

## TRAX Upboard CRM Follow-Up System™

### Sales Force Management and CRM That Works in the Real World

Do you know how many customers your salespeople speak with each day? Do you know what proportion leave without buying anything and why? Do you wish you had a way to track these "be back" customers to get them back to sell to later? This is one of the biggest challenges in retail, and now there is a solution that makes it not only possible, but also much easier, both for the salesperson and for the customer.

### Effective Salesperson Rotation and Customer Relationship Management

The TRAX Upboard CRM Follow-Up System for sales force rotation and customer relationship management (CRM) addresses these challenges in a way that brings more unsold customers back to your store or showroom to become real customers. And, it can make the process efficient, automatic and even pleasant for everybody. The system does everything:

- Streamlines sales force management
- Enhances salesperson responsiveness
- Tracks sold and unsold opportunities
- Improves customer satisfaction
- Increases sales and profits

The system also incorporates the SRI® Rotation System, giving it the capability to utilize and track the SRI® 10 Objectives Sequence of the Sale. This system will reveal the steps of the sales process where each salesperson is in most need of training and mentoring.

### Comprehensive, Detailed Reports Anytime and Anywhere

The TRAX system tracks all aspects of salesperson activity and sales results, ensuring every customer opportunity is handled properly and sales are maximized. The reports upload automatically to your PC or to the Internet to view 24/7, anywhere you have access to the web. Now, you can check store performance and salesperson statistics at any time. Reports cover every important aspect of sales and customer relationship activity, including:

- Performance Summary Report
- Daily To Do Lists
- Advertising Cost Per Opportunity
- Customer Reasons For Not Purchasing
- Advertising Opportunities by Product
- Below Average Sales Volume
- Below Average Closing Ratios
- Customer Information Gathering Efficiency
- Time With Customers
- Employee Activity
- Monthly Goals
- Unsold Customer Activity

Plus automated and other functions such as:

- Capture of Customer Information
- Automatic Thank You Letters
- Personalized Performance Letters
- Customer Lists and Action Dates
- Unsold Customer Automatic Mailing and Lists

### Salespeople Love It - Guaranteed

Even the most skeptical salespeople end up loving the TRAX system once they use it. Why? Because, it organizes their day, makes their job easier and improves their sales successes. We are so confident that we offer a 90-day\* satisfaction guarantee.

### Improving Sales to Unsold Customers

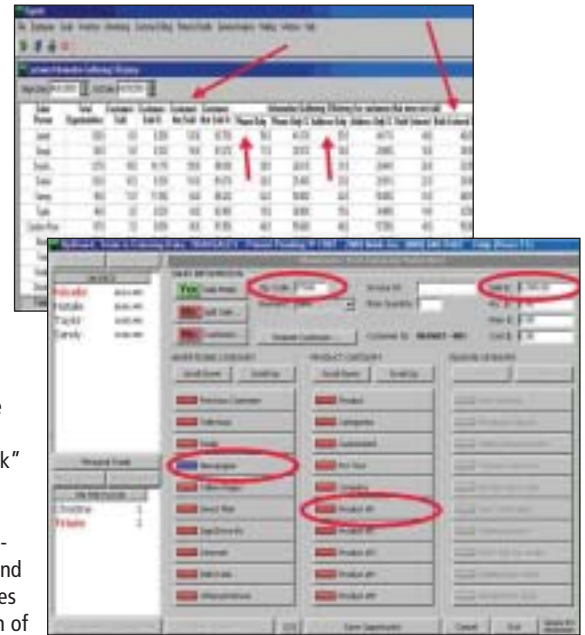
With the TRAX system, you improve your sales efficiency by automating the process with which the "be back" customers are brought back to buy from you next time. How does this happen? First, the TRAX system captures all information on both sold and unsold customers. Second, it provides a process to get a higher proportion of those opportunities back for a second visit. Third, the customer opportunities that come back a second time are typically two or three times more likely to buy compared to a first time opportunity. The bottom line is that you sell more customer opportunities.

### Technical Specs

Runs on PC with Windows 2000 or later and requires an available serial port and dedicated Internet connectivity.

### TRAXsales – The Company

Founded in 1996, TRAXsales, Inc. is a software systems company and manufacturer providing leading-edge customer traffic counting and sales staff management solutions to retail stores and retail chains worldwide. Our innovative and robust systems have been implemented in over 15 countries with a customer base of over 2,000 retailers, many of whom have several hundred to several thousand sites. We serve companies ranging in size from small businesses to Fortune 500 companies. TRAXsales products include the TRAX Traffic Counter, a tri-beam integrated device with automated reporting; TRAX Visual Proof, the first integrated traffic counter and camera verification system; TRAX Upboard CRM Follow-Up System, an automated customer relationship management (CRM) system that manages sales staff and tracks encounters and close ratios; and TRAX Online Upboard CRM Follow-Up System, the first online automated CRM system that manages sales staff and tracks encounters and close ratios.



For more information, please contact:

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\*Please contact TRAXsales for details.