



Team-based business contact management and sales force automation

In today's complex business climate, it's hard to manage customer relationships. The daily flood of e-mail, phone calls, documents and unexpected appointments keep your team from its real job (selling); your customer information is locked away on someone else's laptop; and there's never time to follow up on those hot trade show leads.

You need GoldMine[®] Business Contact Manager, a practical solution that helps you and your team manage customer information and communicate more efficiently anywhere, anytime. GoldMine is the affordable, team-based customer management solution that will help you gain control of your customer relationships, and boost overall revenue by delivering a complete business solution with sales, marketing and client retention automation. And best of all, GoldMine is easy to install and easy to use, so it starts working for you right away.

Designed for your business

GoldMine is flexible and powerful, supporting individual users, teams or work groups in small- to mid-sized organizations. It's designed from the ground up to help your business today and grow with you tomorrow.

GoldMine supports small or large databases and multiple, concurrent users. Its group scheduling, shared calendars, task delegation, territory realignment and multi-level security ensure time-saving team collaboration. You get the critical functionality you need, without the unwanted and unnecessary features that add cost and complexity.

- **Complete Contact History Tracking:** Gain visibility into all your organization's interactions with instant access to a complete customer view.
- **Comprehensive Client Retention:** Enjoy true business intelligence with built-in analysis and reporting and let GoldMine automatically follow-up with every client based on these insights.

"GoldMine 6.0 is an essential resource... it gives me incredible ammunition to use against my competitors!"

*—Jeffrey Clark,
Associate Event Coordinator,
Carl Terzian Associates*

Real business management

Many products let you maintain a list of contact names. But only GoldMine Business Contact Manager provides true business and sales management capabilities that directly improve your bottom line. Powerful reporting features let you quickly and accurately forecast sales, analyze your sales and marketing history and focus your efforts where they'll be the most productive.

- **Opportunity Management:** See a graphical representation of your entire pipeline, with close dates and potential revenue.
- **Sales and Quota Analysis:** View forecasted sales, closed sales and comparisons between sales and quota with the click of a button. Get instant access to team sales performance, without interrupting your salespeople.
- **Leads Analysis:** Get the most from your advertising and promotional investments by tracking marketing campaign effectiveness.
- **Organization Chart:** Account roll-up and management capabilities let you handle even the most complex multicontact sales.

"The improved Opportunity/Project Manager makes it easier to get visibility on sales opportunities... most of my day, I live in this section."

—John Ohnstad,

Sales, General Transportation Services, Inc.

Productivity features that produce results

Out-of-the-box, GoldMine® Business Contact Manager helps you increase productivity with minimal investment. Free the members of your sales team from repetitive tasks and let them focus on closing business.

- **Document Management:** Keep track of your frequently used letters, contracts, forms and e-mail templates to streamline your customer communication.
- **Automated Processes™:** Define business rules based on your work flow, then let GoldMine send customized e-mail, schedule appointments, print cover letters and prompt your team for appropriate follow-up— automatically. It's like having a personal assistant for every employee.
- **Web Import:** Automatically capture customer and lead information from your website, then use Automated Processes to efficiently follow up and ensure that no prospect goes unqualified or uncontacted.

NEW FEATURES

- The QuickStart Wizard steps you through installation and setup, so your team is up and running in no time.
- The My GoldMine customized desktop displays your daily activity in a consolidated, fully customizable view.
- Simplified Contact Search Center makes finding contacts and prospects quick and easy with new user-defined, multi-column sorting. You can use the same center to create searches, as well as save and reuse your favorite queries.
- GM+View tab gives you the ability to embed rich data into your customer records, including photos, graphic images or sound files. You can even create your own custom logic to dynamically modify or display the content.
- XML support lets you import and export records to any XML-enabled database or application, ensuring you can integrate with your other business applications today and in the future.
- The Opportunity Manager Wizard and multi-sales forecasting logic make it easier than ever to manage your sales pipeline.
- Built-in Back-up and Restore ensure your customer information is safe and secure.

SYSTEM REQUIREMENTS

GoldMine Business Contact Manager, Version 6.0
Minimum Requirements:

- Microsoft® Internet Explorer 6.0
- Microsoft® Windows® 98 (including SE)/Me/2000 (Professional, Server and Advanced)/XP (Home or Professional)
- Intel® Pentium® 166 MHz or higher CPU (Pentium II or higher recommended)
- Super VGA (800 x 600) or higher resolution video adapter and monitor
- 32 MB RAM (64 MB or more recommended)
- 65 MB of available hard disk space (125 MB recommended)

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