



SUCCESS is based on many factors. And one of them is the ability to manage your time with well organized information. The need to quickly find up-to-date information is critical. The letter you promised, the call you forgot to return, the file you can't find... you, your customers and staff want accurate information NOW.

Management studies have proven conclusively that customer satisfaction and referrals are directly related to the consistency of sale automation software. In fact, according to an article published by the Harvard Business Review (article #89015), companies that have automated their sales and marketing functions have *significantly* increased sales productivity. Many firms have reported a 300% return on their automation investment. Plus, an effective sales and marketing system allows you to control and maximize the power of your promotional budget.

Designed by management professionals, UPTRENDS® is an integrated software solution for activity and project planning, contact management, order entry, and sales and marketing management. With UPTRENDS you can write orders and proposals. Expenses can be easily recorded and maintained. Letters and/or time stamped notes can be written and mail-merged with your contacts. UPTRENDS tracks leads and lead sources can be analyzed for cost effectiveness. Sales scripts can be created and tailored to specific sales campaigns. A flexible time management system offers full control over individual and group activity planning. Every past activity or project entered into the system is always within reach as a "history" record, thus increasing the accuracy of customer service. And comprehensive management reports provide the data needed to predict and change conditions.



Distributed through a network of trained independent software professionals, UPTRENDS is used daily by thousands of people in a wide variety of business environments. With UPTRENDS you can answer critical questions, such as "How many units of Product A were sold last month and what is the count in inventory." "How many leads have we had from Promotion B since it began," and "What does my to-do-list look like for next Tuesday?"

UPTRENDS has been addressing business needs from a real world point of view since 1989, providing tools to assist you in day-to day management. With on-line help and a logical, intuitive design, **UPTRENDS®** makes data management fast and efficient.

Call [BRET A. BENNETT](#) at 561-798-1090 today for further information and an analysis of your automation needs!

