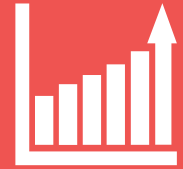


AFFINITY SALES



Affinity Sales boasts a complete sales cycle management process, enabling management of target prospect lists, capture of business intelligence data and a suite of management reports. Sales teams can build up opportunity pipelines against both potential new customers, and existing customers. Prospects and opportunities can be assigned to a sales team or dealer and a suite of reports facilitate the management of these details. When a prospect is converted to a customer, or an opportunity to an order, there is no need to re-enter a customer's information or duplicate any data, ensuring complete accuracy and optimum efficiency.

FUNCTIONALITY

PROSPECT & OPPORTUNITIES MANAGEMENT

Create, edit and assign prospects

Capture detailed prospect information and report upon this to create target lists

Record detailed product sales opportunities against customers or prospects

Convert prospects to customers without losing history

Suite of opportunity reports

OUTLOOK INTEGRATION

Integrate with Microsoft Outlook calendars for sales appointment bookings

DIALLER INTEGRATION

Integration with supported telephone systems

