

ULYSSES® Suite Sales & Marketing

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Sell Smarter - Sell Faster

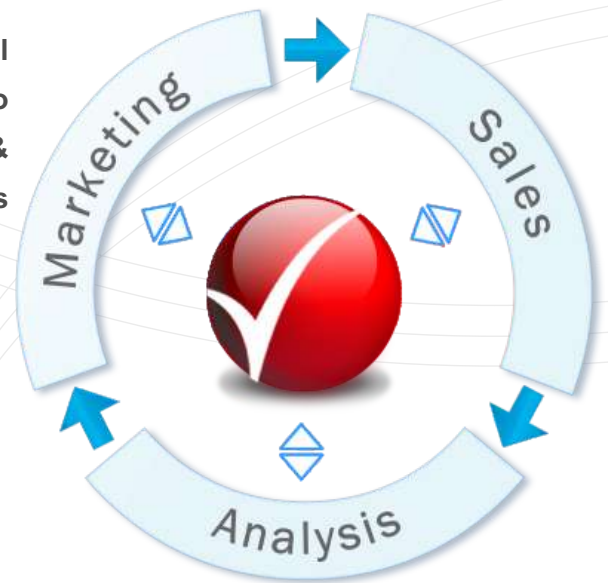
Efficiently manage, forecast and report sales throughout all phases of the sales cycle. Significantly reduce the paperwork to give you more selling time and more sales. Ulysses Sales & Marketing provides Sales Managers with a total view of the sales function, accurate sales forecasting and competitor analysis.

Empower your Sales Team

Ulysses empowers your sales personnel with everything they need to close. The quotations and proposals are generated in MS Word and managed with a fully integrated document management system. Each stage of the sales process can be administered within Ulysses, plotting the steps from prospect to customer, whilst maintaining a full correspondence trail for the relationship.

Forecast your Sales

Powerful ability for Sales Managers to view, analyse and forecast sales figures. Ulysses graphical forecasting gives you an instant snapshot of your pipeline, target performance and product sales to give you and your sales team the information you need to sell more, sell smarter and sell faster.



Closed Loop Marketing

Ulysses Suite can facilitate Closed Loop Marketing in your organisation to improve salesforce effectiveness and sales and marketing productivity. It also delivers measurable improvement to key performance indicators.

Measure your Sales Team Performance

Measure and control the performance of each Sales Team member to get a clear view of information how much revenue they generate for your business.

Complete Picture of your Customers

With Ulysses Sales & Marketing you get a true 360° view of the customer account so that you are always up to date on all your organisation's interactions with your customers. Any information that you require can be instantly and easily displayed on your screen.

Manage your Business Processes with Workflow

Automate your business processes to set clear steps and responsibilities. Template workflows can reduce the cost and time required to co-ordinate business processes, such as sales opportunities.

Seamless Integration with MS Office

Ulysses® Suite seamlessly integrates with MS Office applications to provide you with flexibility in your everyday activities, it simply makes your work easier. Export data from Ulysses to MS Excel with a click of the button or your tasks into MS Outlook to plan your day more efficiently.

Manage your Sales Opportunities

Log sales opportunities, automatically generate quotations, manage related documentation, taking the sales opportunity through the sales cycle to fruition. Automated follow up activities with email notification

Keep an Eye on your Competitors

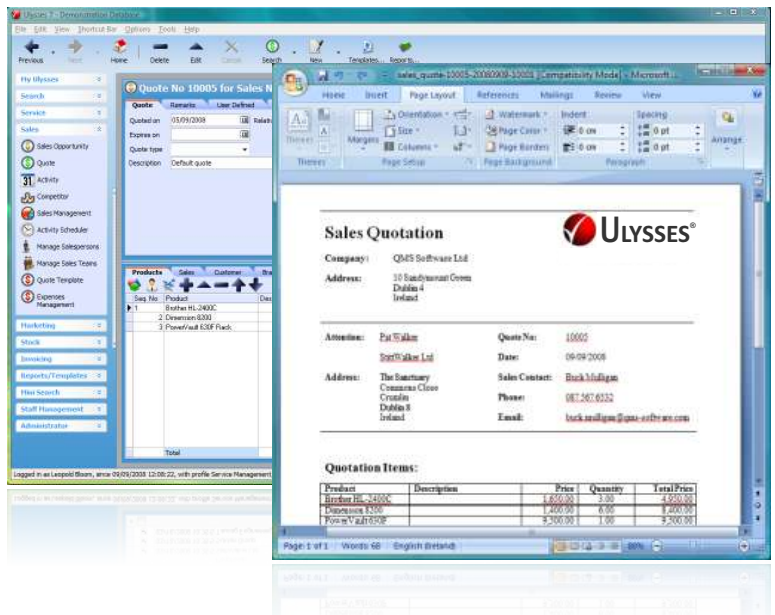
Business Intelligence is an important part of a company's sales and marketing strategies. Use Ulysses to store and instantly access information about your competitors, their strengths and weaknesses, to give you that essential edge in the marketplace.

Unite your Departments

The Ulysses Suite unites the diverse departments of your organisation so that they are fully informed and working together when dealing with customers. Experience a rapid increase in efficiency, providing a faster return on your investment.

Manage your Marketing Campaigns

Manage direct marketing campaigns, segment prospect groups, automate mailshots / emailshots, manage follow-ups and create sales opportunities. Keep track of all costs to get a true ROI from your marketing campaigns.



Keep in touch with your Customers

Most of your revenue comes from your current customers. Maintain this relationship by manage direct marketing campaigns within Ulysses to keep them up-to-date with your offers.

Comprehensive Reporting

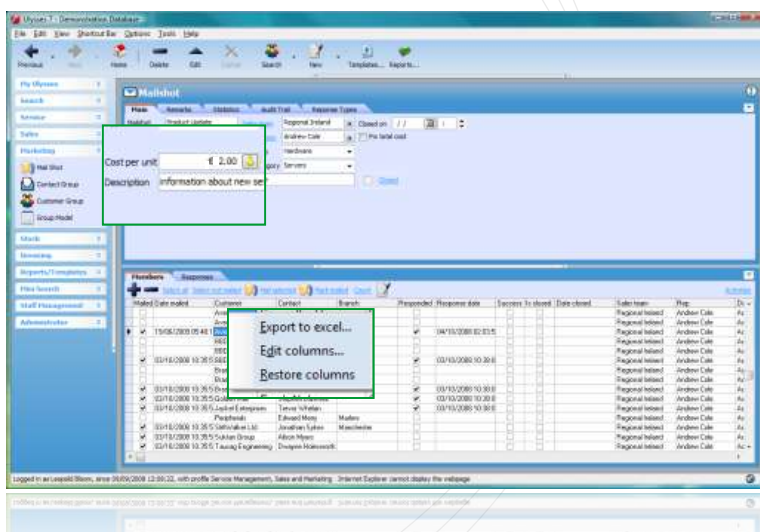
Ulysses comes with over 150 predefined reports presenting quality management information and decision making support, giving Directors and Managers simple and accurate pipeline reports to help manage sales.

Import Data from Multiple Sources

Built-in data importer allows you to bring in customers, contacts or mailshot lists easily from multiple external sources like MS Outlook, business directories or data files and manage them inside Ulysses Suite.

Features & Capabilities

- Contact Management
- Account Management
- Opportunity Management
- Sales Target Management
- Multiple Quotations
- Product Sales Analysis
- Sales Forecasting
- Salesperson Performance
- Team Selling
- Expense Management
- Sales Activity Analysis
- Document Management
- MS Office Integration
- Automated Mailshots/ Emailshots
- Customer Segmentation & Analysis
- Market Segmentation & Analysis
- Permission Based Email
- Literature Management
- Customisable Product Sales Analysis
- Campaign Management
- Campaign Costs
- Telesales follow-up
- Text & HTML Emails
- Multi-Currency Support
- Multi-Time Zone Support



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