

Fact Sheet for:



## Enterprise Management System

Using the SalesMaker Enterprise Management System anyone can easily build and maintain a World Class Web Portal and eCommerce site for their business.

### Easy Setup features

- Setup Wizard
- Fully Customizable Brand and Imaging
- No knowledge of HTML required
- Variety of Templates to Select from
- Fully Customizable Greeting
- Fully Customizable Logo & Header
- Fully Customizable Menus & Sub-menus
- Bulk Load Product Importer
- Bulk Load Contact Importer
- Easy entry to Create Contact Us page with Automated Link to Map Quest
- Easy entry to Create About Us page
- Page Links Automatically Created

### Web Portal features

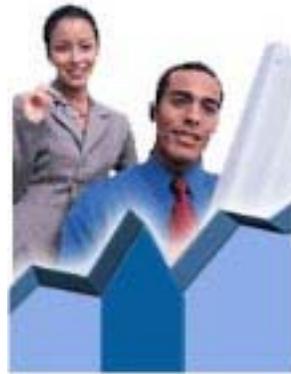
- Knowledgebase & Document Repository
- Digital Asset Management
- Discussion Forums
- Directories
- Surveys
- Event Registration
- Exchanges
- Experience Manager
- Press Release Manager
- News Manager
- Newsletter Publisher
- Centralized Database
- Site Map
- Menu Builder

### eCommerce features

- Online Product & Services Catalog
- Product Search
- Shopping Cart & Order Entry
- Secure Transaction Processing
- Real Time Inventory Availability
- Shipping Options and Charges
- Sales Tax Calculation
- Payment Entry
- Real Time Payment Authorization
- Offline Payment Authorization
- Support Credit Terms
- Credit Application & Processing
- Order Status & Tracking
- Event Registration
- Membership Fees
- Terms & Conditions Acceptance
- Discount & promotional campaigns
- Sales Reports
- Traffic Reports

### Inventory & Order Processing features

- Product Item Management
- Bulk Load Importer
- Centralized Inventory Control
- Track quantities on Order, Backordered, & Sold
- Track Sizes and Colors
- Track Cost



- Automated Order Fulfillment
- Manual Order Fulfillment
- 3<sup>rd</sup> Party Fulfillment
- Partial Shipment
- Automated Backorder Creation
- Order Approval
- Create Repetitive Orders
- Convert Quotes to Orders
- Invoice Billing
- Inventory Adjustment Entry
- Inventory Receipt Entry
- Place Orders On Hold
- Print Product Reports
- Print Inventory Reports
- Print Sales Reports
- Print Invoices

### Product & Item Management features

- Create Unlimited Number of Products
- User Definable Product Types and Categorizations
- Supports Use of Product Name & Code/Part#
- Allows Detailed Product Description
- Define as Taxable/Non-Taxable
- Define Unit Type & Costing Method
- Weight for Shipping
- Define Colors and Sizes
- Color chart
- Additional Descriptive Information
- Preferred Vendor & Purchasing Information
- Manufacturer Information

- Small Picture
- Large Picture
- Link Brochures to Products
- Define Keyword Search Categories
- Attach Notes & Follow-up to Items
- Inventory Control
- Product Reports

#### **Catalog Builder features**

- Create Unlimited Hierarchy of Product Categories & Sub-categories
- Shoppers can traverse Catalog by Category or Using Product Search
- Each Category is Customizable
- Category Short Description
- Category Long Description
- Category Picture
- Within Each Category, Define How Products are Displayed
- Option to Display Color Samples
- Option to Display Thumbnail Images
- Assign Products to Multiple Categories
- Easy Batch Assignment of Products to Categories using Search and Select
- Automatically Generates Link to Product Detail Page

#### **Contact Management features**

- Centralized Contact Database
- Manage Prospects
- Manage Customers
- Manage Vendors
- Manage Employees
- Manage Media with Automated Press Release Broadcasting
- Manage Contractors
- Link Contacts To Companies
- Company Management
- Assign Credit Terms to Contacts and Companies
- Assign to Special Interest Categories
- Assign Website Security Access Rights
- User Definable Login and Password
- Store Customer Bill To Address for Quick Order Entry
- Store Customer Ship To Address for Quick Order Entry
- Store Customer Credit Card for Quick Order Payment Entry
- Maintain Biographical Information with Automated link to Press Release Broadcaster
- View Order Status & History
- Integrated Links to Order Management
- Tickler & Follow-up System
- Create Unlimited Notes
- Assign Follow-up Tasks
- Automated Email Broadcasting
- Define Quick Registration/Signup Form
- Print Contact Reports
- Print Follow-up & Action Item Reports
- Print Contact Log
- Print Website Access Log by Contact
- Print Labels & Export Mailing Lists

#### **Payment Processing features**

- Accept all Major Credit Cards
- Automated Payment Authorization
- Option to Require Address for Credit Card
- Manual Payment Authorization
- User Definable Credit Terms
- Ability to Require Financial Approval
- Bank Charge-back Entry & Reporting
- Distribute Single Payment to Multiple Orders/Invoices
- Payment Entry By Contact or Company
- Credit Memos
- Payment Reports
- Receivables Reports

#### **eMarketing features**

- Sophisticated Email Broadcaster
- Bulk Loader for Easy Import of Prospect Lists
- Send Personalized Emails to Selected Contacts/Prospects based on User Defined Criteria
- Insert Field Tags for automated Mail Merge from Database
- Include Attachments to Broadcasted Emails
- Create Emails as Plain Text or Use our Integrated Easy Editor to Create HTML
- Automated "Thank You" Email sent to Registrants
- Automated "Order Confirmation" Email sent to Customers
- Automated "Email Notification" sent to Responsible party for each Registrant and Order
- Alert the Media with the Automated Press Release Broadcaster
- Keep your Customers and Prospects Informed using the Newsletter Publisher
- Easy Maintenance of Meta Tags and Meta Description Submitted to Search Engines such as Yahoo and Google

#### **Other features**

- Site Synchronizer To Share Data and Support Multiple Physical Inventory Locations
- Automated Creation of GL Journal Entries
- Complete Payment & Receivables Processing
- QuickBooks Interface
- Secure SSL 128 bit Data Encryption
- Define Security Roles & Access Rights
- Ability to Limit Access by Feature and Content based on Roles and Users
- All Site Features Maintained online
- Create & Register Reports
- Customization Available
- Additional Features Available

**Call today** to arrange for an online demonstration of SalesMaker in action!

Phone 949.595.8300 or  
 By email: [sales@brolin.net](mailto:sales@brolin.net)  
 Corporate Website: [www.brolin.net](http://www.brolin.net)  
 Demo Site: [www.brolin.net/salesmaker](http://www.brolin.net/salesmaker)