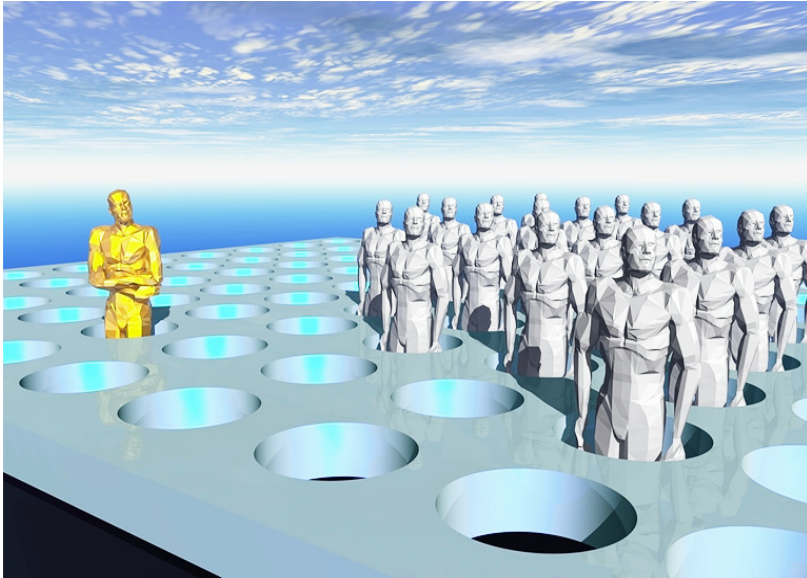


# Overture

## Sales & Marketing/CRM



*Opening of negotiations with another; formal proposal or offer; one-movement composition in same style ...*

pegasus  
**OPERA II**

*Client  
Systems*

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Our Touchpoint range of software addresses two main business activities, those of sales & marketing and service management.

Overture is the name given to the sales & marketing modules, forming a system within the overall Touchpoint application and of course inheriting the Opera II "look & feel", operating characteristics and general facilities of its parent.

The core of the Overture system is the contact database, comprising of names & addresses of organisations and contacts known within them. These details can be enhanced for marketing purposes with many codes such as SITC, turnover, company type, buying interest.

Where it is appropriate to use external sources for names & addresses, data so provided can be brought into the database, with duplicate checking, using Overture's import routines.

From this marketing base, selections into lists can be made according to criteria defined by a remarkably straightforward process, but the selections can also draw on criteria elsewhere such as sales history in Opera II and contract data in Empathy. Lists can be used for such things as mail shots, telesales calls or database cleaning.

Flags to indicate contact sensitivity eg whether or not contact by telephone is permitted, are available.

Where the contact management module is installed, then it may be a requirement to monitor campaign success by measuring responses. Campaigns with subsidiary events if required, can be set up and enquiries received recorded against them for later analysis and reporting.

The contact management module provides the call/enquiry facilities, with them being logged manually or generated automatically from previously prepared lists.

On-going calls are logged in a Calls Diary so that pending actions can be monitored and progressed. As soon as an enquiry can be quantified, entering a value, probability and target month allows a sales pipeline to be reported per sales person and an overall company forecast generated for management. By tying these in with Opera II quotations and orders, conversion ratios can be calculated.

Integration with Microsoft Word means that correspondence such as enquiry responses, appointment confirmations and quotations can be generated, these being held along with other documents in a Document Register.

Document and sales history, sales ledger status, previous enquiries, inventory and service activity are some of the supporting cast for provision of information within Overture activities – the Viewpoint flyer expands on this – and help to consolidate Overture as a flexible, powerful business-wide element of the Touchpoint/Pegasus Opera II system.

***Working in concert ...***

***... WITH YOU***