



Sales Force & Marketing Automation

Sales quotas keeping you up at night? In the high-pressure world of sales and marketing, it's all about the numbers — but hitting them consistently is tough. Your team spends more time on administrative tasks than on driving sales and building powerful customer relationships. You can't get an accurate picture of your sales pipeline to forecast revenue. And, you haven't established best practices or replicated winning campaigns because you don't know what's working and what's not.

Without a proactive, automated way to manage all your sales and marketing activities, you waste valuable time, effort and dollars — and put your revenue at risk.

Relax. And use GoldMine[®] Corporate Edition for sales force and marketing automation, as well as team-based contact management. This powerful tool — a Microsoft[®] SQL Server[™]-based software solution — allows you to keep track of every sales and marketing activity, in addition to key prospect and client relationship information. By giving you detailed views of past and present data, as well as future projections, GoldMine strengthens customer relationships, shortens the sales cycle and accelerates revenue results.

Shorten sales cycles and drive revenues

With GoldMine Corporate Edition, you have a powerful tool that can help you keep track of every detail of your sales and marketing activities, in addition to key prospect and client relationship information.

Empower your sales force by automating routine tasks to enable them to focus on closing sales with tools including:

- Opportunity Management offers a snapshot of your business' sales pipeline, allowing sales teams to focus on the highest revenue opportunities.
- Built-in Analysis provides one-button access to reports on sales results, including quotas, forecasts, and lost/won details.
- GoldSync[®] delivers key contact and calendar information to your distributed and mobile team when and where they need it.

Increase the effectiveness of your marketing teams by helping them target, track and automate campaigns using tools including:

- Automated Processes[™] simplifies and automates drip marketing campaigns for lead incubation and ongoing customer retention.
- Leads analysis offers a quick view of campaign responses, potential sales and total campaign effectiveness.
- Web Import captures customer and lead information from your Web site, then uses Automated Processes to instantly follow up and ensure that every prospect is contacted and qualified.

"I used other customer relationship management products in the past, but made the switch to GoldMine because it's tailored for the sales-driven user. Simply outstanding."

— **John Ohnstad**,
Sales Representative,
General Transportation

An affordable tool with rapid return on investment

- Quickly view & analyze your sales pipeline
- Save time with complete contact records in one location
- Implement quickly & enjoy intuitive, customizable screens
- Increase revenue by tracking leads from contact to contract
- Close more deals by automating routine sales & marketing activities
- Create accurate sales forecasts
- Know which campaigns work & replicate them
- Store & share best sales & marketing practices
- Identify quick & easy ways to shorten your sales cycle

"GoldMine is an essential resource. It gives me incredible ammunition to use against my competitors!"

— **Jeffrey Clark**,
Associate Event Coordinator,
Carl Terzian Associates

Productivity features that produce results

GoldMine works with leading office communication and management tools to make the most of your existing investments:

- Microsoft® Outlook® integration offers a streamlined link between GoldMine & your Outlook e-mail client, providing business-critical contact message linking & history tracking.
- QuickBooks® or Sage Line™ 50 integration via GoldMine® Plus Accounting, providing a single, unified record for all customer transactions.
- HEAT® Service & Support™ integration offers an end-to-end, front office solution for complete customer management.

FEATURES

GoldSync®
Keep your entire team on the same page with the built-in server that offers unattended, automated synchronization.

Client/Server Support
Bundled licenses of Microsoft® SQL Server™ offer enhanced database scalability and reliability.

Microsoft® Outlook® Integration
Use the Microsoft Outlook 2000 client to send and retrieve e-mail while automatically linking all of the messages back to the contact's history in GoldMine.

Time/Day Planning
New calendar toolbar makes meeting requests for multiple contacts and GoldMine users a snap.

E-mail and Document Management
Easily sort, order and select document templates for high-impact messages.

Sales Forecasting and Analysis
The Opportunity Manager Wizard and multi-forecast sales logic make it easier than ever to manage your sales pipeline.

My GoldMine Desktop
Quickly customize your GoldMine desktop into an active home page to support your business intelligence and daily information requirements.

Standard Business Tools
GoldMine also supports PDA synchronization, built-in reporting, importing and exporting wizards, integration with e-mail, linking to word processors and much more.

SYSTEM REQUIREMENTS

- Microsoft® Internet Explorer® 6.0
- Microsoft® SQL Server™ requires Microsoft® Windows® 2000 or Windows 2000 Advanced Server
- Intel® Pentium® 166 MHz or higher CPU (Pentium II or higher recommended)
- Super VGA (800 x 600) or higher resolution video adapter and monitor
- 64 MB RAM (128 MB or more recommended)
- 105 to 290 MB of available hard disk space (500 MB recommended)
- Palm OS® 3.x or higher

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