



ACT!TM

**PERFORM
EVEN
BETTER
IN BUSINESS**

ACT!TM **KEEPS BUSINESS PEOPLE
ON TOP OF THEIR GAME**



Paul Chapman, founder of Chapman Travel Agents and 4000 metre Team Pursuiter. "In my field it's very important to keep in contact. The success of the company is pegged to our ability to maintain relationships with our customers over a long period of time. ACT! is key in helping us achieve this objective in a totally cost effective and professional manner".

The successful management of information is vital for optimum performance in business. Trying to manage separate contact systems for customers, prospects and suppliers is inefficient, frustrating and will cost you sales.

ACT! 6 is a powerful contact manager that helps manage your time, manage your contacts and manage your business. It is a system that keeps all your contact details in one easily accessible place. You can link relevant e-mails, documents or spreadsheets to specific contacts and share this information across your organisation.

ACT! will even help you drive your business forward with in-built forecasting and performance reports, as well as the flexibility to create your own.

Used by 4 million people worldwide, ACT! is the business tool to keep you on top of your game.



NOW!

1

“The way ACT! works with Microsoft Outlook is a real bonus. While the team maintains contact with customers through Outlook, the ACT! customer histories are automatically updated. Every e-mail and attachment sent to each customer is tracked keeping our records up to date, on the fly.”

Boatmart

- Access up to three ACT! address books from within Outlook for easy e-mailing
- The familiar interface ensures regular Outlook users will adopt ACT! quickly and easily

2

“While talking to a dealer on the phone we can check his debt status in ACT! If there is a problem we can raise the question in a light-hearted manner. We’ve reduced debt by £90,000 without forcing the issue”.

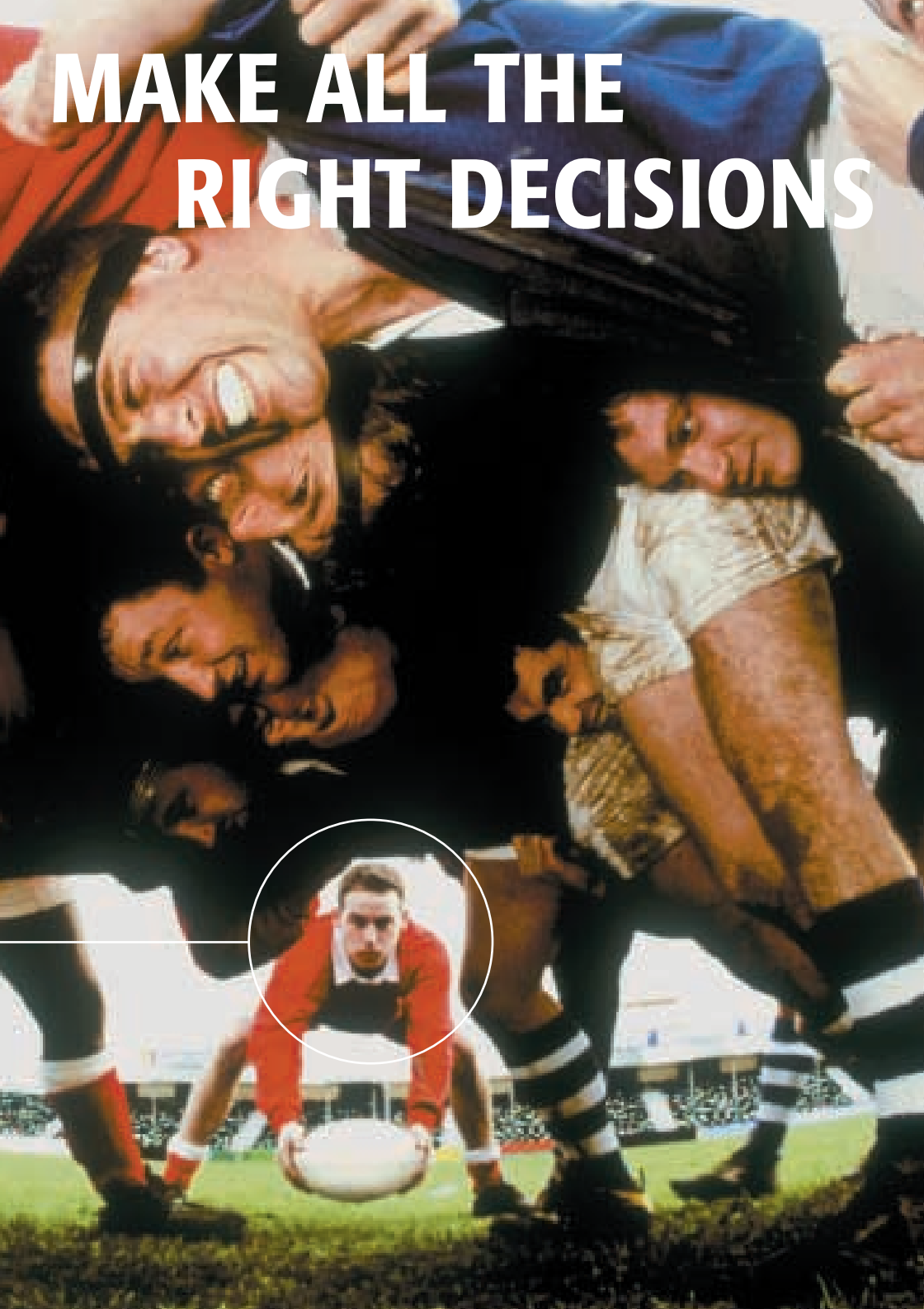
Whiteboarders

- Integrate ACT! with your accounting system to achieve better organisational efficiency
- Use ACT! to automatically populate Excel based quotes, invoices and orders

Dan Thomas, Managing Director of McClaren Financial Consultants and scrum half for Colts Rugby Club. "Making the right decisions is crucial in my position. By using the activity reports in ACT! we can identify our best customers and direct our resources where they deliver a maximum return on investment."



**MAKE ALL THE
RIGHT DECISIONS**



3

“We work in an environment with very long sales cycles across a large number of customers. To win business it is critical to keep detailed records of the status of deals with each customer. ACT! has been invaluable in this regard”.

Aramark

- Attach any file to any contact record for instant access and improved responsiveness
- ACT! works with most popular hand-held and paper based organisers so your team can be up to date no matter where they are

4

“Our sales team and management have instant access to all 400 of our projects through ACT! Our team is ecstatic that with this tool they no longer have to field status inquiries from many different people”.

FedEx

- Standard and customisable reports make information sharing simple
- Organise your contacts by group, activity, project, account manager and more

CONVERT YOUR OPPORTUNITIES

A photograph of an ice hockey game in progress. In the foreground, a goalie in a white and yellow uniform is crouched, ready to block a shot. In the background, a player in a blue and white uniform is taking a shot on goal. A white circle highlights the player in blue. The scene is set on an ice rink with a goal net visible on the left.

Steve Jones. Sales Director, Young's Pharmaceuticals and leading scorer for Ace O' Blades Ice Hockey Team. "I guess the secret to any teams success is the ability to convert chances. With ACT! on my Palm Pilot I've got access to all the information I need to close a deal on the spot, wherever I am. Now I spend less time on the phone to the office and more time working on my slap shot".

5

“It’s vital to be able to respond to an inquiry with an immediate and complete history of all letters, e-mails, scanned documents and spreadsheets generated on behalf of that customer”.

FinLease

- ACT! tracks all activities for each of your customer relationships so the latest status for any customer is instantly available
- A single database can be accessed by multiple users at the same time across your organisation

6

“The e-mail function within ACT! gives us the flexibility to be proactive with our customers. By using e-mail marketing techniques with graphical HTML e-mails, we can maintain a professional relationship with a large number of customers very cost effectively”.

Chapman Travel Agents

- Instantly create & send graphical HTML e-mails in ACT!
- Direct your resources more efficiently by using activity reports to identify your most active and least active customers



There aren't many competitions as tough as business.
You need to take advantage of every opportunity.
ACT! 6 is the contact manager that will make sure you do.

