

# CRM for the VAR (and not just any VAR...)

CRM software – either IN-HOUSE or HOSTED – **Designed for the Technology Integrator**

## Generic CRM? - Forget about it!

Using two of the leading mid-market CRM solutions (SalesLogix and Sage CRM), CRM for the VAR is designed to support the business processes unique to your business

## CRM that's easy to use ... AND supports YOUR business processes

### Out-of-the-box:

**Incorporates IBM sales process and terminology (and/or others)** - for easy pipeline management and insight into how opportunities are moving through the pipeline. Eliminates the need for the traditional Excel spreadsheet that's typically inaccurate and late. Spend less time preparing for those pipeline review meetings and more time closing business.

**Easily manage pricing strategies (discounts, margin, promotions and GP)** – with a single point of entry that allows you to enter and adjust deal value, discounts, margins and promotions, you can easily make sure you're on target for GP\$ and GP%.

**Quickly Prepare Quotations** – with the Quick Excel Export button you can easily turn the pricing strategy you've built for each deal into an Excel file - with only one click. In addition, with pre-built integration to QuoteWerks, you can continue to use your favorite quote generation tool.

**Valuable, accurate centralized data** – The sales organization will actually see the benefits of using the solution and will want to use it!

## Why Select CRM for the VAR?

- Award Winning CRM that's easy to use and was given the highest Customer Satisfaction rating of ALL of the primary vendors offering CRM solutions\*
- Sage Software (developers of SalesLogix and Sage CRM) is here to stay - Sage supports over 4.5 million small and medium-sized businesses world wide.
- Increase forecasting accuracy with tools designed to support the nature of the VAR business environment
- Give Salespeople a tool that helps them sell, not just a tool for easier management and reporting.
- Avnet has already put SalesLogix through its paces – they use it internally!

\*The State of CRM Software 2003-2004, "Buyers Guide" ratings of CRM software



1-888-838-0225  
www.propellix.com  
2030 Grove St.  
San Francisco, CA 94117

## VAR-Specific Data Tracking:

Quickly see (and sort on) your customers' details...

<b>Account:</b> PosiRay Inc.	<b>Main:</b> (888) 838-0225	<b>Type:</b> Customer	<b>Product Set</b> <input checked="" type="checkbox"/> X Series <input checked="" type="checkbox"/> Server <input checked="" type="checkbox"/> Blade Center <input type="checkbox"/> HEX <input type="checkbox"/> I Series <input checked="" type="checkbox"/> Storage <input type="checkbox"/> P Series <input type="checkbox"/> Software <input checked="" type="checkbox"/> Services
<b>Division:</b>	<b>Fax:</b> (510) 878-8891	<b>Sub-Type:</b>	
<b>Parent:</b>	<b>Toll Free:</b>	<b>Status:</b> Active	
<b>Address:</b> 2300 Bayshore Blvd. Fremont, CA 94110	<b>www.posiray.com</b>	<b>Industry:</b> Healthcare/Medical/Phar	
<b>Office:</b>	<b>Owner:</b> Everyone	<b>Description of Business:</b> Medical devices	
	<b>Acct.Mgr:</b> Gartner, Jeff		

Contact Name	Primary	Work Phone	Mobile Phone	Title	City	State	Type	Status
Thomas, Chris	Yes	(888) 838-0225		Manager of IT	Fremont	CA		Active

Easily build your pricing strategy...

#	Product	Qty	Unit Price	List Price	Disc.	Net Price	Margin	Promo	Promo %	CMI Unit	CMI Cost	Profit \$	Profit %
1	Storage - DS/300	30	\$4,150.00	\$124,500.00	8%	\$114,540.00	30%	Other	2%	\$2,822.00	\$84,660.00	\$29,880.00	24%
2	Storage - DS4300-4800	1	\$4,255.00	\$4,255.00	15%	\$3,616.75	18%		0%	\$3,489.10	\$3,489.10	\$127.65	3%

## What customers are saying:

*"In two months time we were able to get our pilot group up and very functional. This included inputting all accounts and contacts, cleaning up the data base, and the reps using the system to track all of their opportunities. This was a real plus for the CMI management team because we wanted our reps to see that this was a high value proposition not only for Chouinard and Myhre, but also for them."*

*"The reps are very excited as we've provided them with tools to effectively manage their business and the capability to make the forecasting and pipeline review process painless."*

**Mike Zeppegno, Chouinard & Myhre**

*"SalesLogix clearly shines in ease of use. After spending time and money working with other CRM solutions, Chouinard & Myhre implemented SalesLogix and found its sales rep's embracing and using the product within days after installation. We are delighted with our progress to date."*

**Steve Giondomenica, Chouinard & Myhre**



SAGE SALESLOGIX

SAGE CRM



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