

easy Sales & Marketing

- Increase Sales Revenue
- Acquire/Maintain Industry Leadership
- Achieve Product differentiation
- Keep intact all Sales Data in 1 location
- Exceptional Follow-up with Prospects
- Increase Sales Executive Productivity



- Reduce Duration of Sales Cycle
- Measure Campaign / Advertisement effectiveness
- Acquire New Customers
- Global Competing Capability
- Increase Business Value



Most Comprehensive CRM Solution

- | *easy* Sales & Marketing | *easy* Support | *easy* Contracts | *easy* Inventory & Order Process |
- | *easy* Self-Services | *easy* Reseller Portal | *easy* Service Partner-Portal |
- | Mobile Sales | Field Service | Offline Sales |



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easy Sales is a comprehensive Sales Force Automation & Marketing Solution designed to cater to the needs of any Organization. It allows the Marketing professionals to create Marketing Campaigns, Sales promotions, Advertisements & track its effectiveness. It allows the Sales Professionals to Create and Manage Prospects, Leads and Opportunities. Increases the productivity of the Sales & Marketing teams resulting in significant revenue generation.

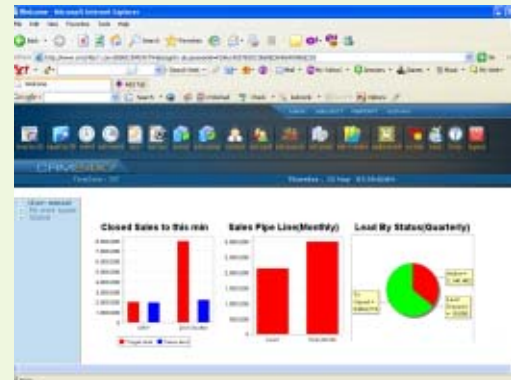
easy Sales:

A Comprehensive Solution

- Manage Campaigns, Sales Promotions & Advertisements
- Generate Sales Prospects, Leads & Opportunities
- Define Targets & Track Performance
- Manage Accounts, Companies, Contacts
- Manage Customer Interactions (Phone & email)
- Manage Events & Commitments
- Manage Sales Promotions
- Manage Up-sell / Cross-sell
- Manage Sales Price Lists
- Manage Sales Territories
- Manage Sales Quotes
- Manage Sales Orders
- Manage Business Rules
- Offline Sales for Traveling Executives
- Wireless Sales through Blackberry
- Management Dashboard
- Up-to-the Minute Reports

seamlessly passed between the various departments within the organization. When a Sales Order is created, Order Process is initiated, Inventory is updated, product is shipped on time, Customer Information along with the product details, warranties, contracts are updated for Customer Support.

This 360° view of your customer enables unlimited opportunity for up sell / cross sell.



The screenshot shows a detailed sales pipeline table with columns for 'Sales Rep', 'Account', 'Sales Order', 'Sales Order Date', 'Sales Order Amount', and 'Sales Order Status'. The table contains multiple rows of data, with some rows highlighted in yellow. The interface includes a search bar and various filters to refine the data.

Reports & Analytics

- Up-to-the Minute Actual Sales Vs Target
- Up-to-the Minute Sales Pipeline
- Sales Forecast
- Sales Executive Productivity
- Sales Executive Performance
- Sales Executive Commitment to Customer
- Sales Executives "CALL LIST" (Follow-up Calls for the day)
- Territory Performance
- Product Performance
- Sales Promotion Effectiveness
- Marketing Campaigns Effectiveness
- Advertisement Effectiveness
- Major Account Management

Collaboration

360° view

By Integrating *easy* Sales with *easy* Support and *easy* Inventory & Sales Order process, the information is

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