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OptifiNow Launches Sales Process Automation Tool to Facilitate Customer Engagement at Every Point of the Sales Cycle

LOS ANGELES, CA – OptifiNow announced today the launch of its Sales Process Automation tool as part of its suite of products designed to optimize the performance of sales and marketing teams at mid to large-sized organizations.

The Sales Process Automation tool is the only solution available today that allows an individual sales representative to instantly deliver relevant, engaging communications to customers featuring the right creative, with the right message, at the right time, with the right frequency, using the right media.

The Sales Process Automation tool elevates a mediocre sales team to an elite force by: providing better management of the sales pipeline, decreasing the sales cycle and increasing win rates. OptifiNow's Sales Process Automation tools uses a proprietary, automated sales methodology to amplify its CRM system.

Within the Sales Process Automation tool, sales teams can:

- Automatically send email messages, track outbound calls, assign tasks, create leads, send collateral, etc.
- Assign triggers to specific events such as registrations, clicks on specific links, the passage of time, calls, orders, etc.
- Track all client and prospect activity in an integrated history database. Push actionable data to a CRM system.
- Create different rules for different markets, campaigns, products, etc.
- Managers can get the answers they need with a few clicks - visibility into sales activities and pipelines, contact information and opportunities.
- Reduce training time, giving you a shorter time to positively impact revenue.

Additionally, the Sales Process Automation tool integrates seamlessly with OptifiNow's Marketing On-Demand tool allowing sales representatives to instantly access and distribute your company's most recent, approved creative materials. Within the Sales Process Automation tool, a sales representative can select leads based on certain triggers and make contact with those leads via email, direct mail, SMS marketing campaigns or social media. The lag time of your sales team waiting to receive compliant materials from marketing, and the potential for unapproved messaging reaching customers is eliminated.

Delivered via a Software-as-a-Service model and offered as a white labeled, modular solution, OptifiNow allows companies to customize many of its processes, functions and

fields to the requirements of their marketing and sales methods. For more information visit: www.optifinow.com.

About OptifiNow

OptifiNow is a Software as a Service (SaaS) that helps sales teams engage with their customers through an integrated marketing communications platform. OptifiNow provides organizations a single platform to connect with customers via Email, Mobile, Social Media and Direct Mail. OptifiNow delivers the right message to the right customer at the right time to help you close more sales. For more information visit www.optifinow.com.