Commence, All The Functionality You Need in a CRM System to improve your bottom line

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Contrary to popular belief, CRM solutions are not all alike. Companies both large and small are beginning to realize that they don't need overly complex or costly solutions to efficiently manage customer relationships.

These organizations are beginning to turn their attention to more affordable, easier to use solutions that address specific business requirements. One of these solutions is the Commence®, Application Suite from Commence Corporation. Commence offers customer relationship management applications that focus on solving the issues facing today's small to mid-size organizations. The Commence solution is designed to meet the following objectives:

- Streamline internal business processes
- Improve your sales process
- Delight your customers

The CRM industry has been plagued by vendors offering overly complex solutions to solve basic business problems. This has resulted in a low adoption rate and failed customer expectations. The concern for most businesses today is not a lack of technology, but rather how they can leverage technology to improve their internal processes and ultimately their bottom line.

Commence has taken a unique approach to meeting these objectives beginning with the fundamental knowledge that most small to mid-size businesses must first address the problem of data capture, data consolidation and data sharing. The issue they face is that vital customer information is spread throughout their organization in contact managers, back office systems and excel spreadsheets and is often difficult to attain. Employees spend a significant amount of time trying to determine where or who in the organization has the information they need to address customer inquiries. Management recognizes this problem and realizes that in order to become a more efficient sales and service organization they must get the right information in the hands of the right people at the right time. The question has become at what cost?

Commence is not only faster to deploy, it is also more cost effective

Commence represents a radical departure from traditional CRM offerings that require multi-phased lengthy implementations and expensive system integrators. What makes the Commence CRM solution so unique is that it consists of three *"ready-to-use"* components that offer a cost effective solution that can be up and running quickly without sacrificing functionality. The system has been specifically designed to achieve:

- Rapid Implementation
- Ease of Use
- Low Cost of Ownership

The components below, are packaged together and provide a complete solution for managing customer relationships.

1. A relational database provides the ability to centrally store information captured from any point of contact, such as the telephone, fax, e-mail or the web.

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2. A powerful workflow engine enables the sharing of vital customer information with the people and departments who need it to effectively do their jobs.
3. A suite of business applications streamline the marketing, sales and customer support business functions.

Together, these components form the foundation for an integrated solution for managing data and automating the front office business process that impact how you sell and service your customers.

Commence will streamline your business processes

With Commence, customer information captured via the telephone, fax, e-mail or the web is stored in a unified database where it is immediately available to all authorized personnel without having to move from system to system. Commence recognizes that in many small to mid-size companies employees often share responsibilities. In order to quickly adapt to the individual needs of customers your sales and support staff are provided with access to a 360 degree view of customer data. Having immediate access to this information significantly improves employee efficiency, productivity and customer service.

Access to customer data is provided by two unique product features, a *digital dashboard* and *multi-view* capability.

## Digital Dashboard instantly reveals what's important

Similar to the dashboard in your car, Commence provides any authorized user with the ability to create a view of business activity on a single screen. For example, account managers that traditionally only see sales information can access the support database to view open support calls, customer inquiries or new trouble tickets for their account. This enables them to be constantly aware of account activity, and take pro-active steps to insure customer satisfaction.

Support representatives are provided with similar capability. In addition to their daily function of tracking and managing service tickets, authorized support representatives can monitor new business opportunities so that they can assist in pre or post sales activity, giving them the ability to provide high quality service.

The digital dashboard also serves as an excellent tool for management, allowing them to see a snap shot of their business on a daily, weekly or monthly basis. This enables them to provide direction and guidance to sales and support personnel throughout the entire sales cycle.

Digital Dashboard

With Commence, each end-user has the ability to tailor their screen to the way they work. View information horizontally, vertically, filter information specific to your needs or simply change background colors.
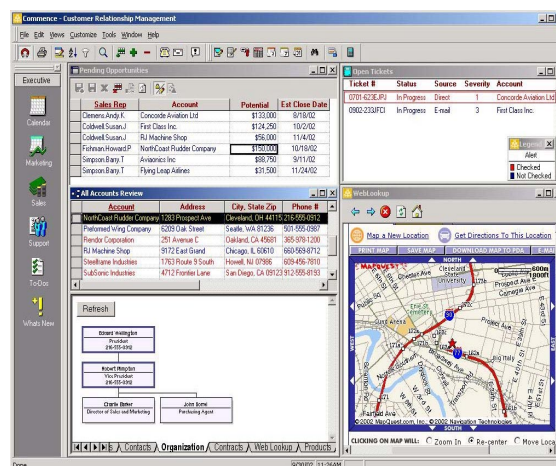
Multi-View offers a complete image of your customer's situation

Detailed account information is made accessible through the use of a multi-view function. The multi-view capability presents detailed information about an account, opportunities within the account, contacts, history items, to do's, open service tickets and much more. Information is accessible with a single mouse click, enabling the user to access a complete customer profile in seconds. The information is presented in a split screen format with the upper portion presenting primary information and the lower portion providing secondary or linked information.

These two functions have shown to have an immediate impact on improving departmental communications. By consolidating all information into single unified database, Commence users are able to quickly address customer inquiries without having to move from system to system. This significantly improves employee efficiency, productivity and customer service.

Multi-View

The multi-view or split screen function provides the end user with a primary view of information such as account profile on the top portion of the screen followed by a secondary view or related information below. A single click provides additional account information.
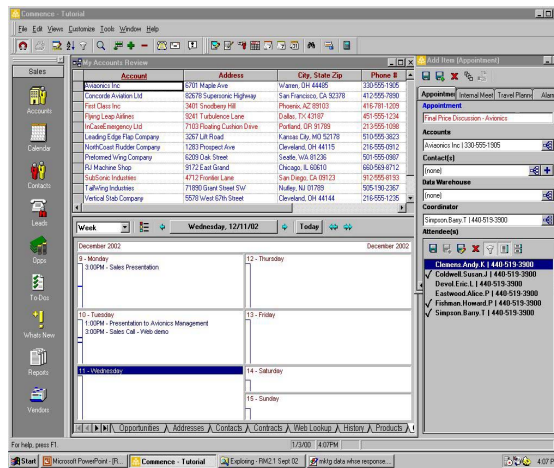
Commence will improve your sales process

Commence helps improve your sales process by addressing the factors that prohibit your sales team from meeting their objectives. The sales module is intuitive and very easy to use. The user interface can be tailored by the end user to look and feel the way they want to work. This ensures rapid adaptability and utilization by the sales organization.

Help your salespeople rely on a structured sales process

The foundation of any successful sales organization starts with the implementation a structured sales process. The process consists of the steps required by the sales representative to move the prospect from the initial introduction stage to the closing stage of the sales cycle. Commence provides the sales organization with a sales process template built right into the system. Pre-set sales stages allow the sales team to begin classifying new sales opportunities right from the beginning. These stages (qualification stage, presentation stage, justification stage, proposal stage and closing stage) may be modified at any time.

In addition, Commence offers the sales team the ability to utilize a structured sales methodology for evaluating each sales opportunity. Sales methodologies have been around for decades, but very few sales organizations actually implement them because they are simply too hard to use or are not integrated with the company's sales solution. Commence addresses this requirement by providing a proven sales methodology right "out-of-the-box". Designed by the well known Miller Heiman program, the Commence methodology enables the sales

representative and manager to get a better understanding of where they stand in the sales cycle and map out a strategy for moving the opportunity toward a successful close.

Utilization of the structured sales processes and methodology enables sales managers to closely monitor the sales process and ensure that each sales representative is following a similar approach best suited for "winning the sale".

Commence provides more productive sales tools

Making sales representatives more productive is a core strength of the Commence solution and a clear differentiator from other products. Commence offers sales representatives an easy to use tool to assist them in automating routine tasks. The automated processes utility performs specific functions such as sending out thank you letters, newsletters, press releases, customer testimonials or other documents on a scheduled basis, such as every 30, 60 or 90 days. This enables the sales representative to be assured that his company name, product or service is continually in front of his or her prospects and that no one ever falls through the cracks. The Commence automated process utility can even notify you of follow-up activity, to do's, or calls to make. It's like having an administrative assistant working directly for you. Sales representatives no longer have to remember to follow-up on specific activity, allowing them to spend more time doing what they do best, sell.

Business Processes

Automate your organization's best practices and ensure that leads, prospects, and customers are contacted on a regular basis. Tagging of accounts for follow-up activity such as automated letters, emails or reminders may be sent to specific accounts based on their status.
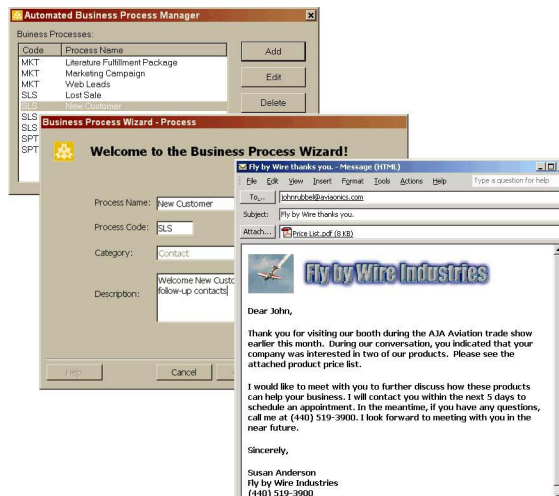
Commence makes opportunity management a snap

Opportunity management is all about successfully managing individual sales opportunities. These are prospects that have met a list of qualifiers and who are now ready for a serious, focused sales approach. During this process sales representatives need to determine what activities and resources are required to win the specific sale.

Commence provides the ability for sales representatives to quickly view pre-determined steps required for follow-up activity during each phase of the sales cycle. Results can be measured, expenses calculated and timeframes determined for movement to the next phase. Accounts that are not moving through the cycle as anticipated can be flagged for review, so that alternatives strategies can be discussed.

In addition, Commence provides an organization chart for each opportunity, helping management identify the appropriate decision makers. A sales funnel provides an analytical analysis of the number of opportunities and revenue within each stage of the sales cycle. This

enables management to better understand the company's future pipeline of activity and manage revenue expectations.

Sales Funnel

A sales funnel provides an analysis of pipeline activity measuring how effective a sales representative or sales team is in meeting their assigned quota.
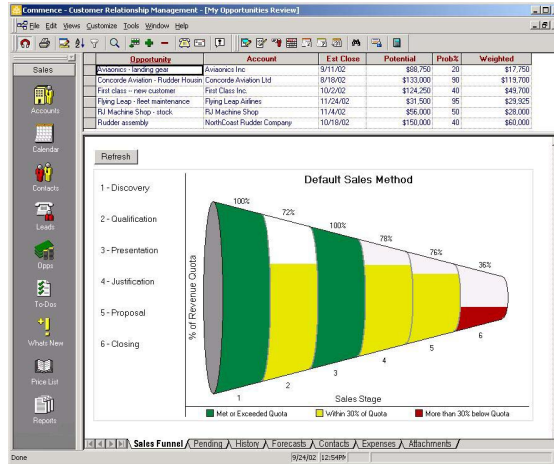
Organization Chart

A built-in organization chart helps the Sales Representative identify and keep track of key players involved in the sales cycle. It also enhances internal and external communication.
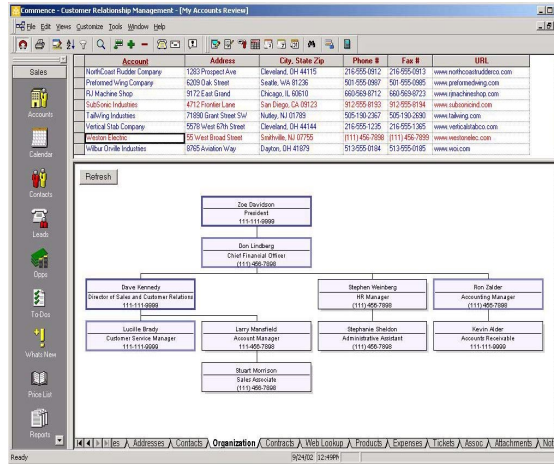

Sales Reporting is painless

Accurate and timely reporting is a key component to measuring sales performance and assisting in making informed decisions. Commence incorporates a comprehensive report writer and numerous pre-built reports that are available with a single click. Standard reports allow you to quickly review, 30, 60 and 90 day forecast, open forecast, won/lost reports, and gain better visibility into the company's activity pipeline. This allows management to determine how much business they can expect to attain in a future timeframe, analyze trends, evaluate what's working and what's not and measure individual sales representative performance.

Forecasts reports can be determined by parameters set up by management vs. hypothetical *"guesstimates"* made up by the sales team. Close ratios can be established by an objective assessment of where each account is in the sale cycle.

Sales Reporting

Pre-defined reports are available for 30/60/90 day forecast, open forecast, forecast by individual Sales Representative, and much more!
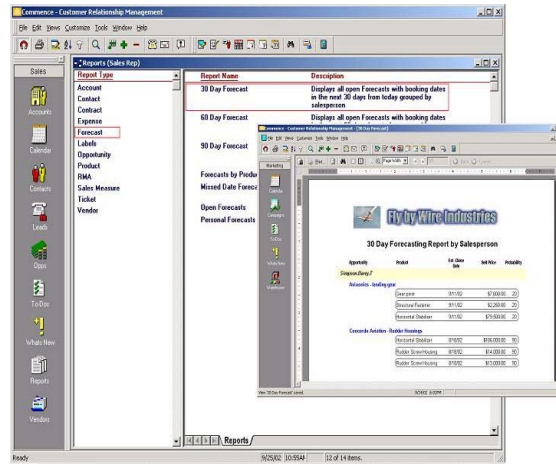
Delight Your Customers!

The current competitive landscape has made it extraordinary difficult for companies to differentiate their product or service from the competition. In addition, the Internet has made customers more knowledgeable about you and your competitors then ever before. Add the economic uncertainties of today's business climate and the only thing that may stand between winning a new customer and maintaining an existing one is how effectively you respond to customer requirements before, during and after the sale.

From the initial contact to completion of the sale, customers will analyze how you interact with them, and keep a tally of your support, the friendliness of your staff and the flexibility of your service. The more you know about your customers, the better you'll be able to optimize your strategy for customer retention and cross selling. In order to achieve customer loyalty you need an innovative strategy coupled with a CRM solution that will enable your sales and support team to handle a wide range of task. The Commence CRM Applications Suite is that solution.

Commence will help your organization exceed customer expectations by:

- Ensuring that everyone in the company has access to a complete customer profile
- Streamlining business processes that impact the customer
- Coordinate telephone interaction with e-mail, fax and the web, saving customer's time
- Maximizing resources to deliver consistent personalized service
- Enhancing customer loyalty with every customer interaction

Summary

Today's basis for business growth is the successful management of long-term relationships with customers on a one-to-one level. When the customer becomes the center of your business, customer centric strategies, processes and technology solutions can unlock the value of these relationships. Cross-selling, up-selling, advocacy and reduced expenses for sales, marketing and customer service are just some of the benefits to be realized. Here is a quick review of the key benefits:

- Commence is faster to deploy and more cost effective
- Commence will streamline your business process
- Commence will improve your sales process
- Commence will make your salespeople more productive

- Commence enables salespeople to focus on more and better opportunities
- Commence takes away the pain of sales reporting
- Commence makes sales management easier and more predictable
- Commence improves customer satisfaction and customer loyalty
- Commence delivers bottom line results

Helping your company maximize the value contained in the relationships you develop with your prospects and customers is the core of our value proposition. The Commence CRM solution will transform the way you market, sell and serve your customers by delivering a solution that fully integrates strategy, process and technology at a price you can afford.

We invite you to test drive our solution (insert link) or visit our website at www.commence.com or call one of our business consultants at 1-800-688-7080.

Larry Caretsky is president and CEO of Commence Corporation. The company has been providing quality business solutions to thousands of small and mid-size businesses for more than a decade. Commence products are widely distributed throughout North and South America, Europe and Asia Pacific.