



Lead Management (CRM) for the Beauty Industry that is Simple, Effective and Insightful



What is ConnectBeauty?

ConnectBeauty offers an integrated Lead Management (CRM-customer relationship management) solution that streamlines sales and marketing processes across your business. It empowers you by delivering a consistent experience to the executives, management and sales teams as they collaborate throughout the entire sales lifecycle. Improve the way your beauty business interacts with leads, automating traditionally manual tasks, positively impacting client acquisition and satisfaction and increasing revenue.

Leads and Opportunities:

- Input leads, without keying, with Lead Grabber.
- Assign leads with easy point and click.
- Qualify as lead (cold), prospect (interest) or account (customer) for precise categorization and management.
- Promote leads and prospects using single click or auto-prompt.

Marketing & Campaigns:

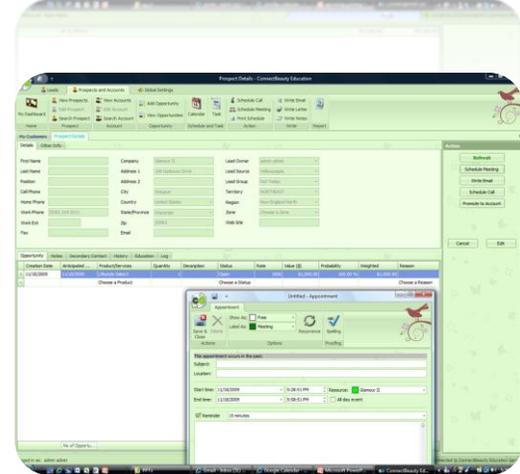
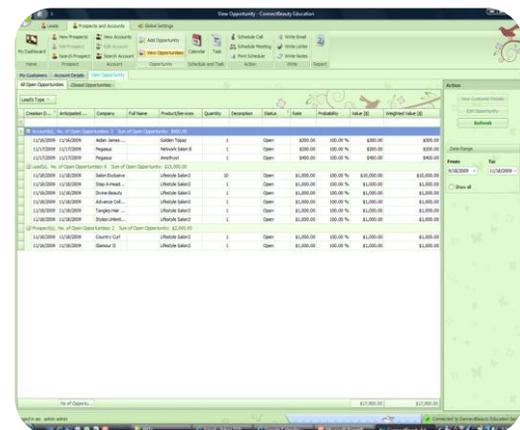
- Email templates enable content sharing and streamline communication.
- Marketing feature supports phone/text/email campaigns.
- Track marketing activities and results to evaluate effectiveness and improve sales efforts in the future.

Workflow & Processes:

- Navigate the system in a manner that makes sense to you.
- Choose from traditional dropdown, or use the intuitive ribbon menu that groups associated activities.

Forecasting and Analysis:

- Analyze activities at a glance with graphical real-time dashboards.
- View pipeline by lead or prospect, organized by quality.
- Thermometer graphically monitors activity and revenue attainment
- Extensive report library offers individual, managerial and owner/executive reports.
- Stay informed on sales and marketing activities, gaining insight needed to react to issues, take advantage of opportunities and celebrate





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Intuitive Workflow

Easy to follow navigation bar with ribbon menu, for step-by-step guidance, makes it easy to use ConnectBeauty.

Detailed Qualification

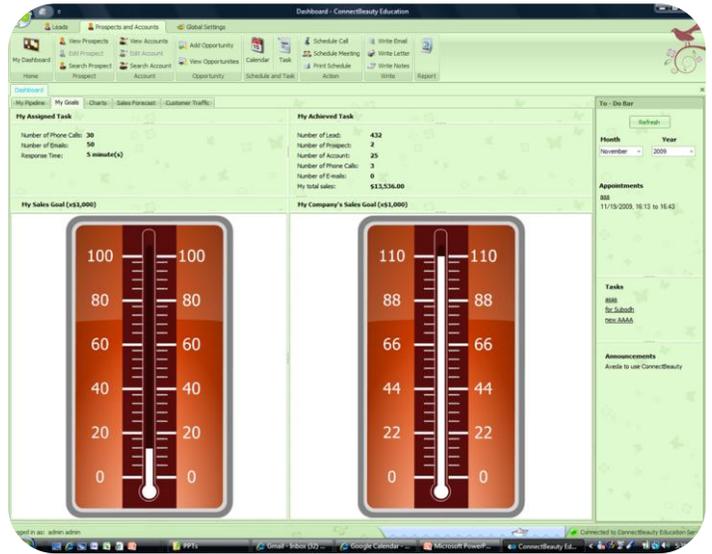
3 levels for better qualification of leads; Lead (cold), Prospect (sincerely interested), Account (true customer).

Synchronizing Calendar

ConnectBeauty calendar syncs with Outlook, making it easy to schedule tours, meetings and calls. You can get all of your work done whether working on your desktop or handheld.

Anywhere Access

For access to your lead related data, anywhere, anytime! With an Internet connection, and ConnectBeauty loaded, you can manage leads and sales from work or your laptop at home!



ConnectBeauty Advantages

Simple

- Easy to buy at a low price point
- Quick and easy to install
- Straightforward to learn
- Easy to use (intuitive Office 2007 menu style)
- Turn-key solution for the beauty industry

Effective

- Eliminate manual keying of leads by using the Lead Grabber
- Ribbon menu style intuitively guides user through processes
- Email templates standardize communication
- Lead promotion turns leads into deals, faster
- Marketing feature streamlines phone/email/text campaigns

Insightful

- Dashboards for real-time views of activity versus goals
- Extensive report library for detailed insight
- Individual dashboards for pipeline and performance review
- Managerial dashboards for team activity and sales insight
- Owner dashboards for organization-wide visibility

“Easily taught and utilized in a day! A great beauty industry tool we swear by here at Aveda!”

Elle Hallmark

Marketing, *Aveda Institute Denver*

ConnectBeauty: The CRM solution designed with the Beauty Industry in mind!