



# Mothernode CRM PROFESSIONAL EDITION

Customer management, vendor management, marketing integration, customer service, and everything you need to close more deals.

Unlimited Contacts

Unlimited Customers

Send up to 25,000 emails/month

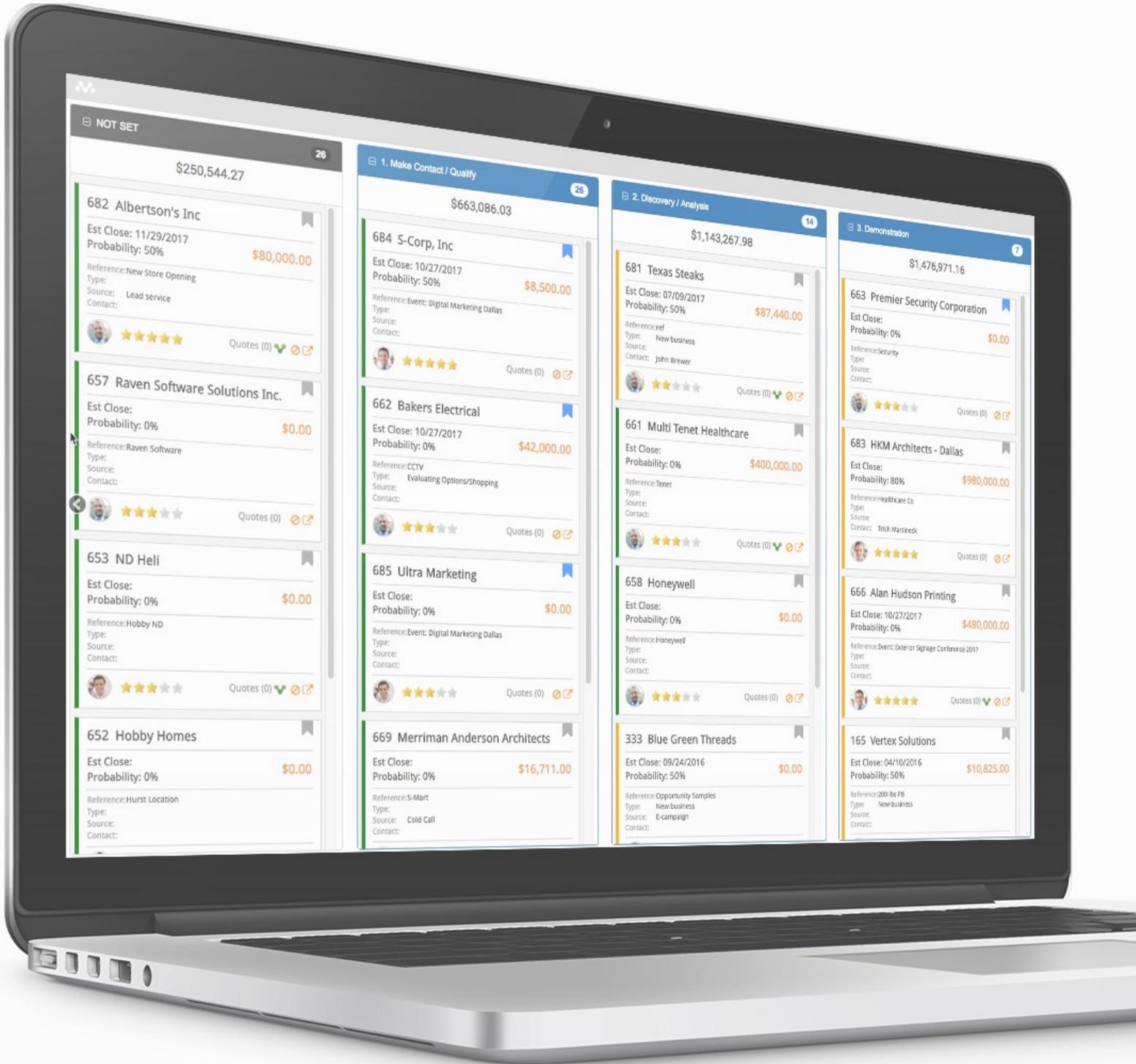
enough said

**Try it now!**

30-day FREE trial - No credit card required

[click or visit www.mothernode.com](http://www.mothernode.com)

# Sensible Sales Management



Visualize your sales process and improve the way you manage your prospects and pipeline

(Card view, full screen mode)



# Professional Edition

Mothernode Professional Edition empowers companies with the tools needed to quickly grow their customer base, increase sales revenue, manage your vendors and provide world-class customer support, post-sale. Improve collaboration by synchronizing information between departments and ending unnecessary duplication of efforts between personnel. Mothernode Professional Edition supplies the robust performance of our Sales & Marketing Edition — in just one dynamic platform.



## Contact Management

Making connections is paramount to business success. With Mothernode, contact interaction has never been easier to manage. A single screen provides snapshots and allows quick access to all contacts, making communication fast and efficient.



## Account Management

Customer Account Management provides you with access to all transactions, notes and customer communication. Nurturing customers and maintaining relationships is now within the tips of your fingers.



## Collaboration

Mothernode's collaboration tools allow you to stay updated on customer accounts in real-time, whether in the office or away. These social networking tools provide constant updates of your customers' activities, ensuring you never miss an important event from followers or those whom you follow.



## Opportunities

Quick lead follow-up results in more sales, while delays kill deals. The automated tools in Mothernode's Professional edition helps improve lead management capabilities and keeps you connected to opportunities—as soon as they become available.



## Sales Management

Increasing leads and boosting sales now takes fewer resources when using the Sales Management module. Automated reporting, comprehensive dashboards and a wide array of tools help you manage your sales team more efficiently and profitably, regardless of its size.



## Mobility

Most successful sales teams are 'in the field' closing deals—not hanging around in the office. Managing leads and sales from mobile devices is now easier and more efficient, when using Mothernode's wide assortment of collaboration tools.

# Mothernode CRM PROFESSIONAL EDITION



## Marketing Automation

Improve your sales conversions and your overall customer experience. Automating your communications and follow-ups save you time and money, and keep you engaged throughout your sales process and connected to your customers. Whether mass emailing or lead nurturing, Mothernode CRM gives you the state of the art digital marketing you need throughout your customer lifecycle.



## Lead Capture Forms

Without effective lead capture, your company loses cash on a daily basis. Mothernode's Customizable Lead Capture Forms helps businesses increase incoming leads with forms that adapt perfectly to your website, landing pages and even social media platforms. Attract more leads into your funnel and close more deals, with less hassle.



## KPIs, Reporting and Dashboards

The right decisions for your business requires precision, real-time business intelligence that you can depend on. Mothernode gives you the information you need to effectively monitor, forecast and act quickly. KPIs (key performance indicators) deliver comprehensive set of parameters that help you understand your business clearer. Mothernode also takes the pain out of reporting, by automating and scheduling reports, sending them right to your inbox.



## Vendor Management

Vendor mismanagement can quickly result in operational delays, communication errors and loss of revenue. Mothernode's Vendor Management module is proven to improve relationships between both vendors and clients. Group your vendors based on their expertise and make more informed decisions, while using the module's purchase order tracking to prevent costly errors.



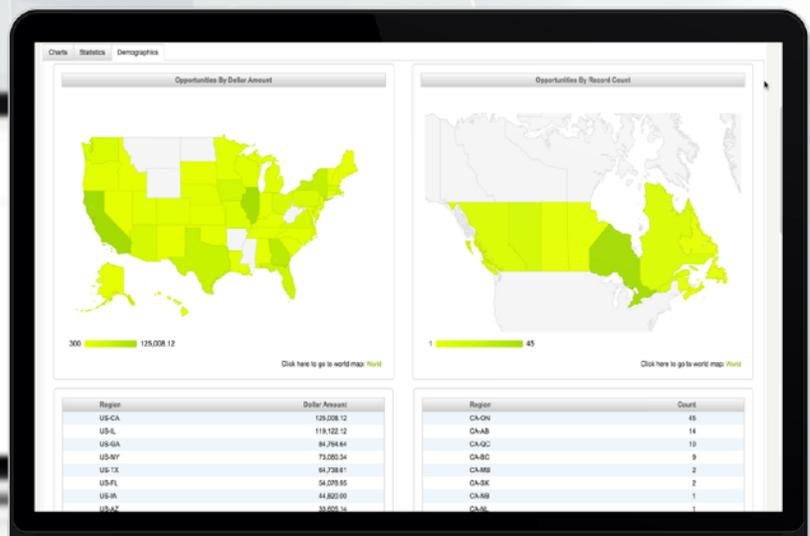
## Case Management

Mothernode's Case Management module provides your sales team and operations with detailed tracking for each individual case. Increase customer satisfaction and trust by using simple web forms to communicate with customers and manage cases. Accessing email, correspondence and customer information is quick and easy.



## Inventory (Virtual and Physical)

For companies that rely on advanced options and metrics when managing their goods and services. Mothernode's inventory module is ideal for companies who sell either physical or virtual inventory. Create bundles, add upselling options, multi-tier pricing and so much more with one of the most complete inventory modules you'll find in any CRM.



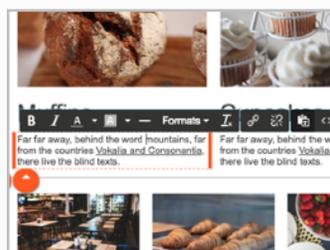


# Your Professional Marketing Agency

Create customized, targeted campaigns.  
Boost sales and retain more customers. All by yourself.



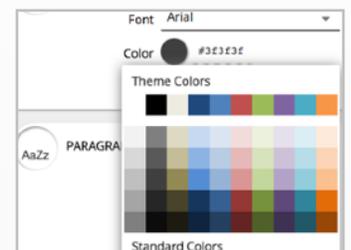
Customize your layouts



Stylize your text and add links



Edit your images and add effects



Create your own themes

A wooden spoon is shown vertically, dripping a thick, golden liquid (likely honey) from its bowl. The liquid is dripping down the sides of the spoon and forming a long, thin stream from the tip. The background is a solid, bright yellow color.

# Some sales require a little more persuasion

Stay in front of your prospects with Mothernode CRM's lead nurture sequences.

- Create captivating emails in minutes with our easy to use, drag and drop editor.
- Build drip marketing campaigns and keep your message and brand in front of your customers and prospects.
- Automate your marketing process and effortlessly engage a larger audience.
- Increase your lead conversion and customer retention.
- Get started immediately!



# Lead Nurturing

Build intelligent email sequences that distribute relevant content



# Lead Generation - 24 / 7 / 365

Convert more website visitors into paying customers and automate your online engagement process with Mothernode CRM's Lead Capture Forms.

## Engage your visitors

Make the most of your website by incorporating Mothernode Lead Capture forms with your landing pages, blogs, and downloadable content.

## Automate your follow-ups

Let Mothernode do the work for you! Incorporate your marketing automation and follow-up sequences and effortlessly engage your website visitors.

## Get Started in Minutes

Create your Mothernode CRM Lead capture forms and stylize them to match your website theme. Copy and paste the form code into your web site. No programming required.

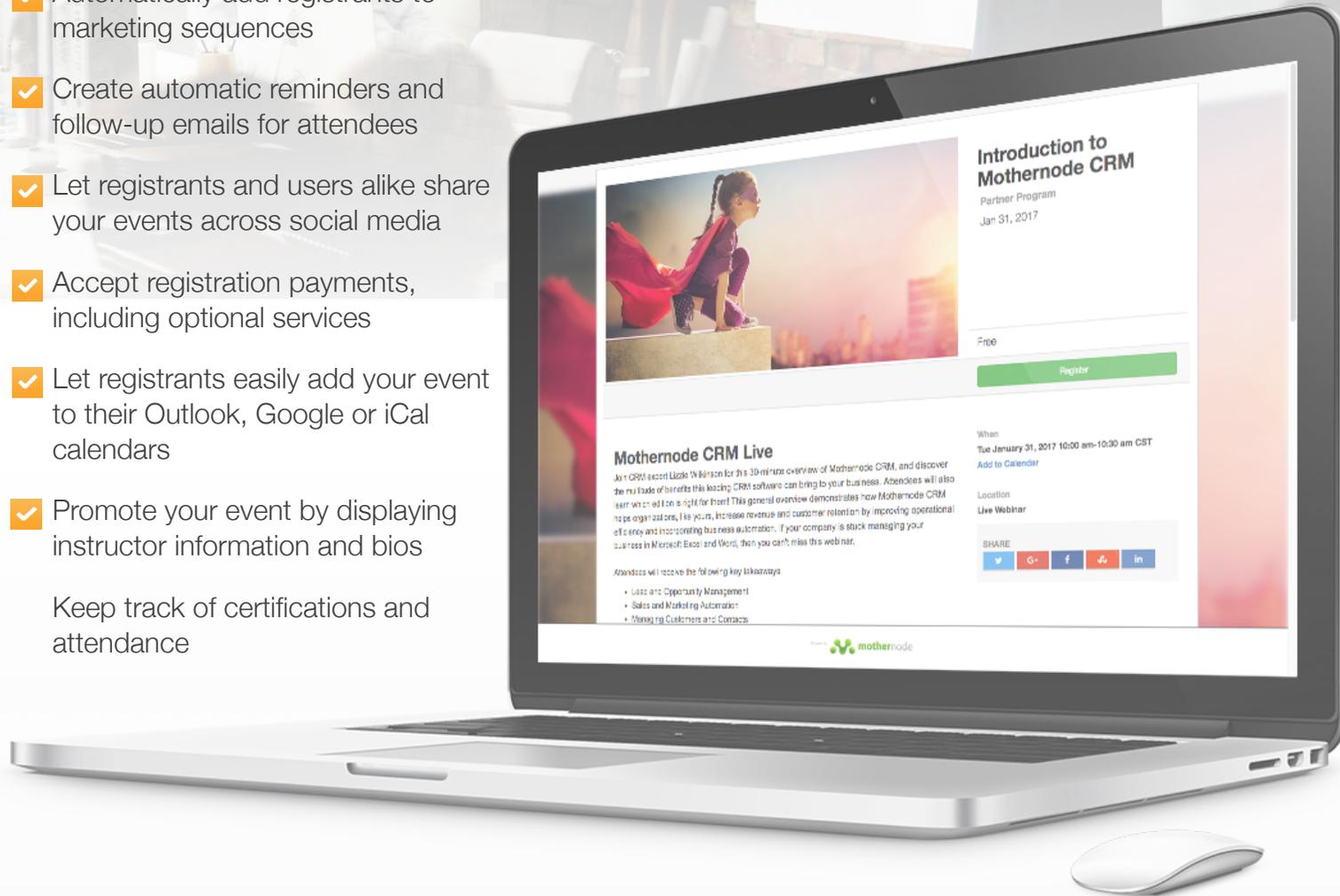
# Event Registration

## turn attendees into prospects

For speakers, trainers, consultants, educators and anyone with an audience. Turn your events into new business opportunities and lasting relationships.

- ✓ Create new leads for each registrant
- ✓ Automatically add registrants to marketing sequences
- ✓ Create automatic reminders and follow-up emails for attendees
- ✓ Let registrants and users alike share your events across social media
- ✓ Accept registration payments, including optional services
- ✓ Let registrants easily add your event to their Outlook, Google or iCal calendars
- ✓ Promote your event by displaying instructor information and bios

Keep track of certifications and attendance



### Get started in minutes

Create beautiful registration forms and post them on your website. Start promoting your events in 10 minutes or less.

### Automate your follow-ups

Keep your attendees in the loop before and after your events with automated follow-ups.

### Monetize your events

Accept credit card payments with your registrations. You can even sell promotional items with options.



# Website Visitor Tracking

**Turn your website into a powerful sales tool!** Just because your prospects and customers aren't engaging with you personally, it doesn't mean they aren't interested in your brand, your message or your offering. Find out what your website visitors are really looking at. Get realtime notifications when your contacts visit your web pages and see which pages peak their interest most. Get the upper hand in your sales process.

## ✓ Supercharge Your Marketing

Enhance your digital marketing with extended visitor analytics. You already see which of your email recipients are clicking your links using Mothernode's email marketing analytics, but with website visitor analytics, you can follow their footsteps and see where your visitors are spending the majority of your time on your website.

## ✓ Track your Website Visitors

Capture the data you need to track your visitors and better understand their behavior and interests. Which of your site's pages are they hitting the most? How long are they spending on your website? which devices do they use to view your site? And so much more.

## ✓ Get Realtime Notifications

Mothernode lets you know when it's time to take action, by giving you realtime notifications when your customers, contacts and prospects are visiting your website.

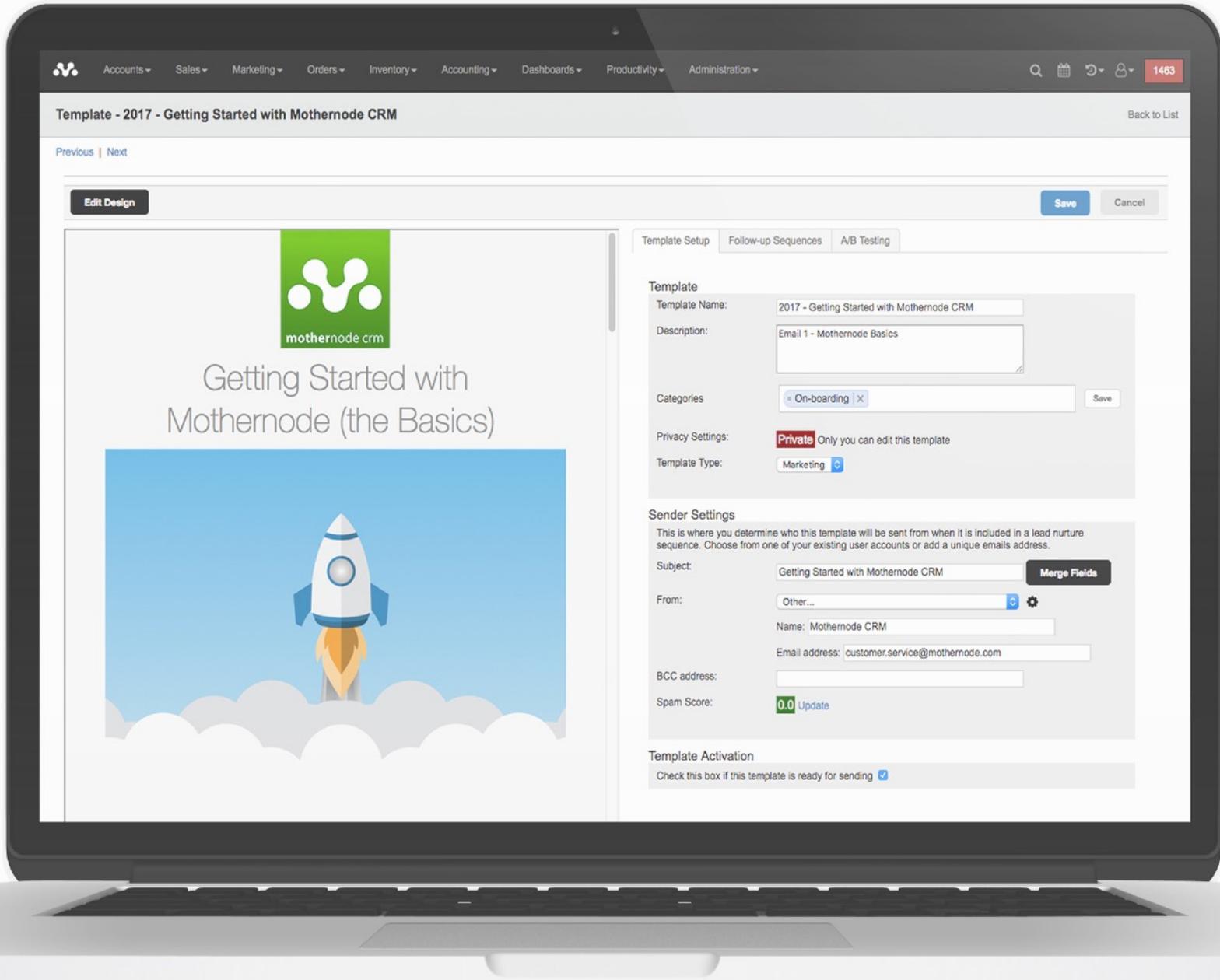
## ✓ Simple to Setup

Get started immediately! Quickly generate unique code for every website, blog or landing page you want to track. Simply install Mothernode's website tracking code by copying and pasting it in the header or footer of the sites you want to track, then sit back and observe!



# Email Marketing

Unlimited Contacts | 25,000 emails per month



No design experience required

# DIALOGUE™ by Mothernode

Real-time notifications let you stay connected to your customer activity and improve collaboration - across the office or around the world.



**John Kennedy**

Comment (April 20, 2015 @ 2:33 PM)

Glad to hear the presentation went well. Do we have any news on when they'll be short listing their finalists?

Like | Comments (1)



**Sarah Miller**

Commented (April 20, 2015 @ 2:50 PM)

We've made the short list and have been asked to refine the pricing to include a 3 year agreement. Dave and I are working on that now.



**John Kennedy**

Commented (April 21, 2015 @ 10:09 AM)

Great work. We're changing some of our key suppliers next year, that will allow us to be more aggressive in our pricing. Let me know when I can review your updated offer and I can give let you know where you can be more competitive if you need to be.



**Sarah Miller**

Commented (April 21, 2015 @ 10:30 AM)

Fantastic! Looking forward to seeing you back in the office next week.

Comment

Post

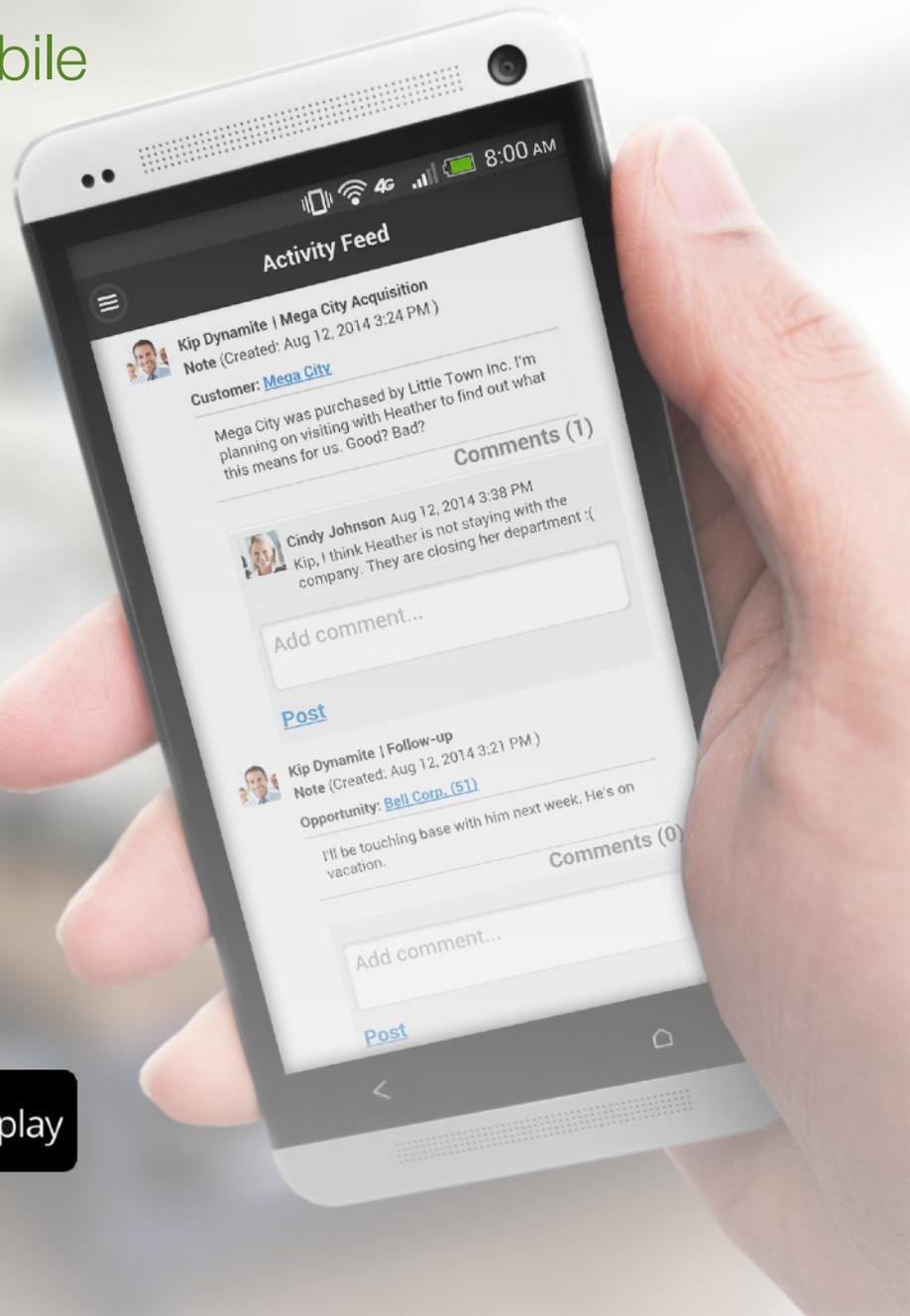
## Get Real-Time Notifications

- When other users post comments or notes to a contact, customer or transaction that you own or follow.
- When someone emails or makes a calendar event for your customer or contact.
- When a new support case is opened for one of your customers or contacts.
- When colleagues tag you in a note, event or comment.
- When orders ship and purchase orders have been received
- When transaction progress in the work flow (i.e. a quote becomes an order, or an order becomes an invoice.)

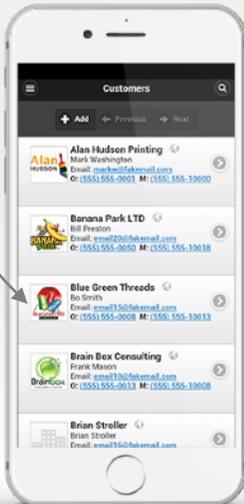
# Mothernode CRM Mobile

Mothernode CRM Mobile empowers you with the ease and convenience of accessing your customers, contacts and sales opportunities, no matter where your business takes you.

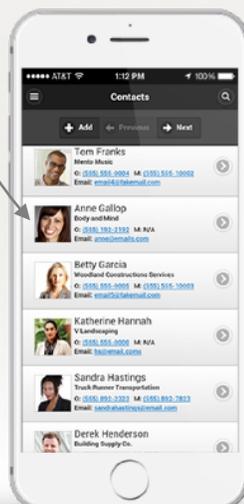
- ▶ Shorten your sales cycle and close deals quicker.
- ▶ Collaborate and connect with your team in real-time, even while on the go.
- ▶ Access all of your customer accounts and contacts with ease.
- ▶ Send emails and create calendar appointments right from the app.
- ▶ Access all of your sales activity and service customers right from your device.
- ▶ Create tasks and events for customers, contacts and opportunities.
- ▶ Simplify your experience with a user friendly interface.



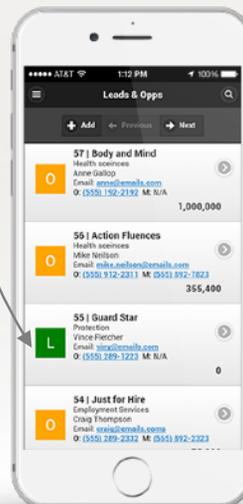
Manage your customer accounts



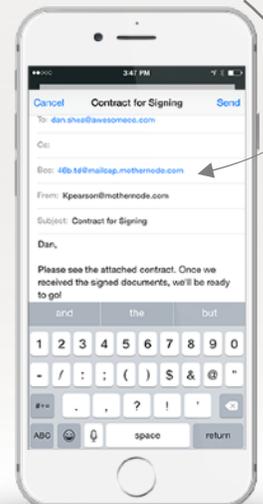
Access all of your contacts



Manage your leads and opportunities



Compose emails and archive them in Mothernode



# Mothernode CRM OUTLOOK INTEGRATION

## All your CRM essentials in the application you work in most

Mothernode CRM's Outlook® Add-on let's you integrate important customer and sales activity with Microsoft Outlook® for Windows®.

✓ **Calendar Synchronization**  
Seamlessly synchronize Outlook calendar events with Mothernode customer, contact and opportunity calendar events and vice versa.

✓ **Contact Synchronization**  
Synchronize your Outlook and Mothernode contacts, so you and your team are always looking at the most current contact information.

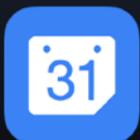
✓ **Contact Events and Activity**  
Whether a new sale or a long-term customer, quickly access and update contact notes, events, emails, and more.

✓ **Archive In-Bound Messages**  
Click messages you want to file in Mothernode and Mothernode will attach them to the corresponding record.

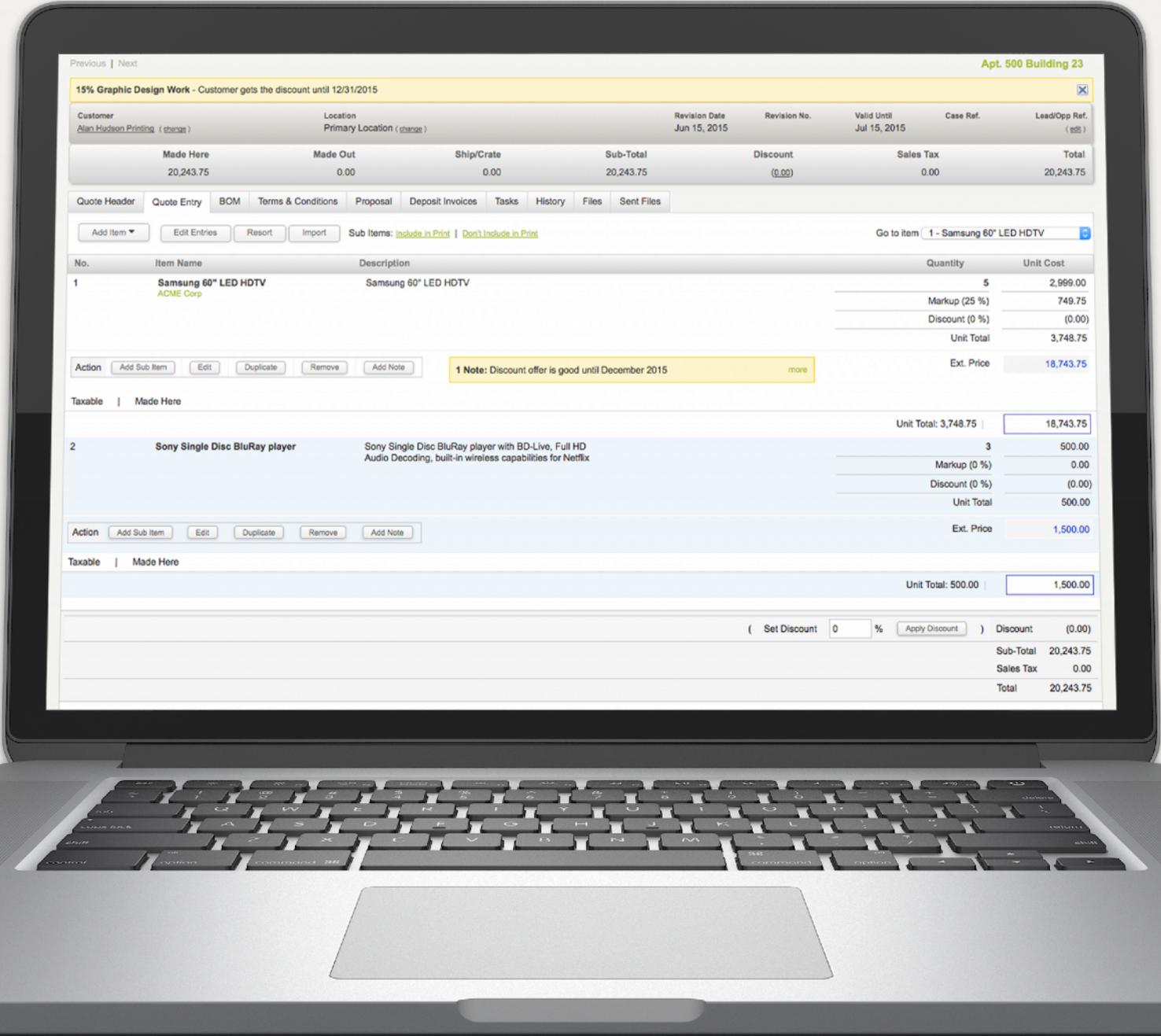
✓ **Create New CRM Records**  
Effortlessly create new Mothernode Opportunities, Contacts and Cases directly from your Outlook client.

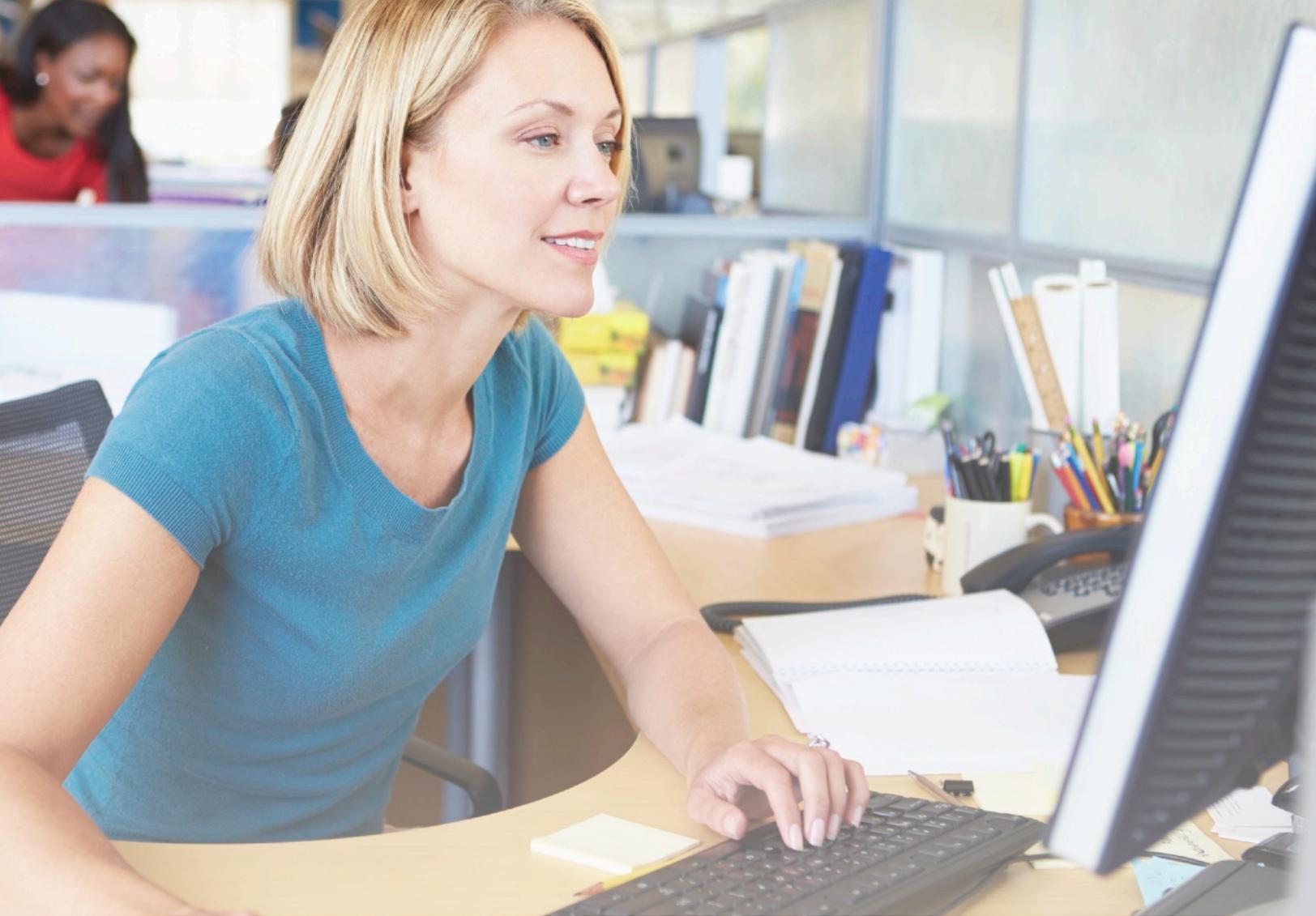


Mothernode plays well with



# Quote like a Boss





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