

Search and Select  
Target List

Design HTML Email /  
Direct Mail Pieces



Measure  
Campaign Response  
and ROI

Send to List,  
Not Including Opt-outs

Incoming Leads from  
Fax, Phone, Email,  
Web

Qualify Lead and  
Create Opportunity



Create Order  
(Accounting Link)

Sales Process  
(Unique to Company's  
Methodology)



**Maximizer™**  
**CRM11**



Customer Calls  
for Post-Sales  
Assistance

Create Customer Service  
Case with Full Details



Solve Customer  
Service Issue

Assign Case to  
Appropriate Person