

# Sales Management Center

## All sales processes in one hand



*Make the most of your sales opportunities and keep track of all sales projects. The quality of your contact with customers, and the entire interaction between customer and company, are decisive for successful sales. OMNITRACKER Sales Management Center provides end-to-end support for the sales process, from lead acquisition all the way through to billing.*

### Key Benefits

#### Process optimisation

- Efficient workflows
- Management of related sales projects
- Management of sales partners
- Multi-client capability
- Compatible with multiple currencies

#### Efficient processing

- A record is kept of all interaction with customers
- Creation and processing of all sales activities
- Creation and administration of all sales projects
- Automatic reminders

#### Support for all processes

- Customer data management
- Lead management
- Opportunity management
- Offer management
- Contract management
- Bookkeeping
- Functionalities for mail campaigns
- Article data and price lists
- Creation of management reports

#### Integration and expansion

- Full integration with other OMNITRACKER applications
- High-performance interfaces

### Challenges

Companies need to market their products effectively under great price pressure. To ensure that all parties involved can work together hand in hand, diverse processes need to be implemented and provided with unified support.

### Optimised sales processes

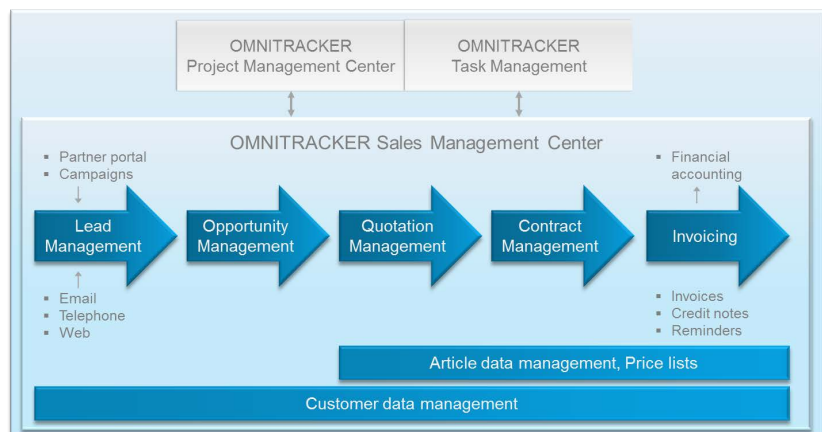
Optimised sales processes are critical if you want to remain competitive. This includes quick and transparent communications, as well as effective organisation of all sales processes.

### How can OMNITRACKER help you?

OMNITRACKER Sales Management Center enables you to plan, implement and supervise all sales processes in your company. From lead acquisition all the way to billing, you always stay in control and can exploit every sales opportunity.

You can use OMNITRACKER for all your business processes and thus reduce your costs considerably. You can integrate other OMNITRACKER applications at any time and configure the existing functionality to meet your needs. OMNITRACKER grows with your requirements.

**Hard to believe? Let us prove it!**





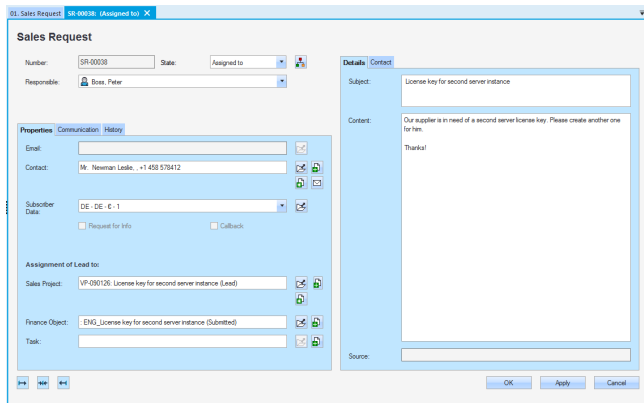
### Sales Management Center

OMNITRACKER Sales Management Center provides support for all fundamental sales processes. You can track all communication and interaction with prospective customers and existing customers on one and the same platform, and work through all sales processes in a structured and efficient manner.

The user-oriented and workflow-based application significantly improves the efficiency and quality of the sales process. To ensure you can work on projects regardless of your location, a web client is available in addition to the Windows client.

### Systematic process support

OMNITRACKER Sales Management Center provides support for structured sales processes. You can define sales phases and merge them into sales models. For each sales project, a sales model can be specified. Tasks are clearly defined and can be executed systematically.



### Customer data management

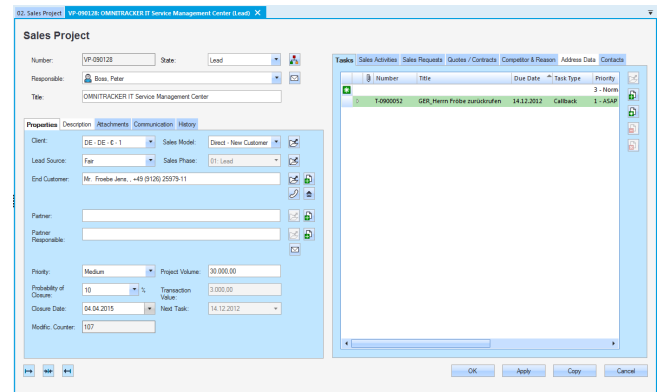
Well-maintained customer data form the basis for target-oriented communication. Maintaining master data about your customers and prospective customers is made convenient, and you can access it from all processes. This ensures you have consistent access to the latest data, from mailings to lead management to billing.

### Article data and price lists

You can manage article data and group articles. You can compile different article groups in price lists, and create a price list as a document at the touch of a button. When changing article data, it allows you to create updated price lists, and make them available to your customers, very efficiently.

### Campaign support

OMNITRACKER Sales Management Center supports systematic planning and implementation of email and telephone campaigns. You can define different lists of recipients, and use them for your campaigns. You can use OMNITRACKER Sales Management Center for the entire process involved in sending your newsletters – from entering the content to selecting the lists of recipients, as well as sending them out at a time defined by you.



### Lead and Opportunity Management

OMNITRACKER Sales Management Center supports all tasks in lead and opportunity management, allowing you to consistently use all opportunities to finalise a sale. You can record new customer queries manually or have them created automatically from emails or from information entered in online forms. Spam filters ensure that only viable entries are created.

You can classify incoming queries and define who will be responsible for all further sales tasks, as well as which sales model to proceed with.

OMNITRACKER Sales Management Center simplifies the entire sales process. You can gain an overview of your sales activities at any time and monitor appointments consistently. Reminders and calendar entries help you to structure tasks and work through them in an orderly manner.







### Offer management

Use customer and article master data as a basis for creating individual offers for your customers. You can create an offer document from the article data at the touch of a button, and manage different versions of the offer.



## What is OMNITRACKER?

OMNITRACKER is a universal platform for business processes on which all OMNITRACKER applications are based. OMNITRACKER is a powerful tool for adapting processes to your needs:

-  **Save time** *OMNITRACKER offers solutions which you can implement quickly and adapt easily.*
-  **Cut costs** *After only a few days of training, you will be able to independently implement and configure OMNITRACKER applications.*
-  **Flexibility** *All OMNITRACKER applications are out-of-the-box solutions that are easily adapted to your needs – without programming.*
-  **Maintainability** *You can easily maintain your OMNITRACKER applications yourself.*
-  **Release compatibility** *Guaranteed release compatibility with future versions of the OMNITRACKER platform.*
-  **Customer-centred development** *Further development is geared towards customers' needs.*



 **OMNITRACKER makes your company fit for the future – even if your processes change over time.**

## OMNINET Software Solutions

As an owner-managed company, we answer solely to our customers. Our top objective is to offer our customers high-quality products and first-class service. To achieve this, we consistently fulfil the wishes and requirements of our customers regarding product content, quality and schedule. Our commitment to a customer does not end with the signing of the contract; but rather, that is when it begins.



Would you like to know more about OMNINET and OMNITRACKER solutions? Then please get in touch with us!



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