



insights for the life of your business™

BusinessWorks Gold

“Many of our best customer’s were just names on pieces of paper and that was that. They were gone at the end of the year and no one knew any of their history. GoldMine has really helped contribute to our bottom line by helping us maintain and build relationships with our customers.”

Carola Ross
Manager of Ticket Sales
Chicago White Sox



BUSINESSWORKS/GOLDMINE LINK



Profitability begins and ends with the customer. If you don't understand your customers' needs, they won't hesitate to find a company that does, be it on the Internet or down the street. GoldMine software gives your frontline sales and service teams the upper-hand, providing unparalleled access to detailed customer-centric information. With this data in hand, your teams can increase productivity, profitability and customer service levels.

In addition, GoldMine can save your staff valuable time. With instant access to information, your staff won't have to actively track down and search for customer data. Instead, everything is organized and coordinated in one easy-to-access database.

When integrated with BusinessWorks Gold via the BusinessWorks/GoldMine Link, the result is a complete Sales Force Automation system that enables a seamless sharing of customer information. Whether information is first created in sales, customer service, marketing or management, the GoldMine Link ensures that all your employees are working with the same information. With everyone speaking to your customers in the same voice, with the same message, you'll be able to work at maximum efficiency and profitability.



BusinessWorks Gold GoldMine Link

"In combination with BusinessWorks, GoldMine is a great organizer. They relieve me of the need to carry certain details in my head, so that I can concentrate on other business matters ... I consider the BusinessWorks/GoldMine Link a great stress reducer."

*Leslie Kussmann, President/Producer
Aquarius Productions*

FEATURES:

GoldMine Features

- Allows you to make quick decisions by tracking and organizing only the information that's most important to you through a friendly user interface.
- Simplifies the way your company distributes marketing materials with a Literature Fulfillment Center, saving you money and increasing the overall effectiveness of your marketing programs.
- Manages all your contact correspondence including letters, memos, faxes and e-mail — all in one central location, ensuring that you're up to date with all your customers and suppliers.
- Provides instant output of key information to Microsoft Word and Excel, allowing you to manipulate and customize your information the way you want it.
- Allows you to send and receive e-mail messages directly from within GoldMine and links those messages to a contact's record.
- Tracks sales opportunities as they move through the cycle from qualified lead to closed sale, significantly boosting sales performance and revenue.

GoldMine Link Features

- Maximizes your company's efficiency by allowing you to enter, convert and view BusinessWorks Gold quotes, sales orders and invoices without ever leaving GoldMine.
- Provides automatic synchronization between GoldMine and BusinessWorks Gold, minimizing the time it takes to enter and edit customer/contact information.
- Puts important contact and financial information at your staff's fingertips, improving productivity and sales performance.
- Automatically posts more than 15 different BusinessWorks Gold accounting transaction types to each contact's history tab in GoldMine. This saves valuable time and keeps all your workgroups informed.
- Decreases expenses and improves profitability by eliminating misplaced orders and it can significantly reduce mistakes.