



CallBack™



Sales Automation Suite

What You Need In Enterprise Sales Automation Software:

*Low cost per seat**



Easily scaleable from 20-200 users



Customizable to your sales process



Graphical and tabular reporting



Management reporting



Easy installation and data conversion



Over 200 tested features

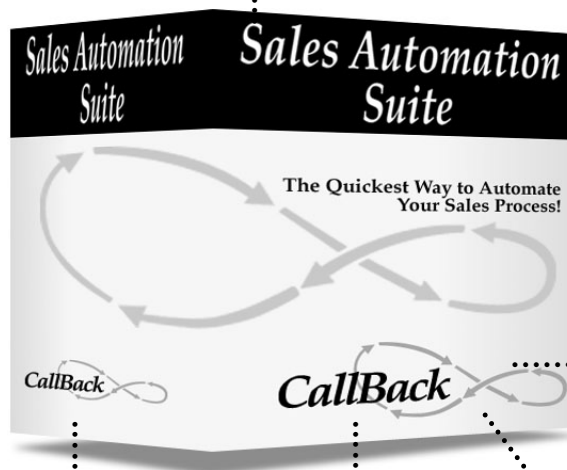


Automatic links to Microsoft Office and other applications

CallBack is the only customizable sales automation package you can install and use within a few days. Its unique design supports your sales, marketing & customer service activities through unlimited custom fields, team-based activities and unmatched flexibility. The **CallBack Sales Automation Suite** lets you choose the functionality your organization requires.

..... **CallBack Account Manager** *(required)*

Automates the base functionality of an organization's sales department. Provides sales reps with the tools to facilitate communication with prospects and customers. Integrates with all other CallBack modules.



..... **CallBack Campaign Manager**

Captures the original lead source and ties a follow-up strategy to each prospect that responds to a sales or marketing campaign. Tracks the comparison of marketing costs to results.

..... **CallBack Customer Service**

Tracks and facilitates the management of customer issues to improve customer retention and repeat sales opportunities.

..... **CallBack Prospect Manager**

Provides a real time view of your sales pipeline. Uses the sales process you define to move opportunities through the sales cycle.

..... **CallBack Telescripting**

Captures prospect or customer survey data through scripts. Results of the tele-marketing efforts are immediately recorded in the prospect's or customer's record for use by sales, marketing or customer service.

..... **CallBack Remote Synchronization**

Facilitates exchange of information between remote and on-site users.

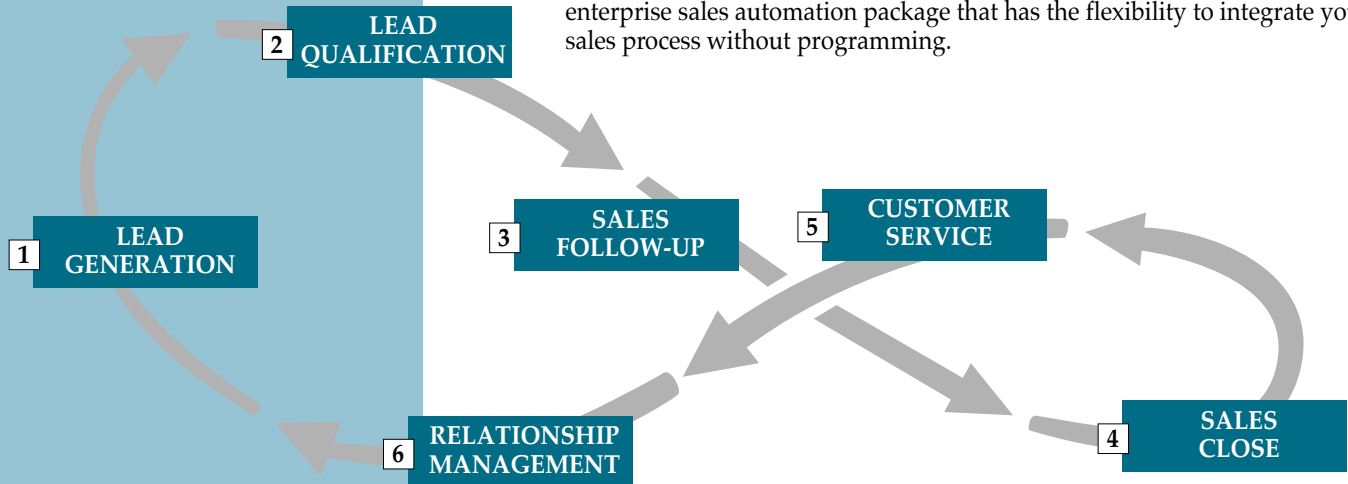
* Most CallBack clients implement for under \$750 per seat

CallBack Software...

The Quickest Route to Enterprise Sales Automation!

Support Your Sales Process

An effective sales process coordinates your sales, marketing and customer service activities through a central customer database. CallBack is the only enterprise sales automation package that has the flexibility to integrate your sales process without programming.



Using CallBack's simple setup window, our implementation team will quickly configure CallBack so you can begin to see results immediately. Then, we show you how easy it is to make changes so you are in control in the future. You can keep tuning CallBack to adapt to changes in your business and help increase the sales, profitability, and the image of your company.



Successful Implementation

Since 1985, CallBack Software has been improving the efficiency of sales, marketing and customer service operations through our software products and services. We have captured our experience in two workbooks: the *Sales Automation Implementation Kit* and the *Customization Kit*. These workbooks give you the guidance to ensure success in automating your sales process with CallBack.

For more information or a demonstration contact us:



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