

# Technology In Our Lives



## Software Makes Contact Management More Efficient

(NAPSA)—Customers mean business—and keeping in contact with customers can often mean return business. That's the theory behind “contact management,” the art of managing and building business relationships.

Before the “digital age,” the basic tools needed for effective contact management were an address book or Rolodex and a calendar. Fortunately, technology has gotten us away from such pencil pushing, with computer software that provides all the necessary functions—calendar, contact and communications—in one program, along with sales tools and reporting capabilities that help users foster their business relationships.

One of the leading products for contact management is ACT!, currently used by more than four million people. The program is easy to install—it can be set up in less than 10 minutes—and integrates with such popular titles as Microsoft Outlook, Microsoft Word, QuickBooks Pro/Premier and Peachtree Accounting, as well as Palm OS handhelds.

ACT! 6.0 synchronizes databases and remote users easily and automatically. It can also be customized to meet the specific needs of an individual or company. With this software, users can manage activities for entire groups and subgroups, track communications with contacts, send graphical e-mails, view and edit documents from the contact record and, perhaps most importantly, know at a glance which contacts need attention.

The software is suitable for



**A popular software program helps people foster and maintain business relationships with customers, suppliers and more.**

anyone who manages contacts on a daily basis and whose success is derived from staying on top of their communications, appointments, to-do list, commitments and history with their customers. It is used by individuals, small businesses and corporate workgroups that need contact management or entry-level sales force automation.

The award-winning product has been especially popular among salespeople and sales teams in various organizations, executives and entrepreneurs managing small businesses and selling professionals that work with large numbers of contacts in such markets as financial services, real estate, manufacturing, public relations and employment recruiting.

To learn more, visit the Web site at [www.act.com](http://www.act.com).