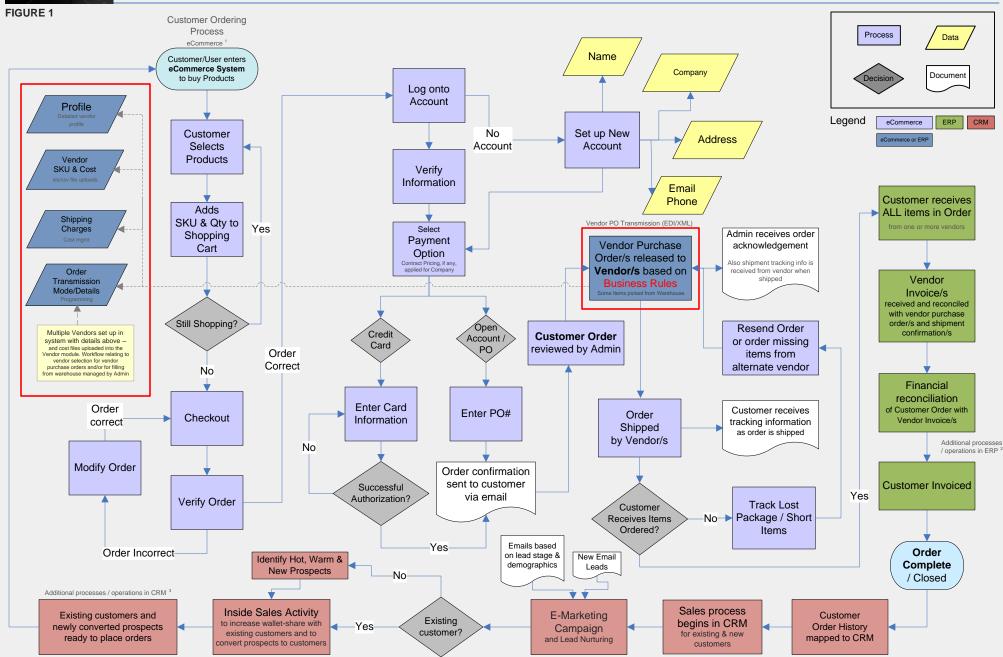
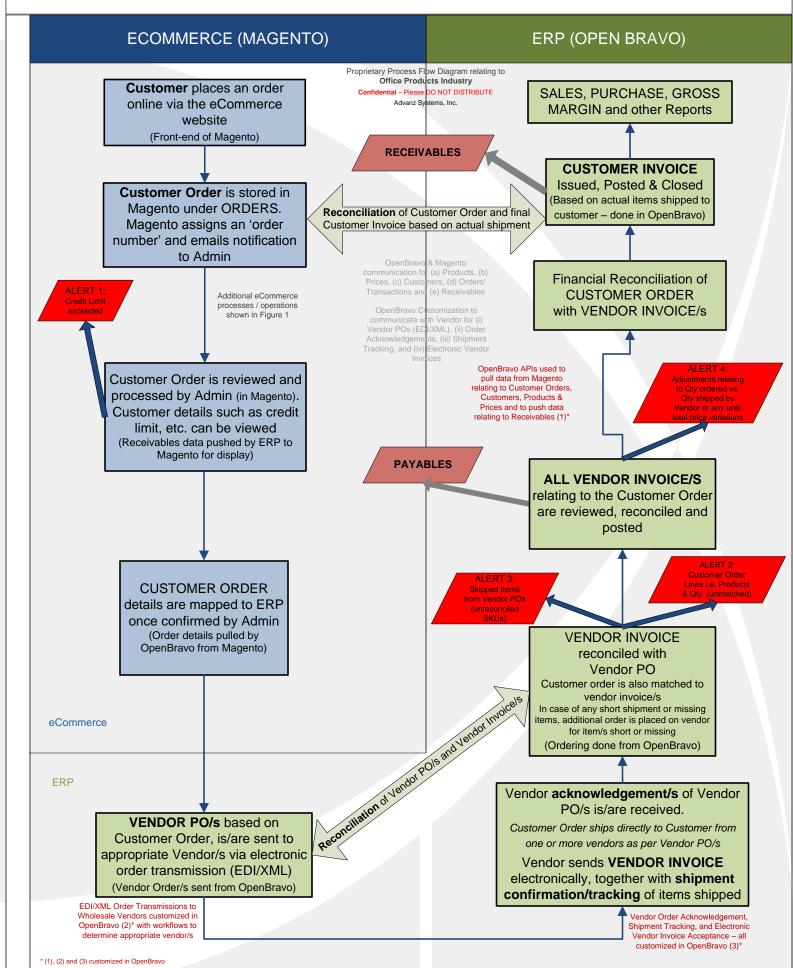


# Office Products eCommerce System integrated with ERP & CRM





### eMarketing & CRM Processes

### Conversion of Leads to Prospects and Prospects to Customers

eMarketing techniques convert 1,000 leads to 100 prospects for CRM, which further converts these 100 prospects to 10 customers

#### **Find Leads**

#### **Email Campaign**

#### **Identify Prospects** Create awareness, Call to action Follow up with Inside Calls

**Direct to Website** Sales Web/Phone trial orders Net new revenues

Demographics



Add New Customers





Businesses C-level, 25-100 employees



Track Responses Filter leads



Track opens and

clicks, apply

algorithm, and sort

into approx.100 'new,

'warm', & 'hot'

prospects

- Typical yield of

prospects = 10%

Prospects



Follow up the 'warm', & 'hot' prospects with inside sales call activity to convert



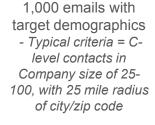
Generate revenues from ~10% conversion of filtered prospects -Typical conversion of

or 1-1.5% of original #

of leads

them to customers prospects to customers within 60 days = 10%

Hot, Warm & New Prospects Loaded into CRM



Salesperson

Purchase batches of



Send html email









Salesperson

Dealer

Logs on to CRM System

Salesperson

Calls Prospects Customers in CRM Database

Call activity is planned for 3-4 hrs/day @~12 calls/hr Based on proven scripts for the office products industry Increase efficiency with inside sales Salesperson

- Determines Decision Maker (DM)
- Verifies DM & Presents Value Proposition
- Asks for the Business
- Follows up, Listens, Handles Objections
- Closes Account

Sales Process built into CRM System Make inside calls, communicate value proposition & direct prospects to website

CRM has prospects & customers & account management features. System computes revenue potential of prospects based on employees; Tracks activity; Tracks history of purchases; Displays account penetration, category-wise sales & margins.

Sort by company size, revenues, potential, penetration, other criteria



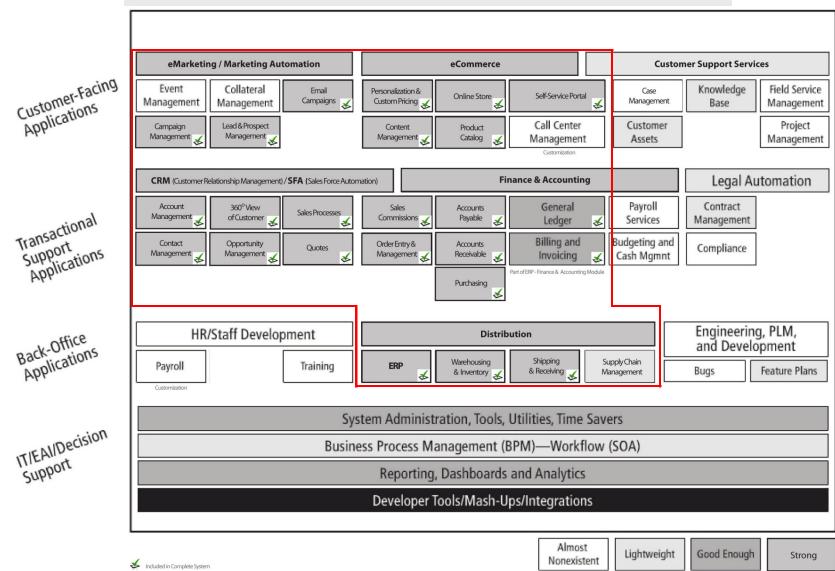
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## **The Application Landscape**

#### How it all fits in

**eCommerce** + eMarketing + CRM + ERP – comprehensive closed loop system





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