

AVANTI SLINGSHOT

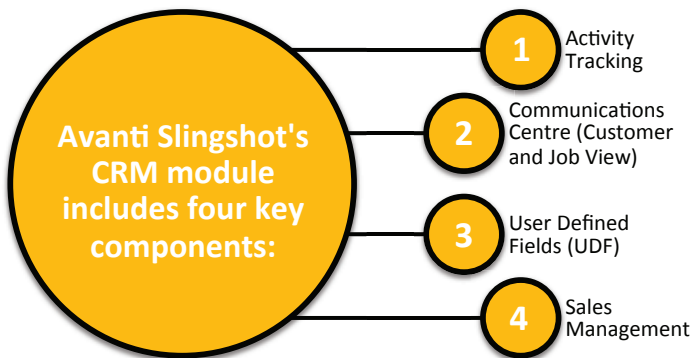
Customer Relationship Management (CRM)



An increasing number of competitors are contending for your client base. The key to becoming more customer-centric and maintaining customer loyalty is information! Gaining insight into what your customers are seeking will allow you to react quickly to customer requests and anticipate future needs. By bringing a customer-centric view to the job-centric production system, Avanti's CRM helps enhance your sales and marketing efforts.

- Ensure your Sales team is always in sync with the most current information about their customers and their customer's jobs.
- Identify your most profitable customers for targeted marketing campaigns.
- Manage and track your lead generation efforts.
- Drive sales effectiveness through accurate sales forecasting.

With Avanti CRM, our mission is to combine technology and business strategy to give your organization a full, real-time consistent view of your customers in a way that continually builds and strengthens the relationship. Our software easily manages critical sales, marketing, and customer information.



1. Activity Tracking

Every customer interaction is an opportunity to grow your business. Even when it's a complaint. Tracking each interaction keeps your finger on the pulse of each account, and gives you insight into all aspects of your relationship. Activity Tracking provides you with the knowledge required to grow, foster, and improve the relationship you and your staff have with your customers.

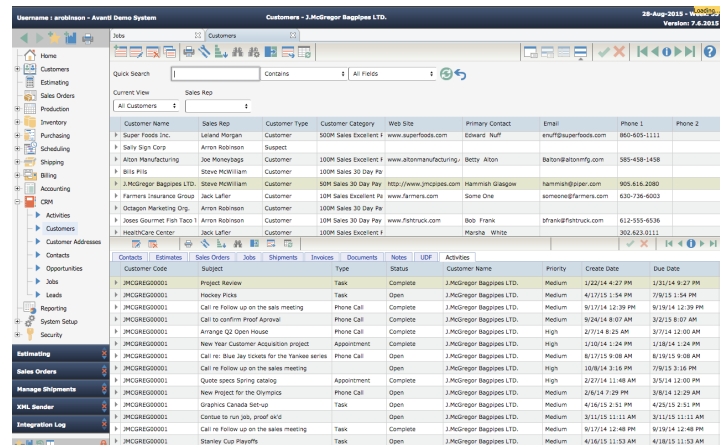
- Manage Activities, Opportunities and Customer Complaints.
- Record and track visits, calls, emails, and other activities.
- Create, track, and revise sales opportunities.
- Record and submit customer complaints and set follow-up actions and responses.

2. Communication Centre

Avanti CRM guarantees that your customer's needs are met rapidly by ensuring your sales team and customer service professionals have real-time access to an up-to-date view of all customer, prospect and suspect information.

Avanti offers instant access to current contact information, estimates and quotes, job information, historical and current invoices, customer sales, and profit history.

- Store, view, and search specific customer data using user defined fields.
- View notes by Job, by Contact, by Estimate, or by Customer.
- Ensure the appropriate resolution of all open issues; redirecting follow-up with the proper personnel.
- Store unlimited contacts for customers, prospects and suspects.



Username : arobinson - Avanti Demo System Jobs - 4 x 6 Postcard + Mail 28-Aug-2015 - Week: 35
Version: 7.6.2015

Quick Search: 01-1500 Contains All Fields

Job Status: All Current View: My Customers

Job Number	Order #	Job Status	Order Date	Job Date	Due at Customer	Job Description	Job Quantity	Contact Name
01-1500143-001	01-1500143	Open	03/29/2015	03/29/2015	04/03/2015	Logo Design	1	Henry Rollins
01-1500143-002	01-1500143	Open	03/29/2015	03/29/2015	04/03/2015	1 Piece mailing	14,875	Henry Rollins
01-1500143-003	01-1500143	Open	03/29/2015	03/29/2015	04/03/2015	Grand Opening Banner	1	Henry Rollins
01-1500143-004	01-1500143	Open	03/29/2015	03/29/2015	04/03/2015	Job Buyout	15,000	Henry Rollins
01-1500159-001	01-1500159	Open	04/02/2015	04/02/2015	04/09/2015	Label	120	Mr. Bob Frank
01-1500159-002	01-1500159	Open	04/02/2015	04/02/2015	04/09/2015	Banner	4	Mr. Bob Frank
01-1500169-001	01-1500169	Open	04/08/2015	04/08/2015	04/10/2015	Postcard	10,000	Henry Rollins
01-1500169-002	01-1500169	Open	04/08/2015	04/08/2015	04/10/2015	self cover 8 pg	10,000	Henry Rollins
01-1500171-001	01-1500171	Open	04/09/2015	04/09/2015	04/09/2015	Banner Design	1	Mr. Bob Frank
01-1500171-002	01-1500171	Open	04/09/2015	04/09/2015	04/09/2015	4 x 6 Postcard	1,500	Mr. Bob Frank
01-1500171-003	01-1500171	Open	04/09/2015	04/09/2015	04/09/2015	Lobby Banner	2	Mr. Bob Frank
01-1500184-001	01-1500184	Open	04/15/2015	04/15/2015	04/22/2015	8- page brochure	1,000	Mr. Bob Frank
01-1500184-002	01-1500184	Open	04/15/2015	04/15/2015	04/22/2015	4 x 6 Postcard + Mail	15,000	Mr. Bob Frank
01-1500227-001	01-1500227	Open	04/24/2015	04/24/2015		SS Book - 8½ x 11 - 8Page Self Cover	5,000	Mr. Bob Frank
01-1500267-001	01-1500267	Scheduled	05/14/2015	05/14/2015	05/14/2015	Logo Design	1	Henry Rollins

Job Costs					Job Margins				
	Budget	Actual	Variance (\$)	Variance (%)		Budget	Actual	Variance (\$)	Variance (%)
Labor	\$919.76	\$941.22	\$21.46	2.33	Sell Price	\$7,620.55	\$7,620.55	-\$0.00	-.00
Materials	\$802.53	\$210.60	-\$591.93	-73.76	Cost Price	\$8,022.29	\$1,151.82	-\$6,870.47	-85.64
Purchases	\$6,300.00		-\$6,300.00	-100.00	Gross Margin	-\$334.89	\$6,468.73	\$6,803.61	-2,031.62

3. User-Defined Fields (UDF)

Every business has its own unique "language", regardless of the industry. For the print industry, this becomes even more apparent when you consider the fact that terms used in offset can be different from digital, or sheetfed vs roll-fed, In-plant vs. Commercial, etc. With Avanti Slingshot's UDFs, you have the flexibility to customize fields to suit your business, without the need to pigeon-hole yourself into someone else's lingo.

- Get a full range of customization options.
- Create customer screens and menus.
- Change the name of an existing field.



4. Sales Management

Help you and your sales team better manage opportunities and more accurately forecast the business. Avanti CRM will properly organize and analyze information to maximize your profit.

- Produce forecast reports which are built from current estimating information.
- Monitor expected close dates, % chance of close, competition and win/loss trends.
- Maintain snapshots of the forecast and expected revenue data for comparative and historical trend analysis to ensure forecast accuracy.
- Track competitive information.

For more information on Avanti and award-winning Avanti Slingshot:

Visit: avantisystems.com
Call: 1-800-482-2908 | 416-445-1722
E-mail: info@avantisystems.com

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 [avanti computer systems](https://www.linkedin.com/company/avanti-computer-systems)

Since 1984, Avanti has developed innovative, award-winning Print MIS solutions that help print and communication organizations automate all facets of their business and cultivate a more meaningful relationship with their customer.

Avanti Slingshot Print MIS incorporates business intelligence (CRM, dashboards and reporting), production planning (estimating, planned purchasing, sales orders, inventory management and scheduling), fulfillment, shipping, and billing into one easy-to-use, modular and scalable system. It can be cloud-based or hosted on-premise and supports companies of all sizes and types.