

TOP REASONS TO CHOOSE PEGASUS SALES PIPELINE MANAGEMENT (SPM)



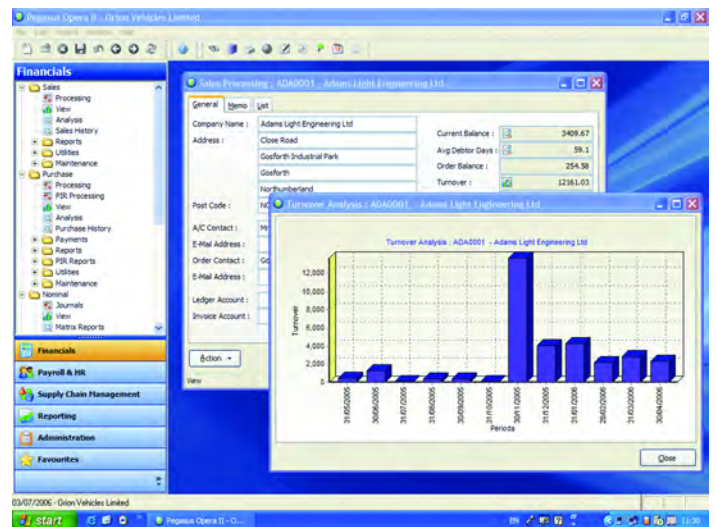
Sales Pipeline Management provides the tools and information you and your team need to win new business and manage existing customer relationships. It is a fully integrated module of Opera II that gives you clear visibility into all stages of the sales process. From the first point of contact, you can manage prospects, convert them to customers, manage the customer relationship, report on their profitability and increase your business potential with them, all from one solution.

Key features

- Integrates fully with your existing Financials and Supply Chain Management suites
- Manage the complete business cycle from initial prospect, conversion to a customer and manage and report on their profitability
- Build a realistic pipeline of business potential
- Manage contacts - maintain company details, individual contacts, with optional link to Outlook for calendar/contact management
- Record activity - retain notes, history, track sales opportunities, generate quotations
- Report on sales opportunities, sales forecasting analysis and activity reporting

Benefits of choosing Sales Pipeline

- Fully integrated module for Pegasus Opera II eliminating the need to maintain data on several systems
- Maintain company details: single point of entry for new prospects and existing customers/suppliers can be cross-referenced from the Sales/Purchase ledgers
- Maintain unlimited contact details (including site addresses) within a company



Typical example of an Opera II processing screen

- New contacts can automatically update your Microsoft® Outlook address book
- User-definable fields and look-ups for Contact, Company and Opportunity forms
- Send e-mail/e-shots and import incoming e-mail from Microsoft® Outlook 2003
- Record notes and history against a contact
- History is automatically updated by activities that take place such as letters and mailshots
- Record and track sales opportunities against a contact
- Quotations can be generated for a customer or prospect and associated with a sales opportunity
- Book appointments with a contact. These can be added automatically to your Outlook diary and recorded against the contact's history. Log 'to do' tasks against contacts, opportunities or contracts
- Send e-mails via Microsoft® Outlook for a contact or group
- Generate mailshots (using Microsoft® Word) for lists of contacts/groups
- Convert prospect/quotation details to live customer/sales orders
- Sales funnel report
- Sales forecasting reports, adjusted for probability. Analysis of sales by status/user/contact/company for a given date range
- Activity Reports, including time-based reports
- Customers and suppliers: import or update existing records from the Opera II Sales/Purchase Ledgers