



process  
engineered  
software



## Reflex Sales Center: Turning Visitors into Home Buyers

Reflex tracks all the sales data you need to speed time to sale and helps your sales team better manage the sales process. Find out how many visitors to your show home actually purchase a home from you and how quickly you convert potential customers into new home owners. Give your sales team all the information they need to provide optimal customer service to create customers for life.

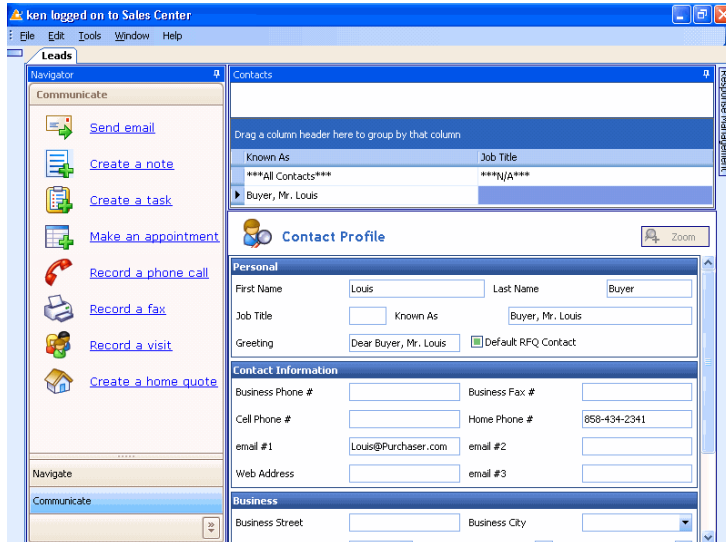
- **Easily Capture Prospect Information.** Every sales person we've talked to wants the same thing from software – make it easy to use. We've created Reflex to address this need by making the user interface similar to Microsoft Outlook. Reflex's familiar interface saves time training sales staff and ensures quicker adoption time of the software.
- **Full Integration with Microsoft Outlook.** Reflex harnesses the power of Microsoft Outlook. Sales reps can setup Meetings, Tasks, Reminders and Alerts, as well as manage Contact information either in the Sales Center or through Microsoft Outlook. Information is exchanged behind the scenes to ensure that both programs capture and store all your data. All client communications are stored in Reflex Sales Center – giving sales people a detailed history of their customer relationship.
- **Answer Requests with Confidence.** Reflex gives your sales team access to the latest information in real time. Any changes made to options, building schedules, pricing or any other information your customer might want is updated throughout the Reflex system – so that your sales team always has the most current information. Reflex helps your sales team to impress both homeowners and prospective buyers with speedy and accurate answers to all their questions.
- **Build Customized Quotes On Demand with PATI.** Sales reps can easily build customized quotes for prospects using PATI, our Process Assistant and Training Instructor. Price out various options, save quotes to your prospect file and print a copy for your prospect to take away – all in one easy step.
- **Powerful Marketing Capabilities.** Run targeted marketing campaigns to prospects through the Campaign Manager. Easily manage multiple campaigns at different stages. Track campaign effectiveness, response rates and conversion rates and store successful campaign materials for reuse.
- **A Single Repository for all Customer Documents.** Reflex stores and tracks all client documents in one place. Sales Contracts can easily be created and updated, addendums can be added– everything is trackable and accessible.

*"Reflex Sales Center is so easy to use. It gives us access to all the customer information we need to more efficiently manage our sales and marketing process"*

Jeannie Elrafie  
Sales Manager,  
Birchwood Properties

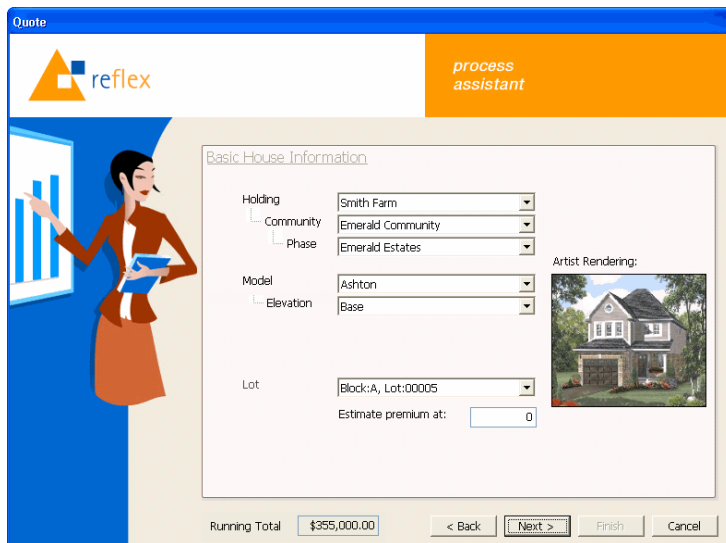


process  
engineered  
software



## More Effective Communication

Reflex Sales Center features full CRM capabilities – allowing you to manage all prospect and customer contact from a single screen. Reflex Sales Center's full integration with Microsoft Outlook allows you to maintain accurate historical details of all inbound and outbound customer communications, book tasks for follow up and schedule appointments.



## Automate Key Processes with PATI

Automating key processes reduces errors, saves time spent on manually updating information and reduces training time for new users. Reflex is process engineered software. We've created a Process Assistant and Training Instructor (PATI) to walk users through any given series of steps, such as a sales quote.

## About Reflex Software Solutions

Reflex Software Solutions has been developing and implementing software since 1977. We've helped over 500 companies and government organizations improve their business processes through the use of our technology. The stability of our management team and our ownership is rare in a business environment that sees software companies come and go or experience constant changes of ownership. Reflex is committed to meeting the software needs of our clients over the long term.

Suite 101, 15023 – 123 Ave., Edmonton AB Canada T5V 1J7 T: 780.451.4596 F: 780.452.7694  
[www.thereflex.com](http://www.thereflex.com)

© 2006 Reflex Software Solutions