

# Pageflex iWay™ Sales Manager



PAGEFLEX®

## Key Benefits

### Benefits for the Print Service Provider

- Charge for non-print services
- Support a large volume of low-value transactions
- Capture CSR details, time stamp, and new events
- Manage and categorize customer lists into different group types for different purposes such as: Reports and CRM activities
- Includes quick links for creating a quote, viewing activities, etc.
- Enable even less experienced CSRs to promote sophisticated jobs to customers
- Define more custom fields for an "account" and "order"
- Insert multiple job type specific sales tips for CSRs
- See pricing breakdowns

### Benefits for the Print Buyer

- Upload/download jobs and send soft proofs
- Send offline jobs to the PSP
- Experience reactive and proactive service for PB
- Instant quotes
- Order variable jobs offline from an existing template

## Consolidate Online and Offline Orders into one Efficient Workflow

Pageflex iWay Sales Manager is a robust module for the Pageflex iWay platform especially suited for business flow automation of commercial printers and print-on-demand shops. This combined solution enables jobs — regardless of how they are received — to be integrated into the iWay web-based back-end print management system. Sales Manager enables customer sales representatives to quickly and accurately capture and control phone, fax, email, and Web orders into a single application, while accelerating quoting, customer management, and fulfillment and billing cycles. As a result, job handling time and overhead costs are dramatically reduced.

Sales Manager is the first solution of its kind to combine MIS, customer relationship management (CRM) and asset management functionality. Created specifically for printers' unique business flow needs, Sales Manager helps manage the job cycle at an affordable price, enabling printers to have confidence in the profitability of a job.



# Pageflex iWay Sales Manager

## Unify Your Production Workflows

iWay Sales Manager is a one stop shop to deal with all customer interactions from quote to invoice.

Print service providers can now engage in Web-to-Print via Pageflex iWay, growing new and existing customers over the Internet, while using the Sales Manager module, to handle the large portion of customer requests and orders that come into a print facility via the traditional “offline” processes.

Once you implement Pageflex iWay Sales Manager you will experience:

- **Maximized Productivity** – Daily “to-do” lists and auto prompts remind CSRs of important tasks, including follow-ups, quote review, and billing. Utilize the system’s sophisticated reporting capabilities to monitor day-to-day business activities: reviewing jobs according to sales rep, customer name, CSR, and more.
- **Better Service** – With an efficient system in place, you can keep the personal relationships with your customers while at the same time automating business processes. You can monitor online communication with customers, including matching emails to orders or quotes. This makes you better able to respond to your customers’ future needs, such as providing instant quotes, easy reprinting, and a platform to move the customer to an online 24/7 ordering system.
- **Optimized Efficiency** – Generate sophisticated jobs accurately, even with less experienced CSRs –ensuring fewer human errors and allowing CSRs to focus on sales rather than human interaction. With Sales Manager, you can keep track of all sales and you can make sure that all jobs get invoiced.
- **Business Visibility** – The customer dashboard provides instant visibility into the business status with quick links to open activities, customer quotes, and orders. You can view the information on an annual or quarterly basis. The documented chain of events in the history tab is another way of monitoring customer and CSR activities to ensure better serviceability.
- **Quoting and Invoicing** – Sales Manager offers a single database for all quotes, orders, jobs and invoices. Because Sales Manager is a web application, each employee in your print shop who logs into the system will have remote/online 24/7 access to a robust and consistent set of tools to do their jobs. Field personnel have access to create and place orders for customers from their laptops: allowing your outside sales force to automatically generate quotes instantaneously.

To learn more about Pageflex iWay Sales Manager and our complete range of products, contact us at [sales@pageflex.com](mailto:sales@pageflex.com) or by calling 800.551.0549 or +1 617.520.8600.