

The **MCMS Prospect Management** system assists sales with response to leads, coordinates direct mail campaigns, manages the current customer base, and provides fast and efficient follow-up. This system can help organize and manage any metal center prospect database.

Entry and Inquiry

- ◆ Customize user-defined fields and default entries, giving the ability to create databases comprised of specific prospect/customer characteristics.
- ◆ Once the prospect/customer is identified, the user can immediately jump to the Quote or Order Entry function, check stock, review open orders, etc.
- ◆ Record unlimited notes in a comment file that automatically displays the date and time of the entry.
- ◆ Access a prospect/customer file quickly to immediately recall previous conversations.

Monitor Sales Functions

- ◆ Record all contacts and special notes, and automatically determine the next date the prospect/customer should be contacted based on a user-defined frequency.
- ◆ Print a "hot" list of prospects to be called each day, along with the contact name, title and any special comments noted during past contacts.
- ◆ Outside sales personnel can login from remote locations to record call information, and update the file for follow-up by inside sales.

- ◆ Prevent discrepancies among individual salespeople by securing each prospect/customer base.
- ◆ Measure advertising effectiveness by entering the source of sales leads, and tracking the overall responses.
- ◆ Flag multiple prospects/customers to receive form letters based on user-selected criteria.

Letters

- ◆ Prepare personalized form letters to print, store, and recall them as needed.
- ◆ Automatically address the appropriate contact with the proper salutation and closing.
- ◆ Design letters to be consistent with your current company form letter.
- ◆ Coordinate direct mail campaigns for selected groups of prospects/customers based on several different criteria.
- ◆ Print mailing labels with contact names to accompany letters or mass mailings.

Accounts Receivable

- ◆ Prospect Management can also be utilized as a telecredit module.
- ◆ Tailor call tracking and letter writing to enhance credit and collection efforts by creating a separate database for credit personnel.