



The easiest way to transform your business.

Centralize, update and share contact information across your business

Automate and enhance your sales and marketing efforts in one program

Monitor sales progress and business performance

Create and track marketing campaigns to improve your return on investment

Improve communication within your staff and with your customers and prospects



Manage your showroom floor, sales leads, customers and contacts to provide excellent customer service with easy to use tools found in RFMS Client Management Module.

**RFMS CMM** is built to help you compete in today's market. No matter the type of flooring projects you do (mainstreet, builder, multi-family, or commercial) you need to provide excellent customer service and get the most from your lead generation efforts. **RFMS CMM** is a valuable part of that objective.

#### **Multi-Functional**

CMM is comprised of three distinct areas to enable you to transform your business.

- **Sales Floor Manager (UPS)** - keep up with your showroom floor traffic (may be purchased as a stand alone module).
- **Retail Sales Manager** - track contacts, prospects or customers as they relate to your sales and advertising.
- **Commercial Project Manager** - manage and track everything about your multiple-phase projects and jobs.

#### **Calendar and Email**

Automate your communication and scheduling by using the built-in Calendar and Email capabilities in **RFMS CMM**. Even create mail merge documents and letters that can be sent internally or to outside customers and contacts using Outlook.

#### **Close more Sales with RFMS CMM**

Choosing a good contact management tool for your business is as important as choosing a good employee, as your choice should provide your business with everything that you and your employees need to take your sales from start to finish. The right contact management tool can help your salespeople convert more prospects into customers and turn one time customers into repeat clients.

#### **Track more Prospects, Manage more Customers**

Track and manage everything from one software program: email, meetings, files, tasks, alerts, notes, contact history, advertising campaigns and much, much more. In addition, once your sales force closes the sale, turn the prospect into a customer in RFMS with the click of the mouse.

#### **Key Benefits of a Contact / Project Database**

The 80/20 rule can help a business owner find out what is important in their flooring business. Using **RFMS CMM** allows you to manage customers in a database that can clearly define the 20 percent of customers who generate 80 percent of the revenue in any business.



# Dramatically change the way you service your customers and manage your business.

## Sales Floor Manager (UPS) Tool (can be purchased separately)

- Easily track which salesperson is “next in line,” who is out of office, and who is with a customer
- Track store traffic and “measure-to-close” ratio
- Manage staff from multiple locations or by groups

## Retail Sales Manager

Track any type of prospect, contact or customer.

- Import contacts or lead lists from other sources
- Export to .CSV files for use in other programs
- Generate sales reporting per salesperson
- Create custom sales process checklists
- Track the source of leads and advertising campaigns

## Commercial Project Manager

Group together project data including orders, bids, customer records, emails, notes, alerts and much more to stay on top of everything that happens during the sales process.

- Associate your choice of records, including RFMS Measure documents or PDF and pictures
- Alert the sales person when purchase orders are generated and material is received
- View all records together in the Order History screen related to the order including purchase orders, installations scheduled and accounts payable records

## Calendar, Task Tracking & Email Features

Productivity tools that are available in both Contact and Project areas include:

- Create mail merges or individual letters for printing/emailing
- Generate multiple “remarks” for the contact or project
- View and edit a comprehensive “To Do” list and Calendar
- Assign tasks to other users
- Email contacts using your Microsoft Outlook® email or the RFMS Internal Mail system directly from **RFMS CMM**

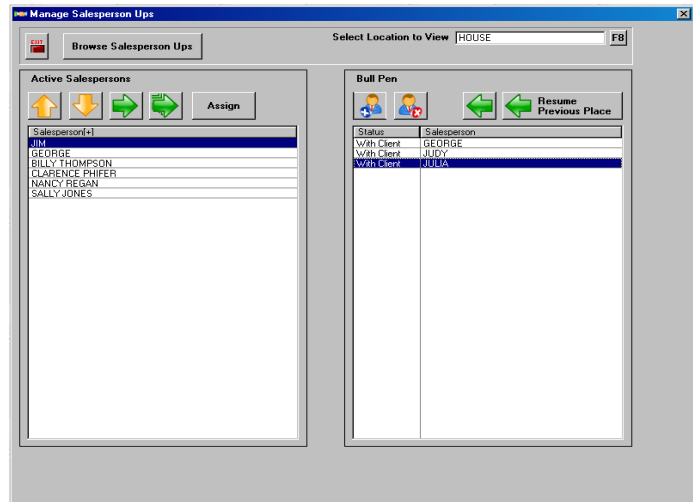
**Tabs Available:** Interoffice Mail, Calendar, Appointments, Tasks, Alerts, Letters, Remarks, Contacts, Prospects & Customers, Projects, Order History, Search

## Training and Support

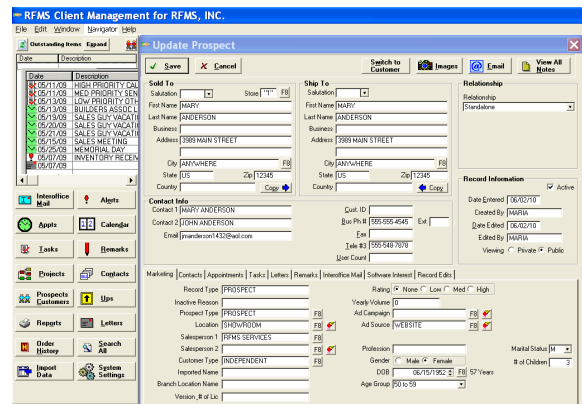
- Full-time help desk support and detailed Help Files
- Elearning training sessions

## Scalable

- Available in a variety of user license packs
- UPS System may be purchased separately.



Manage your showroom floor traffic with the UPS system.



Customer and Prospect data all in once place, giving you a central location to track all of your appointments, tasks, or anything related to the contact.

## Minimum Hardware Requirements:

- Pentium IV or faster
- 2 GB Ram
- 20 GB Harddrive

## Minimum Software Requirements:

- Windows 2003® Server or higher
- RFMS Business Management System, V10.5 or higher
- MS SQL® 2005 Express (free version) or higher
- Networks: Windows Server 2000 SP4 or higher

Note: This is a partial list, please see [www.rfms.com](http://www.rfms.com) for a complete System Requirements list.