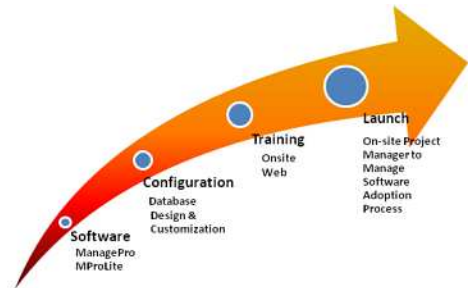


## Having a VERY Successful Outcome with ManagePro

1. **It all starts with a launch.** Configuring the software so it matches up well to your business needs, training and assisting people with what-ever habit changes are involved at your site to effectively using ManagePro to work smarter.



2. **Having a defined outcome helps you stay on Track.** Establishing both long and short term objectives and decision points will help you to avoid common pitfalls. We want your outcomes, starting at the 30 day mark, to fit into group A below, not group B. First let's look at the two groups, and then let me make a suggestion:

**Group A users:** Use the software daily, and have everyone participate in managing information, updates and prioritization to develop a tightly coordinated and collaborative work force. Here's a quote from a user in Group A.

"I've been using ManagePro since 1995. Central to my various roles with... has been the need to positively influence people, inside the company (to work with me) or outside the company (to buy from me) while using MPro to manage all aspects of the multiple projects. .. We became leaner and leaner in our structure over the past five years and frankly I could not have survived, let alone thrived, without your software."

**Group B users:** This group starts out with good intentions, but quickly gets distracted with other agendas. Or they hit the brakes when they run into resistance or the requirement to think out key issues before acting with ManagePro. In fact they look a look like the following description of CRM (customer relationship management) deployments:

### "The CRM Challenge for Small and Medium-Sized Business -

Developing a successful customer relationship management (CRM) system is not a simple task for small and medium-sized businesses (SMBs) due not only to market barriers, but also high failure rates and dissatisfaction among companies who have engaged in CRM projects. In fact, according to Meta Group, 70 percent of CRM projects "fail to live up to expectations". Many factors have contributed to the failure of CRM systems, here are the most common:

#### 1. Lack of Understanding

On a basic level, most businesses simply do not understand how to successfully develop a system to meet all their needs. Developing a CRM system is not just about buying software and installing it. To work effectively, companies need to determine their objectives, identify what kind of customer information they require and decide how they will use the information. They also need to determine where and how this information is stored so that all levels of the company, whether it is sales, customer service or marketing, know how to gain access to it and

use it to improve their business processes.

## 2. Lack of Internal Support

Another factor contributing to the failure of CRM systems is organizational barriers such as lack of support from within the company.

## 3. Lack of Financial Resources

In addition to potentially high implementation costs, many businesses that do integrate systems find themselves overrun with hidden costs they fail to identify during the planning stage. According to Gartner, “the majority of businesses implementing CRM projects will underestimate the costs by 40 percent to 74 percent.”

As a result, companies need to look beyond the obvious costs such as software and consulting charges to other areas including project management, training, testing, and maintenance.

While cost has been a significant barrier for CRM implementation by SMBs, it is not always the lower-cost vendor that is first choice. According to Jupiter analysts, SMBs consider scalability and knowledge transfer as important as obtaining the best price...”

**Bottom Line:** We want you to be successful and not fall into the Group B, which from CRM research represents over 70% of software buyers. So how do we help you make the right decisions? Here’s our short list:



1. **Purchase our configuration service and training** when you buy the software, and during the configuration process we will help you estimate the change gradient you will be confronting and determine the appropriate steps for successful adoption.

2. **Set 30 and 90 day goals with specific measurable outcomes** for your launch. Set up a 30 day review process with us. If you do not meet your 30 days goals, commit to work with us to put in place the kinds of changes and resources you will need to meet your goals. Address setbacks aggressively up front and it will pay over and over again going forward.

