Opera 3 SQL SE CRM

Never lose sight of an opportunity or customer again

Opera 3 SQL SE CRM (Customer Relationship Management) is an integrated end-to-end solution which can help your business develop more profitably and increase customer satisfaction by promoting long-term relationships.

Winning New Business

The sales cycle can be a long and complicated process and it's easy to lose prospects in the volume of activity your sales and marketing teams are generating. With Opera 3 SQL SE CRM you can capture prospect and contact information, identify the closure possibility, manage the relationship through the entire sales cycle, report on their profitability and increase your business potential with them, all from one solution. Opera 3 SQL SE CRM builds a full, clear picture of your sales pipeline and the value of those opportunities broken down by owner, contact, referral method, sales type and area.

Opera 3 SQL SE CRM will eliminate the need to maintain data on several systems and will help to streamline your processes and manage the progression from prospect to customer and quote to order, so you'll never lose sight of a customer or opportunity again.

Total Accountability

Once a prospect becomes a customer, Opera 3 SQL SE CRM can convert the record into a Sales Ledger account so you can immediately invoice or convert quotes to orders in Sales Order Processing. The cycle is completed with the ability to continue to log activity such as mailings, conversations, tasks and promotions to existing customers in order to manage these more effectively.


SPM Today and Sales Opportunity View

pegasus

Key Benefits

- Simple point of entry for new prospects and existing customers and suppliers, which can be cross referenced from the Sales and Purchase ledgers.
- Convert prospect/quotation details to live customer/sales order.
- Generate quotations against a sales opportunity.
- Generate mailshots (using Microsoft Word) for lists of contacts/groups.
- Sales and Activity reports.
- User-definable fields and look-ups for Contact, Company, and Opportunity forms.
- New contacts can automatically update your Microsoft Outlook address book.
- Maintain unlimited contact details (including site addresses) within a company.
- Record notes and history against a contact.
- Record and track sales opportunities against a contact.
- Send e-mails and import incoming e-mail from Microsoft Outlook.
- Log 'to-do' tasks against contacts, opportunities, or contacts.
- History is automatically updated by activities that take place, such as letters and mailshots.
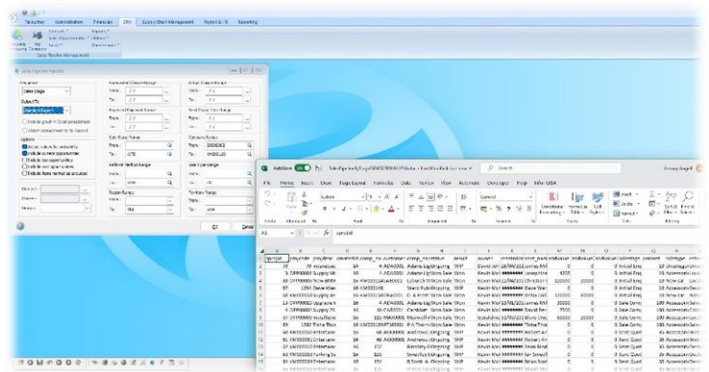
Sales Pipeline Report
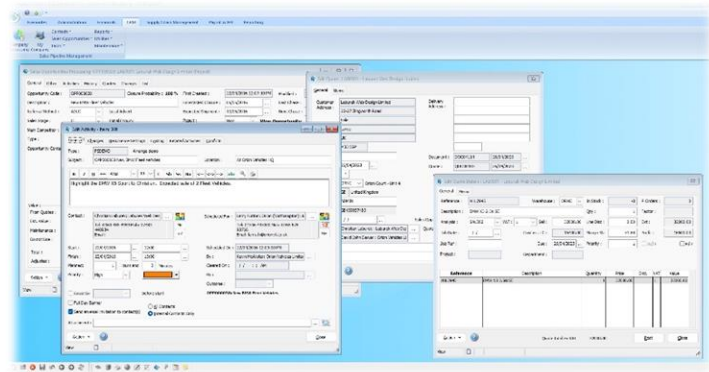
Opportunity processing report

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