



OptSoft, Inc.
1054 Belair Ct.
Mountainside, NJ 07092
Phone: 908.232.9968
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OPT! LEADS & SALES MANAGEMENT SYSTEM

WHY OPT!

Do you know?

- ***What is your cost per lead?***
- ***What is your cost per sale?***
- ***What is your appointment to sit ratio?***
- ***What is your sit to sale ratio?***
- ***How is your sales staff handling the leads?***
- ***What is your ROI (return on investment) for various Marketing Campaigns?***
- ***How is the performance of each Canvasser, Telemarketer, and Salesperson?***
- ***How is the performance in various territories compared with the past periods?***

Do you agree that more than ever before, for the continued success, it is very important for you to have ready answers to the above and many similar questions?

Opt! will help you convert prospects into customers and have loyal repeat customers. With Opt!, you will discover new ways to boost efficiency, increase customer loyalty, and raise profits.

Opt! is one of the most advanced, scalable, easy-to-use, easily manageable, and innovative database management system with multi-layered and secured access, and a simple, user-friendly, flexible, and robust interface, which can be uniquely customized for each user. Below is the detailed list of Opt! Features...

LIST OF FEATURES

USERS/RESOURCES/GROUPS

1. Multiple Users with Access Rights & Preferences
2. Multiple Resources
3. Multiple User/Resource Groups (for Group Calendars)

ACCOUNTS

4. Multiple Account Types (includes but is not limited to)...
 - Prospects
 - Customers
 - Archive
 - Vendors
 - Salespersons
 - Other

CONTACT's PICTURE

5. Ability to store Pictures for each Contact

OPPORTUNITIES

6. Multiple Opportunity Types

ATTACHMENTS

7. Multiple Multi-Media Attachments of various types associated with each Account/Opportunity



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MASTER TABLES

8. Master Tables for popup support and data validation

FIND

9. Data Mining
10. Goto; Search; Query; & Neighborhood Search
11. Contacts List with Birthdays; Anniversaries; & Special Days

WRITE

12. Mail-Merge (MS WORD) Letters; WYSIWYG (MS EXCEL) Lists
13. Labels; Envelopes; and Lists
14. Phone/Address Books in various sort orders; Account Details
15. Reports (includes but is not limited to)...
 - Activities Report
 - Revenue Report
 - Return On Investment
 - Caution! – Stalled Leads
 - Leads Breakdown by Status/Age
 - Performance Analysis (Multiple Choices)

COMMUNICATE

16. E-mail; Connect to Web Site

SCHEDULE/CALENDARS

17. Schedule – Activities; Tasks; Reminders; & Blocks
18. Calendars – Daily; Weekly; Monthly; & Group

NOTES/HISTORY

19. Write Notes; Log Activities
20. History – By User / Account / Opportunity

DIRECTIONS & MAP

21. Directions; Locate on Map

DOCUMENTS

22. Multiple Document Types with Documents associated with Accounts/Opportunities

MISCELLANEOUS

23. Data Wizards
24. Import and Export Functions
25. Reorganize & Backup Database

TECHNOLOGY

26. Developed using dynamic Microsoft .Net platform
27. Has robust Microsoft SQL Server database backend
28. Can be customized to interface with other systems
29. Available for MS Windows; Web (many browser choices); and SmartPhone

Contact OptSoft today to setup a personalized demonstration to learn how Opt! can make a positive difference for your organization at an attractive price, and our satisfaction guarantee.