



Entrepreneur Edition

Maximize your Time, Create Satisfied Customers, Increase Your Sales

A leader in sales & contact management since 1995, with over one million licences sold worldwide, Maximizer CRM 10 Entrepreneur Edition makes it easy to succeed by effectively managing your time, customers, and sales.

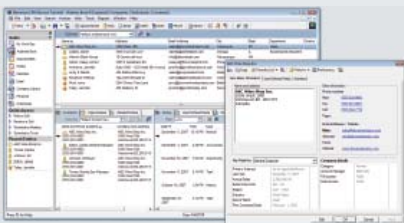
With more than 20 years of development, Maximizer CRM 10 Entrepreneur Edition is the leading, simple, accessible, contact management solution, providing the best value for individuals and small businesses. Maximizer provides sales and contact management to improve efficiency, enabling you to organize your time, manage your sales cycle, and improve customer tracking. It's a complete solution that incorporates contact management with sales opportunity management, communication, scheduling, reporting, document management, and eCommerce.



Mobile Access to Customer Information

Access your customer information anywhere, anytime.

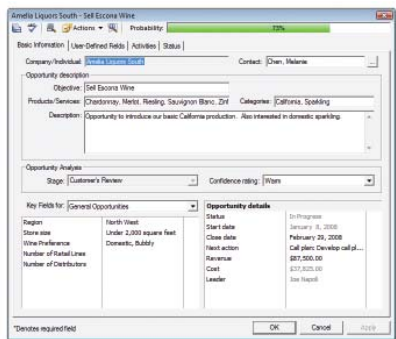
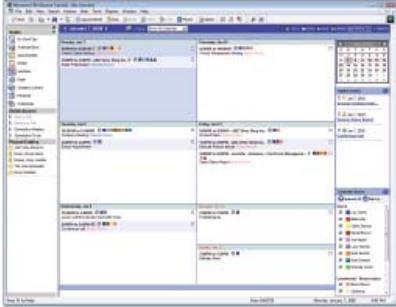
- With MaxMobile Liteⁱ for BlackBerry® and Windows Mobile®, access and update contacts, tasks and business appointments on your device
- Installed directly on your device for offline availability, with synchronization back-and-forth with Maximizer
- Define a pre-set list to synchronize critical and accurate information while on the road
- Supports BlackBerry 7000 and 8000 series including Pearl and Curve
- Supports various Windows Mobile®, Windows Mobile® SmartPhone, and Windows Mobile® Phone Edition devices (including Motorola Q, Samsung BlackJack and others)
- For Palm users, synchronize with Palm OS devices with MaxLink. No extra software to install on your device—simply synchronize with modules already installed on your Palm
- For a list of supported BlackBerry, Windows Mobile, and Palm OS devices, please visit www.maximizer.com/support/products.html.



Account & Contact Management

Manage your customers to gain a competitive advantage.

- Manage an unlimited number of contacts and profile them using a variety of fields that you create, such as industry and size
- Format your views for information you want to see; easily create custom screens with key data entry fields



- Access a complete history of your customer emails, phone calls and faxes
- Link with your phone for caller ID pop-up and direct dialing—increase call accuracy and save time, plus track time spent on calls
- Maintain data integrity through duplicate record checking and mandatory fields
- Track organizational hierarchy of your customer contacts
- Search on any field, and create one-click access to frequently accessed lists of customers or prospects

Time Management

Manage your time effectively to optimize efficiency and profitability.

- View your day's upcoming appointments and prioritized activities at a glance
- Schedule appointments with multiple contacts—colleagues, customers and prospects using the color-coded multi-user calendar
- Choose daily, weekly or monthly views, and print your schedule to your daytimer
- Leave it to Maximizer to remind you of deadlines and appointments
- Sync your tasks and appointments to Outlook and your BlackBerry or other PDA device
- Track and report on time spent by product
- Set flexible work hours to suit your daily schedule

Sales Opportunity Management

Maximize sales success. Forecast revenue with ease.

- Maximize chances for success by creating an Opportunity for every project, deal, or sale
- Track all details of the deal, including key decision-maker, products being pitched, and watch your probability of close increase
- Easily forecast revenue using the graphical sales funnel report one-click away, or a number of other reports to analyze your sales and drill-down to individual opportunities

Task Management

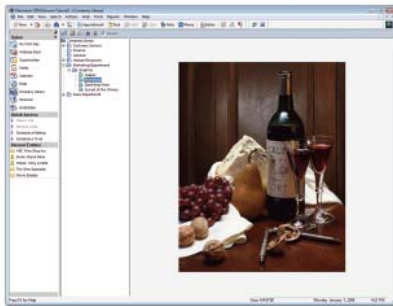
Hotlist Tasks and Action Plans keep you on track and on schedule. Maximize sales success. Forecast revenue with ease.

- Assign tasks to yourself and others, to meet deadlines and collaborate on projects
- Use Action Plans to manage a series of tasks for projects, sales activities, or lead follow-up processes
- Prioritize and display task-related information as you like, such as sorting by zip or state to prioritize calling by time zone

Microsoft® Office & Outlook® Integration

Communicate easily and more effectively, with seamless Microsoft Office integration.

- Create documents, letters, faxes and emails with ease including personalizing with merge fields in Microsoft Word or Maximizer Editor. Store customer communications under each contact record for easy reference
- Access and synchronize email, contacts, calendars, and tasks between Maximizer, Outlook and your PDA
- Preview and read Outlook email within Maximizer and save messages to client records



- Export Maximizer contacts to Outlook, and vice versa with ease. Even access Outlook contacts while you're emailing from Maximizer
- View related records, save emails and new contacts into Maximizer directly from Outlook
- Export lists and reports to Excel® for detailed analysis in a familiar environment
- Get maps & directions worldwide using Microsoft Virtual Earth™ integrated with Maximizer

On-the-Fly Reporting

Instantly run reports to view a current snapshot of the status of your business.

- Create on-the-fly reports with an unlimited number of columns
- Instantly export data (customers, opportunity lists and reports) to Excel with one-click for further analysis in a familiar environment
- Quickly export reports to PDF, HTML or other formats for easy sharing
- Includes Crystal Reports® templates—the world's industry standard reporting format
- Includes over 100 pre-built reports, including task lists, account activities, phone logs, sales pipeline, win/loss analysis, opportunity forecast and analysis
- One-click access to organizational chart report to see who's who with your customers and prospects

Document Management

Convenient access to all the documents and collateral you need.

- Store all documents in a central location for easy access
- Create folders to organize documents and see a preview of the item
- Email documents & collateral to customers directly from the Company Library
- Search Company Library for documents by author, creation date, or last modified date
- Compatible with Word, Excel, PowerPoint®, Acrobat Reader (PDF) and other standard file formats

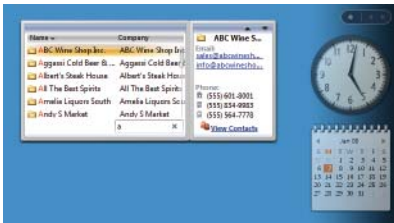
Link with QuickBooks®

View your customers' accounting information from one simple interface.

- View your customers' accounting information directly from Maximizer
- Create QuickBooks invoices and estimates directly from Maximizer, using up-to-date inventory and pricing
- See the status of unpaid invoices, credit limit and balance details
- For an updated list of supported versions of QuickBooks, please visit www.maximizer.com/support/products.html

On-Demand Business Coaching with CanDoGo™ ii

- Search, click, and learn. Instant access to professional sales & business know-how to get the information you need to succeed in areas including:
 - Selling
 - Time management
 - Communication
 - Leadership and motivation
- In-context knowledge provided in text, audio and video formats.
- Over 150 authors and experts include Zig Ziglar, Tom Hopkins, Denis Waitley and many more—access the information in their best-selling books, audio and videos.



Maximizer works with technology from the following partners



Awards



Microsoft Vista® Gadgets

One-click desktop access to your contacts.

- Personalize Windows Vista sidebar with one-click access to contacts in Maximizer from your desktop.

Web & eCommerce

- Leverage the Internet and expand your customer base.
- Collect lead data using web forms, automatically imported into Maximizer.
- Build a professional-looking webstore using ecBuilder Pro 6.0 Lite, included with Maximizer.
- Process and manage orders with the OrderDesk, including real-time credit card transaction processing.

Administration and Security

- For groups, enable distinct rights for transferring, importing, and exporting data to protect your customer information.
- Convert embedded documents to link outside Maximizer to reduce database size.
- Apply read-only or full access to lists, search catalogs, and views so you can share or keep your information private.

Maximizer CRM 10 Entrepreneur Edition System Requirements

Minimum Processor Speed	600 MHz (minimum); 800 MHz (minimum for Windows Vista) 1.6 GHz or faster processor (recommended)
Available RAM	512 MB (minimum); 1 GB (minimum for Windows Vista) 1 GB (recommended); 2 GB (recommended for Windows Vista)
Available hard disk space	1 GB (minimum) 2 GB or more (recommended)
Minimum video resolution	SVGA (800x600) or higher-resolution video adapter and monitor
Operating system	Microsoft Windows 2000, XPi, Vista or 2003 (updated to their latest service packs)
Email system	32-bit MAPI or VIM-compliant
Internet browser	Microsoft Internet Explorer 6.0 or 7.0

1. Windows XP Home is not supported in a networked environment.
2. Windows Vista Home Basic/Premium are not supported in a networked environment.

Where to Buy Maximizer CRM 10 Entrepreneur Edition

- Buy Online at www.maximizer.com/webstore
- Call 1-800-804-6299

- i. MaxMobile Lite is an add-on product with additional fees.
- ii. CanDoGo is an add-on service with additional fees.

Call: 1-800-804-6299

Email: sales@maximizer.com

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Maximizer Software
Simply Successful CRM