sales toolbox with the necessary tools to help them increase their sales effectiveness and productivity. The typical variance in the sales team performance is also reduced.



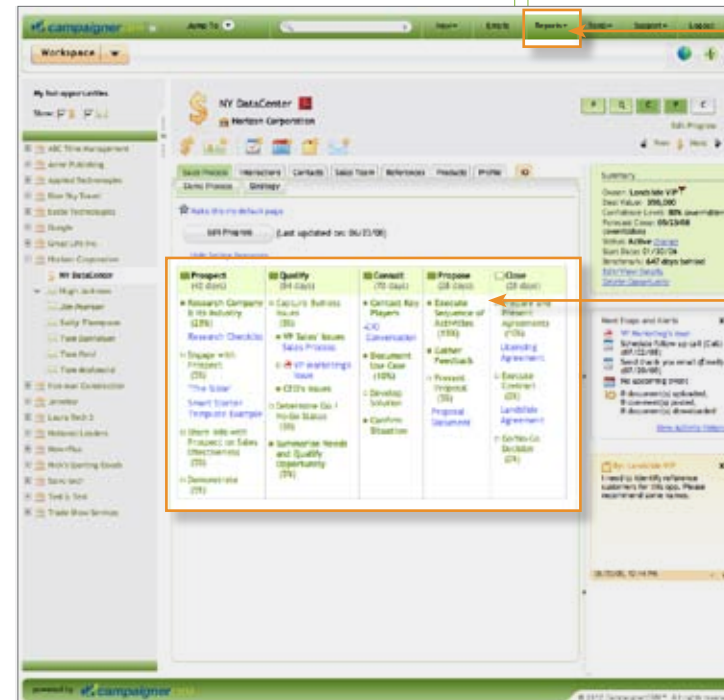
CampaignerCRM uses your best-practice sales process, powerful sales performance tools and personal assistants to dramatically improve your overall sales volume, velocity and value.

## Sales Focused For Effective Results

CampaignerCRM keeps your focus on customer acquisition, not data entry. If it sounds almost too easy, you're starting to get the picture.

- **100% customized sales process** – Easily define and develop your proven, effective selling process based on your organization's best practices or a specific industry model
- **Unprecedented pipeline visibility** – Get an objective, realistic look at your sales pipeline to make forecasting more effective and accurate. Easily anticipate trends and support salespeople to help keep their opportunities moving forward.
- **Effective sales cycle execution** – CampaignerCRM understands which selling phase each prospect is at and uses your best practices to help salespeople successfully complete each phase to maintain pipeline momentum
- **Easy access to relevant sales tools** – CampaignerCRM provides relevant collateral, presentations, documents, and more by giving reps the right tools at the right time
- **Easy adoption and enthusiastic use** – Easy-to-understand dashboards, powerful reporting and forecasting tools make CampaignerCRM a valued resource for your entire sales team
- **Mobile CRM** – Anywhere, anytime access to account, lead, opportunity info, and more using any mobile device or smartphone

CampaignerCRM helps you to easily understand your opportunities and keep your sales pipeline flowing.

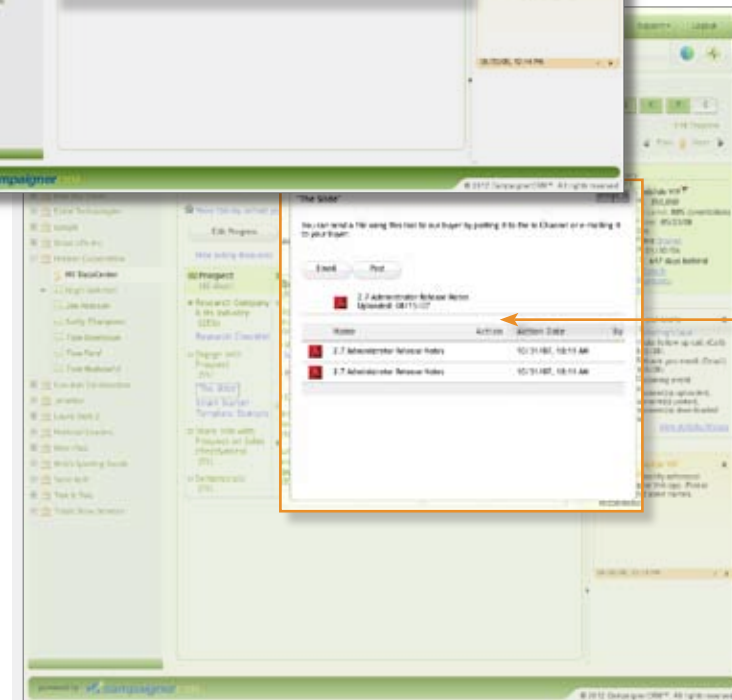


### Powerful reports for effective pipeline management

- By selling phase
- By activities
- By cycle duration
- Custom reports
- And more...

### Follow a custom sales process

- Define goals and activities in each selling step
- Know what has been done and what to do next with each opportunity and the cycle duration



### Easy access to relevant collateral & job aids

- Product brochures
- Presentations
- Contracts
- Media
- And more...

## Superior Support. Powerful Software. Revenue Results.

CampaignerCRM's powerful, next generation suite of sales process-focused solutions are specifically designed for to make smarter sales management easy. Featuring a unique collection of integrated Web 2.0 technologies, CampaignerCRM gives you the power to dramatically improve your sales productivity and effectiveness, while making it easy-to-use for your entire sales team. You'll see predictable and more consistent sales results – every time.



### Personal Sales Assistant

Maximize "windshield time", speed up data entry and retrieval, and be more productive using our exclusive VIP Sales Assistants\*



### Opportunity Management

Organize and manage your opportunities to consistently close more deals



### Activity & Task Management

Manage daily workflow and stay on top of key responsibilities and tasks to improve your productivity



### Lead Management

Reduce data entry time, speed up qualification and improve conversion to maximize close rate\*



### Sales Forecasting & Reporting

Develop accurate, real-time and objective forecasts and reports to better understand opportunities and manage resources



### Prospect Communication Portal

Securely share and collaborate on documents and presentations online with your prospects & clients



### Resource Library

Manage and share commonly used collateral, documents and presentations in a secure and easily accessible location



### Mobile CRM

Put your office in the palm of your hand. Get complete access to key information using your smartphone or mobile device



### Contact & Account Management

Get real-time, up-to-date, secure access to all of your account and contact information from anywhere, anytime



### CRM Dashboard

Powerful, dynamic reports of your sales activity and effectiveness that give you actionable insight into your sales pipeline



### CRM Reporting

Easily create custom reports to help you more effectively manage your sales pipeline and your business



### Email Marketing

Create, manage and track effective email marketing campaigns that generate new sales opportunities



### Web Conferencing

Meet, collaborate and share with live meetings powered by GoToMeeting® web conferencing technology



### CRM Plugins & APIs

Easily integrate more functionality and features into CampaignerCRM by adding our powerful APIs and plugins\*



## VIP Sales Assistants

### Personal Sales Support Whenever You Need It

CampaignerCRM™ PRO and CampaignerSPM™ customers receive exclusive VIP Services to save time and get the information you need, when you need it. All you have to do is ask. It's that simple.

Our dedicated, live VIP Sales Assistants help your sales people off-load data entry, including notes, contact updates and more from anywhere and letting them stay focused on selling.

Your personal, live VIP Assistant is available via phone, fax, email and even chat, ready to work with your sales team daily. We'll accurately enter sales data, look up information and more, effectively improving your data accuracy and saving your sales team valuable time. And, VIP Assistants are included in your Platinum License for no charge. And we all know that less busy work means more productivity and more deals!

### Maximize Your Valuable "Windshield Time"

CampaignerCRM's VIP Assistants save your sales team valuable time on the road and allow them to stay focused on what they do best — selling and closing deals. Your VIP Assistant is always ready to help you:

- Enter sales data, notes, customer and account updates
- Add new contact names and account notes, look up information
- Download documents, presentations and more
- Get on-the-go support when you need it
- Improve data entry accuracy



## CampaignerCRM Features

### CampaignerCRM FREE

Perfect CRM solution for new users, individuals and sole proprietors that includes:

- ✓ One seat with 500 contact limitation and under 1,000 email marketing credits for the life of the account
- ✓ Mobile and social integration
- ✓ Integrated email marketing and email templates
- ✓ Sales forecasts (CRM Reports, Dashboard and Auto Forecasting)
- ✓ My List reports (with import/export capability of scheduled reports)
- ✓ Accounts and opportunities
- ✓ Activity management
- ✓ Unlimited email support
- ✓ Email synchronization to Gmail
- ✓ Web conferencing
- ✓ Document library access
- ✓ Available training

### CampaignerCRM PRO

Best feature-rich CRM Solution to manage a shorter, less complex sales process. All of the features of CampaignerCRM FREE, plus:

- ✓ Unlimited seats, contacts and users with 10,000 email marketing credits per user
- ✓ VIP Personal Assistant
- ✓ Sharable and scheduled reports
- ✓ Custom fields
- ✓ Accounts, opportunities and leads
- ✓ Email synchronization to Gmail and Outlook

### CampaignerSPM

The only advanced Sales Process Management solution for companies with longer, more complex sales cycles. 25,000 email marketing credits and all of the features of CampaignerCRM PRO, plus such advanced functionality as:

- ✓ PULSE Reporting Dashboard
- ✓ Customizable sales process
- ✓ Advanced lead capture (web-to-lead)
- ✓ API integration and support
- ✓ Industry standards
- ✓ Professional services
- ✓ Quickbooks integration
- ✓ Product catalog

