

mothernode CRM



Customer Relationship Management with Sales Force Automation

Upgrade the way you manage your customers and improve your business development processes

Everything you would expect and more

Increase productivity, collaborate better and streamline your sales processes with Mothernode® CRM. Designed for both SMBs and Enterprise business, Mothernode provides your organization with the flexibility and scalability you need. No other CRM offers as much value for your business dollar. Because Mothernode CRM is 100% web-based, it delivers the information you want in real-time and gives your sales team the mobility they need to stay connected in the field. Your business can immediately benefit from the advantages of cloud computing. Connect to your customer base in real-time, anytime, 24/7/365 and cultivate opportunities when they happen.

Mothernode's feature-rich capabilities can make you more efficient, improve sales management, expand customer services and will help you close business.

See for yourself why so many companies trust Mothernode CRM as their sales partner. Start your journey to success with Mothernode CRM!



Leads and Opportunities

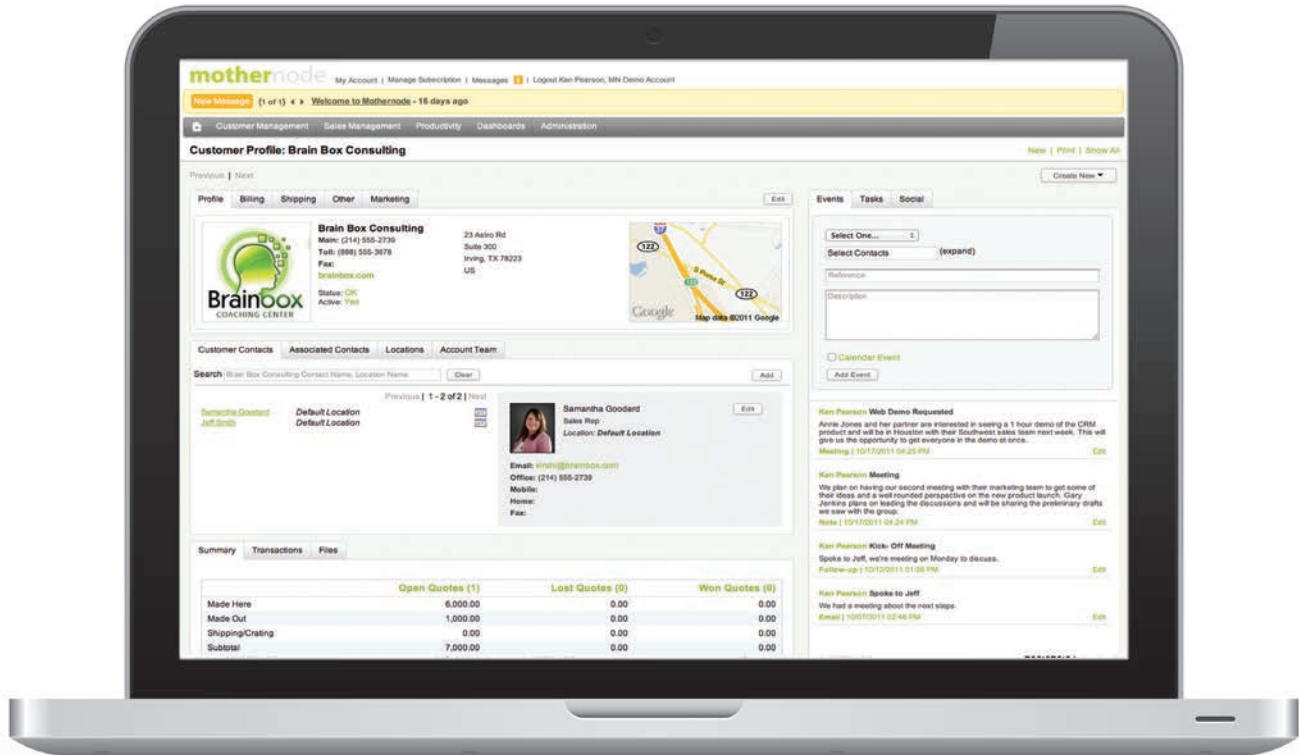
Mothernode simplifies the process of capturing leads and opportunities by managing the complete sales process all in one place. Users can easily cultivate leads and mature them into opportunities all in the same screen, and then quickly convert them into new customer accounts. Sales Managers and Sales Teams alike will appreciate Mothernode's simplified and intuitive interface, as well as a variety of productivity features designed to improve the sales process, making Mothernode an effective tool in your selling cycle.

- Dispatch new leads and opportunities to sales reps
- Synchronize bid dates and times with Outlook or iCal
- Use predefined selling processes or make your own
- Assign opportunity values and potential values
- Include estimated close dates and invoice dates
- Track the progression of leads and opportunities with next steps
- Use promo codes to track revenue by lead source
- Track known competitors pursuing the same opportunity
- Capture leads directly from your website
- Create and assign tasks for your leads and opportunities
- Track all calls, emails, appoints and events

Quotes

You won't find a more powerful quoting system built-in to any other CRM on the market today. Period! When it comes to giving you the tools you need to produce effective pricing proposals, and report your quoting activity, Mothernode delivers solutions that are next to none. After all, presenting your customer with a pricing proposal is critical in sealing the deal. Winning the sale is the most important component to measuring sales performance.

- Build professional quotes in minutes
- Add your most common service items or create line items from scratch
- Combine products and services to make a single line item
- Add your own custom terms and conditions
- Print PDF quotes to send electronically
- Track revenue sources
- Duplicate existing quotes to save even more time
- Create sales receipts for required deposits
- Assign tasks to your quotes
- Track quote win/loss and conversion ratios
- Assign unique pricing levels and payment terms to each customer
- Create custom reports for quoting activity



Spend more time in front of your customers and less time in front of your computer

KPIs and Reports

No other CRM on the market today delivers in-module reporting quite like Mothernode. Never leave the module you're working in to run the reports you want. Quickly access predefined system reports or create your own and apply the criteria you need. Make your own private reports or share them with everyone.

Mothernode also includes Advanced Searching features that allow you to quickly filter and access the information you are seeking. You can save your most common searches to run anytime and you can use your favorite search to create your default list view.

Colorful and intuitive KPIs illustrate real-time sales pipeline activity and business development sources. These quick visual reports give you the opportunity to view current and past activity and can be critical in helping you navigate your business.

- Choose from dozens of standard reports
- Create and save custom reports
- Easily share reports with others
- Export your reports to Excel
- Choose from dozens of onscreen dashboards
- Schedule automatic email reports
- Sales performance measurement

Events

Accessible, visible and convenient was the thought behind improving the way you manage your time and relationships with your customers and contacts. Mothernode's 'Event Manager' with Tasks allows you to record historical activity with customers, contacts, leads and opportunities as well as plan ahead. Event Manager allows your account management to stay connected to customer activity by delivering a centralized source for all client communication. From notes, calls and emails never miss a beat when interacting with your customers. Additionally, this feature can be used to replace the call logs Sales Managers like to see.

- Record call and meeting activity
- Plan strategic events and next steps
- Assign multiple contacts to your events
- Create and assign tasks for your customers
- Synchronize calendar events for Outlook and iCal
- Capture emails sent to your customers, within their profile
- Improve collaboration with your team
- Automatically build activity lists for your business

Customers and Contacts

Quality customer service begins with effective customer management. Mothernode CRM provides a client centric approach that gives you a 360° perspective of each customers' activity, all in real-time, wherever you are.

Mothernode's organized customer profiles allow simple navigation to the information you need, providing a single portal to your customers' transactions, contacts, locations, customer preferences and so much more. Designed to allow users to effectively collaborate when working with their clients, users have access to a variety of features designed to communicate critical customer information, whether you're across the room or around the world.

- Customers centric interface
- Real-time transactions and totals
- Create new opportunities and quotes for your customer
- Manage multiple customer locations on one screen
- Assign multiple contacts to your customer
- Associate third-party contacts with your customers
- Convert existing contacts into new customer accounts
- Real-time Social Media updates for customers and contacts
- Import customers and contacts from Excel
- Track all events, calls, emails, notes and meetings
- Create Tasks for customers or contacts
- Synchronize events with Outlook or iCal

Campaign Manager

Mothernode allows businesses to effectively manage and organize multiple marketing lists within its campaign manager. Upload and maintain a library of independent lists, from a variety of sources, create campaigns to members in those lists. Even build lists with your existing contacts in only a few simple steps. Once your lists have been added to your campaign, you can further filter your master list, refining your target audience. It's that easy.

- Manage multiple campaigns simultaneously
- Import and manage unlimited lists
- Create web forms for your campaigns
- Track campaign ROI
- Export your campaign members to Excel

