

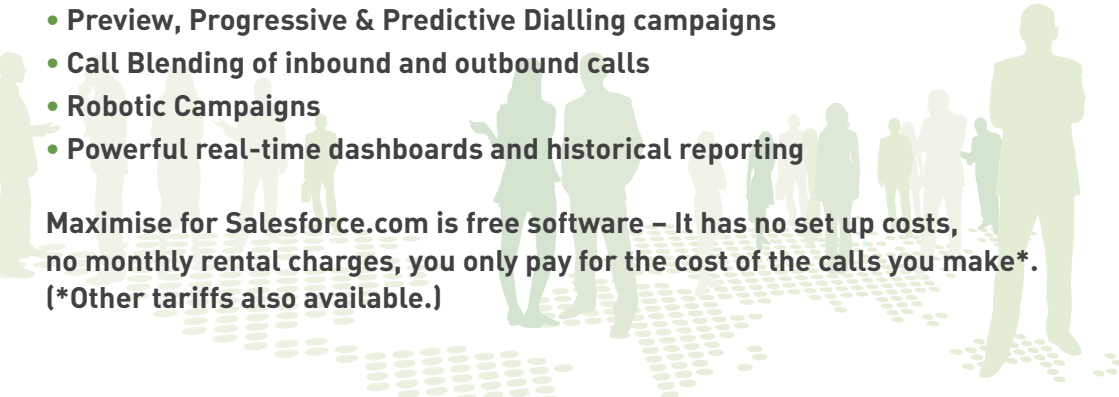


Maximise for Salesforce.com - Powerful OnDemand Blended Telephony Campaigns from directly within Salesforce.

Maximise for Salesforce works seamlessly with any edition of Salesforce and boosts productivity of outbound telesales, telemarketing or debt collection operations by enabling advanced autodialer campaign management from directly within Salesforce, including:

- Seamless Campaign creation and automatic record acquisition
- Preview, Progressive & Predictive Dialling campaigns
- Call Blending of inbound and outbound calls
- Robotic Campaigns
- Powerful real-time dashboards and historical reporting

Maximise for Salesforce.com is free software – It has no set up costs, no monthly rental charges, you only pay for the cost of the calls you make*.
(*Other tariffs also available.)



Maximise for Salesforce gives you the same call center functionality as Fortune 100 brands, without the massive capital investments traditionally associated with buying and integrating this technology onsite. With Maximise for Salesforce.com, there are NO setup charges, NO monthly rentals – all you pay for is your agent login time and the calls you make to your customers.



Maximise for Salesforce.com enables you to dramatically boost the productivity of your team by embedding advanced outbound and blended call center functionality directly with in your Salesforce environment.

Accessing Maximise as an additional tab from within Salesforce, your users can screen pop campaign data for Leads, Contacts, Accounts, Cases, Contracts and more.

Because Maximise is 100% embedded inside Salesforce all data acquisition, list creation, screen popping and campaign reporting is totally integrated to Salesforce. Every call that your people make is automatically updated in Salesforce as a Call History Activity so no contact can fall through the cracks.



Maximise for Salesforce.com is the complete solution to grow your business, deliver results and impact your bottom line.

What is Maximise for Salesforce.com?

Maximise can boost your people's customer talk time from an average of 12 minutes in each hour to over 45.

That's a boost of over 400%!! Imagine the impact – four times as many customer calls, and massive increases in appointments and sales made. Maximise customers come from a wide range of industry verticals and business applications.



Telemarketing teams use Maximise for Salesforce to

- Clean and profile target prospect data
- Call and book web and face to face appointments for sales teams as part of email / direct mail / integrated marketing programmes



Telesales teams use Maximise for Salesforce to

- Manage and drive their opportunity pipeline
- Close sales deals and beat quotas



Customer Service / Support teams use Maximise for Salesforce to

- Drive customer case closure and speed up service delivery
- Carry out customer satisfaction surveys
- Schedule customer visits & deliveries



Accounting and Finance teams use Maximise for Salesforce to

- Chase up overdue invoices and manage debt
- Subscription and maintenance contract renewal programmes

I manage a team of Salesforce users – what's in it for me?

With Maximise for Salesforce, you won't have to learn a new application. Everything is right there directly in Salesforce to help you quickly and easily create new campaigns, pull in lists of leads, start and manage dialing and report on progress in real-time and historically.

You can then effectively manage the results using all your favorite Salesforce tabs and AppExchange applications.

Because its fully integrated, you won't have to create new users in Maximise, just assign your Salesforce team members directly. Real-time dashboards are natively displayed within Salesforce so you can manage your campaign from within the CRM system instead of logging in to a different tool.

Marketing reports within Salesforce.com are more valid and more detailed, because they contain the rich data from Maximise as well as 20+ Maximise reports to help you know the best time to call customers, the results you are achieving and more.



What's in it for me?

I work as a telesales / telemarketing / customer service rep

What's in it for me ?

No new stuff to learn – we accelerate your Salesforce day using our friendly telephony sidebar which speeds you through calls. Say good bye to manually repetitively dialing, listening to busy tones and bad numbers. Say hello to spending your days doing the one thing that will help you reach your goals and beat your targets – talking to your customers.

With Maximise for Salesforce.com you can see at a glance your personal performance, and for each call that you are delivered, you will see the complete history of call attempts to that contact, so you will be in complete control.



What's in it for me?

Since 1999, we've provided over 130,000 users in more than 20 countries worldwide with outbound dialing and call recording solutions that boost productivity and help customers protect their business. Our dialing and recording technology is used by major call center operators around the globe including Vodafone, Johnson and Johnson and HP.



Johnson & Johnson



CABLE & WIRELESS

BARCLAYS



vodafone



About Magnetic North



**ACT
NOW!**

Why not take a test drive of Maximise in your Salesforce environment today? The setup and rentals are free, all you pay for is the calls you make...

Go to www.appexchange.com and search Maximise NOW!

Also available from Magnetic North on the AppExchange - Click to Call

Perfect for field based sales staff and non call center Salesforce users who want the power of Maximise but don't work in structured campaign environments – Find out more and take a FREE trial at

<http://ondemand.magneticnorth.com> • contact@magneticnorth.com