



# SALESFIRST<sup>®</sup> HIGHLIGHTS

## SALES FORCE AUTOMATION

- Opportunity and Territory Management
- Track, Forecast, Cross Sell and Up Sell
- Competitive Intelligence
- New Customer Acquisition
- Forecast and Report

## PARTNER RELATIONSHIP MANAGEMENT

- Enables critical strategic partnerships to thrive.
- Partner Profiling
- Sales Tools
- Performance Reporting
- Literature Fulfillment

## MARKETING CAMPAIGN TRACKING

- Includes advertising and trade shows.
- Target, execute, analyze and benefit from maximized effectiveness.
- Control customer touch points.

## COLLATERAL/LITERATURE FULFILLMENT

- Fast targeted response to client requests for information (Library of Literature).

## DATA INPUT FUNCTIONALITY

- Inherent wizard ability to import data into the system.

## SEARCH CAPABILITY THROUGH TECHSEARCH

- Allows users to identify, index and search collections of documents and data from within, in addition to search and query which are built-in capabilities.

## CUSTOMIZABLE ON-LINE USER SELF-HELP

- Access information via WebFirst to quickly answer questions from an established source of information.

## PREFORMATTED REPORTING AND GRAPHICS

- Functionality that supports real-time Excel Pivot table capability.

## MICROSOFT OUTLOOK<sup>®</sup> INTERFACE.

- Shows daily Ticklers from SalesFirst.

## FULL LAPTOP SYNCHRONIZATION

