



## OVERVIEW

- Enables revenue growth
- Helps generate net new business
- Analyzes data to target customers with a unique shopping experience each time
- Unifies the tracking process of prospecting and canvassing efforts
- Provides a consistent and effective customer tracking database even during a sales management transition
- Serves as a tracking mechanism for B2B, retail and product/service prospect conversion
- Provides incremental revenue tracking of customers, with various cuts of business intelligence
- Provides management with an activity accountability tracking tool
- Allows flexibility to incorporate with reporting and data tracking
- Bridges the information gaps between customer needs and company initiatives

# Accelerating B2B, Retail and Online Sales Performance

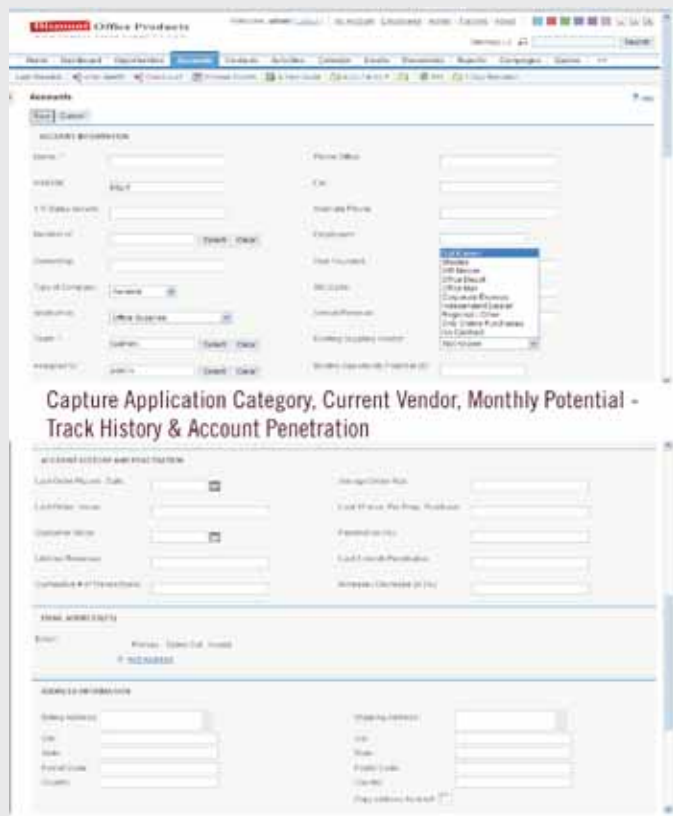
- NewBusiness Accelerator is a unique web-based Customer Relationship Management (CRM) program that has been specifically designed for product and service companies as well as for online retailers who want to focus on new business growth using effective tools to deliver, manage, and sustain that growth.
- NewBusiness Accelerator utilizes market driven information and organizes, tracks, links, identifies, and reports valuable sales and revenue growth opportunities.
- NewBusiness Accelerator is also available integrated with an **eCommerce system**. Build a flexible and scalable eCommerce system with custom features providing your customers with an enhanced experience while improving your productivity with complex back-end order processing and vendor management. All this at an affordable price to help you to increase your revenues and attract new customers more efficiently and much more effectively than ever before.



# Summary

NewBusiness Accelerator is a CRM system built for results. It has been created with the flexibility to function effectively at the unit, department, store, district, territory, and global levels for B2B businesses, brick and mortar stores, and for managing online stores as well. NewBusiness Accelerator allows you to implement the system incrementally. You have the option to utilize NewBusiness Accelerator at one location or to expand the use to an entire district, territory, or company-wide implementation. Because it is web-based, users do not have to worry about integration or software setup issues. This provides a seamless transition into your current operations while acting as a revenue booster from day one. We are positive that with the tools & resources of New Business Accelerator, your company will excel in any economic or business environment.

# Screen Shots



- Enhanced visibility
- Prioritization of focus
- Faster conversion of prospects to customers
- Improved sales productivity
- More new business



*According to AMR Research, “ to increase store productivity and improve customer service, 83% of retailers plan to upgrade point-of-sale software over the next 36 months... The significant capital expense associated with this initiative...is driving leading retailers to invest in technology that not only ensures efficient transactions at checkout, but is also the foundation for customer interactions throughout the shopping for process”*

*Source: AMR Research, “Advanced Point of Sale, Part 1: It’s Coming to a Store Near You” (R.Graf J.Sules ki, F.Sirkison - Nov. 20, 2006)*

## Bridging the information gaps - and managing revenue growth