

Ardexus webmode

The most effective and efficient sales and marketing teams are the most successful at achieving their organization's Customer Relationship Management goals. The problem with automating sales and marketing processes is that typical CRM solutions often require too many resources, are too difficult to use or end up being too costly.

Ardexus WebMODE is Different

WebMODE is a full-featured CRM solution, developed with the same key functionality as the Ardexus MODE suite for Lotus Notes. The interface is web-based, highly **intuitive**, easy-to-maintain and effortless to use.

Unlike many other web-based CRM solutions, WebMODE offers **full offline client functionality**, which means your productivity isn't compromised even when you are without an internet connection.

Understanding how a sale happens is intrinsic to successfully closing one. Ardexus WebMODE is built on the same sales methodology presented in Keith T. Thompson's book, *Sales Automation Done Right*, published by SalesWays Press and popularized in the multiple-ISM award winning Ardexus MODE suite for Lotus Notes. The methodology at the heart of WebMODE prioritizes sales opportunities, provides intelligent advice on sales situations and interacts with the user to keep them on the right track.



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- WebMODE features a **high degree of user configurability**, from
- custom fields and look ups, to a custom set up process that
- complements the way your organization runs instead of locking
- you into an unyielding and unfriendly platform. The Portal Home
- Page is also fully customizable, so you can have all the information
- you need (such as a Plot YTD and a list of leads) right at your
- fingertips as soon as you log in. The customizability of WebMODE
- can significantly decrease navigation time and increase efficiency.

An organization can't function if Front Office sales and marketing personnel do not communicate with the Back Office departments like accounting, invoicing and manufacturing. That's why WebMODE features **complete compatibility** with Back Office software applications to make sure information flows front to back, and back to front without a hitch.

WebMODE offers **superior integration**. Designed to provide effortless data transfer between itself and BlackBerry devices equipped with Ardexus WebMODE for BlackBerry, this means WebMODE users can manage opportunities with all the information they need in hand, wherever they are. For complete email integration, WebMODE offers compatibility with Microsoft Outlook.



Product Features

General Features

- highly configurable, web-based solution
- full offline capability
- import contacts, accounts and interactions from ACT!, Goldmine, Salesforce.com
- workflow for sales support, proposals and sales orders
- security access levels
- compatibility with Back Office software applications
- flawless integration with BlackBerry devices
- complete email integration with Microsoft Outlook

Interface

- Home Page Portal, customizable by user
- configurable dashboard
- intuitive interface
- tab-free navigation

Search

- complete search functionality
- choose Quick Search or Full Content Search
- search tool for building lists
- search by job title, industry, geography and more
- useful for automated marketing, one-time emails and direct mail

Lead Tracking

- complete lead management utilities
- track leads through entire process
- easily review leads by status, importance, geography, and more
- rating system for leads

Automated Marketing

- broadcast email capability
- direct mail tool
- mail merge fields in emails

Reporting

- track marketing effectiveness
- analyze lead generation
- rating system for leads
- track YTD numbers—sales goals vs. actual
- comprehensive, built-in reporting tool
- export to Excel for graphing capability

Trouble-free configuration

- no IT person needed for configuration
- one interface for all configurations
- customize forms, outline proposal workflows, define sales models, create custom fields, and more
- fully secured

Territory and Account Management

- full territory-sales region capability
- drill down by region, country, state, city and town
- quick territory reassignment
- unique five-level account structure

Contact Management

- complete contact history
- multiple addresses per contact
- custom fields and labels
- complete correspondence capability
- send e-mails directly
- auto-formatting of telephone numbers
- copy emails from other email packages directly

Sales Cycle Management

- patented sales methodology
- user-defined Sales Model
- Sales Advisor with "Intelligent Response"
- opportunities prioritized from top to bottom
- accurate sales forecasting
- promotes team selling
- ability to log only the most important interactions
- store and filter based on interaction quality

Calendar/Scheduling

- calendar integration
- view reminders for other team members
- view all scheduled interactions