

ProposalSmartz



Product Name: ProposalSmartz

Duration: 2 years

URL: www.proposalsmartz.com



Ready templates in ProposalSmartz: The Company History Template and the Executive Bios Template

Short Description

After intensive research and study, Netsmartz planned to develop a proposal making software- ProposalSmartz. It generates multi format proposals that can be presented easily to a remote client. The proposal that is created is highly professional and allows you to add an animated intro with your custom message.

Need

In almost all industries whether it is trading, construction, or IT, sending an impressive proposal is an integral part of a business deal. A correctly worded and formatted proposal can get you big contracts and therefore huge profits. This idea was brought forward by an intelligent mind and it was thought at length if the idea was feasible enough to be worked upon.

The need was to develop a proposal with built-in multimedia traits so that it could have a lasting impact.

We at Netsmartz wanted to make an application that could solve this for everyone who is required to create proposals. Our aim was to provide a comprehensive, cost and time-effective solution. Another objective was to address the needs of almost all industries.

Challenge

This project was really tricky as it required figuring out all the functionalities and features that were required to be built. Thinking clearly so as to explain the development team about the functionalities that were required to be developed was the first biggest challenge. The idea had to be clear. However, after lot of brainstorming, discussions, meetings, and sessions, it was decided to include features such as:

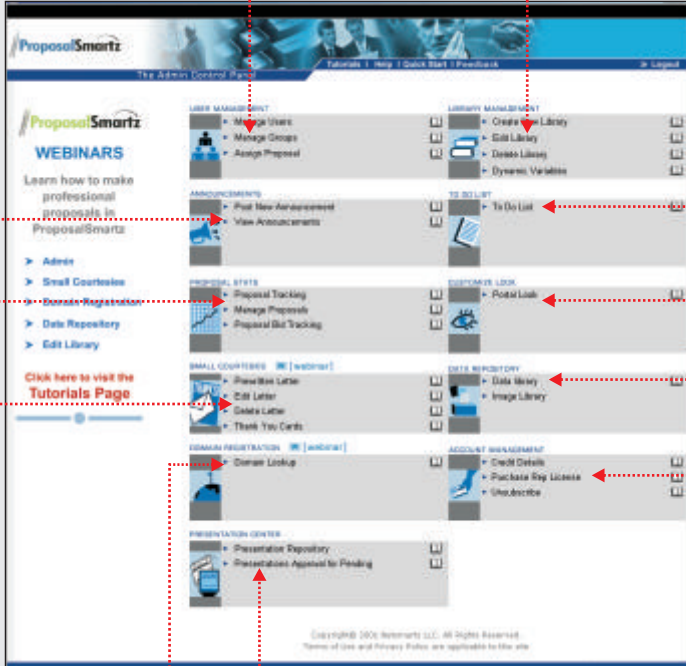
- Multi Format Proposals
- ProposalSmartz Global Library
- Attractive multimedia Flash proposals

ProposalSmartz

**The Admin Control Panel:
Nerve center of your proposal**

Allows you to add, shift, remove users and user groups to create different teams

Create edit and delete libraries, use dynamic variables to save time while making proposals



Allows you to post announcements to the team

Track your Rep's performance and see viewing patterns of the client

Can track proposal value, probability of close

Send thank you cards and pre-proposal letters to clients

Make a To-Do list and organize your tasks

Responses to RFPs can be created and stored here

Customize the look of your ProposalSmartz with your own logo and corporate color

Request a new theme as per specification or customize existing one

Get relevant crisp content, geared towards various markets and verticals

Find out the availability, register your domain name and pay for it online

Make presentations to clients and store them

Buy more rep licenses, return extra ones, unsubscribe and make payments online, change credit card details

- Customization of features and functionalities
- Presentation of the proposal to a remote client
- Tracking the individual performance of your sales team
- Sales Tracking Reports
- Multi-lingual Formats

Integrating all these features was a big endeavor. A lot of commendable effort has gone into executing this project. On many occasions the team was disappointed,

as the project seemed never ending and complicated. During the course of development there were issues that took a long time to be solved. But the program managers and top management kept our team motivated during the thick and thin of the project.

Solution

Work was in progress for almost two years before this dream application became a reality. The team was greatly acknowledged and duly credited for their uphill struggle.

ProposalSmartz

PropozalSmartz was developed using advanced programming technologies like ASP, VB, COM, SQL Server, and Macromedia Flash to generate impressive winning proposals. A lot of research has gone onto developing this huge application with endless features to make your business proposal in seconds.

The content writers figured out the industries to be targeted and developed a huge content library to choose suitable content for your proposal. PropozalSmartz is something you could never have dreamed of earlier! It is a totally secure, comprehensive, Online Proposal Generation Software that helps you generate highly professional, customized business / sales proposals and letters in different formats - Adobe PDF, Macromedia Flash and Microsoft Word. It allows you to choose a theme for your proposal comprising an animated intro with your custom messages, designer templates dealing with various issues for showcasing your proposal and background music, to make proposal viewing a pleasant exercise.

Technologies Used

- Programming Languages: ASP, VB, COM, HTML, Flash
- Database: SQL Server 2000 with service pack 3
- Operating System: Windows
- IDE: Visual Studio
- Documentation: Microsoft Word, Microsoft Visio

Communication Server: Flash

Benefits:

- The most cost-effective and time-effective proposal making software.
- You can create proposals in different formats - Adobe

PDF, Macromedia Flash and Microsoft Word.

- Besides this, you can integrate your contacts from other OMS like Act, Goldmine and Outlook into ProposalSmartz.
- You can add a video feed, a personal note or your pre-recorded video clip to the proposal to make it more personal.
- You can even include host of relevant templates and wow your clients with well thought out, 'designer' proposals with matching animated intros.
- Your proposals in ProposalSmartz use Macromedia Flash to create a lasting impact.
- You can include dazzling animated intros with customized messages and a host of designer templates.
- You have the option of selecting your background music too.
- You can walk your client through the navigation of your proposal remotely in real time. Direct your client according to the viewing sequence and priority you want as he views the proposal.
- You can probe your client's mind by tracking the pattern in which he viewed your proposal. Know which sections he saw, in what sequence and how much time he spent on each section.
- Track the individual performance of your sales reps, and identify the top performers by tracking sales performance, sales probability, sales teams and proposal values.
- The flexible product architecture will also support multi-lingual formats at a later date if you so require.

ProposalSmartz

Testimonials

David Wilkerson, President and CEO, Navimark

"Differentiating ourselves against our competition was critical in our business," says Dave Wilkerson, President and CEO of NaviMark. "We came to know about ProposalSmartz and started using their online tool to generate our proposals. Not only did it make our corporate and quality messages more consistent; the use of templates, digital images and video presentations made an impact on our prospective clients and our business. From the day we began using ProposalSmartz, the response rate to our proposals doubled resulting in a tremendous revenue growth. A projection for 2003 was more than 30% as compared to 2002. We have also started recommending the system to our clients who

want to realize better marketing discipline and an efficient product presentation. "

Jon Anderson

"Use of ProposalSmartz left a deep IMPACT on our company's sales efforts. The program has enabled our sales strategies to go seamlessly from the boardroom to the street. ProposalSmartz is more of a system than a program. It has made an impact on our ability to centralize our sales process resulting in: Increased opportunities, consistent quality, an upper edge over our competitors, improved sales tracking, a unified message, an evaluated closing ratio and bigger bonus for sales people. ProposalSmartz brought our sales force to a new level. I recommend ProposalSmartz to everyone but our competitors."