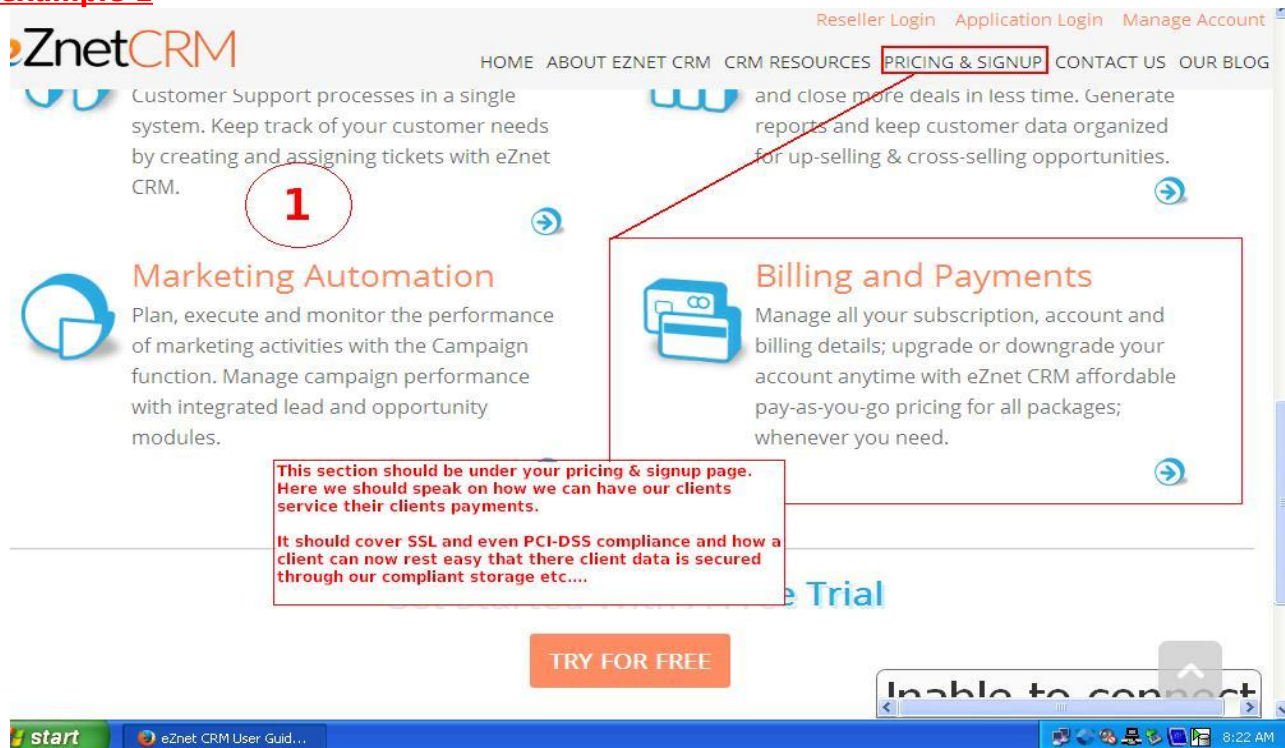


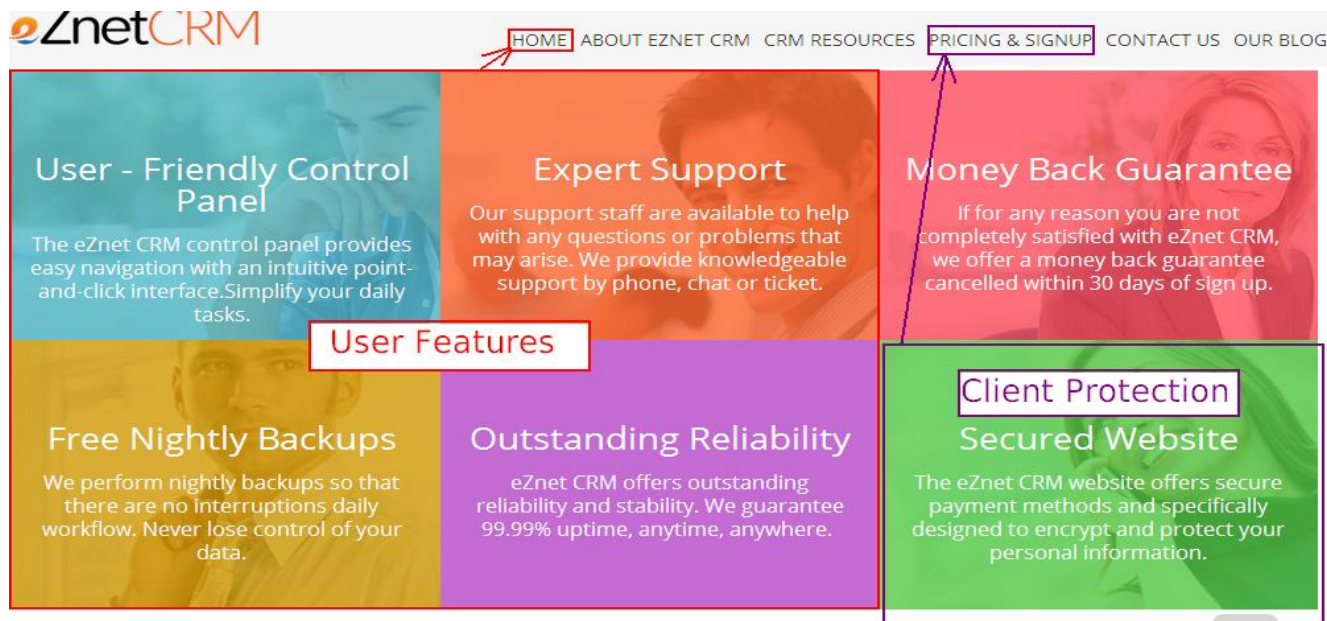
Mahir,

Allow me to begin by saying your CRM product front end is very informative...LOTS of information... I shall put on my "business development executive" hat on for a minute....I agree with what you said to me on the phone, this product is MUCH more than a CRM.... it needs to be expressed as such on the presentation layer index page... **The index page should be solely what the product can do for the client** with secondary pages offering eZNETCRM's company benefits such as uptime, SSL, support and setup help etc... currently there is some cross thoughts, yes they are benefits but a little different... it could use some re-organizing

example 1



example 2



you may consider making these “user features” floating buttons under the main index images below to simplify the index layer...those could drop down with details in a floating style....

overall, the larger main image shuffle is nice but you could use this space to broadstroke client side benefits a bit more effectively

Example 3



Example 4



the Money Back Guarantee should be on EVERY index main image....**prominently!** Right up top for everyone to see... perhaps even a clickable hyperlink creating a sales lead to the sales staff.

I would also rethink some of your **power words** in describing the product to the public...

example 5

Why Choose a Cloud CRM Software?

A Cloud-based CRM software provides a number of benefits such as scalability, flexible integration, collaboration, and secure backup. This allows your organization to utilize technology that exists in the cloud.

instead consider this :

Why choose eZNETCRM as your company's productivity suite of choice.

eZNETCRM was built by our fulltime dedicated in house staff of code developers and business executives utilizing the most forward technologies available in the marketplace today. Our system allows for smaller to mid sized companies to benefit from the features that only larger ERP based companies have had access to traditionally for a fraction of the cost. eZNETCRM is fully scalable and will grow with your business, being cloud based your user costs are low and yield exception value for growing businesses. Whether you are a small SaaS cloud based user, a larger footprint dedicated virtual server user or a full blown ERP client, eZNETCRM provides full scalability, customizable user experience and reliable uptime. We are so sure you will love our product we even offer you a 30 day money back guarantee.

[click here to take a FREE test ride today](#)

surely we can educate a potential client with the benefits of cloud based SaaS technologies but it is also a sales opportunity to A:) get a client side needs analysis and B:) use some salesmanship to bring those "lost" potential clients home..the "about us" page should be what our **company can do for clients**...

example 6



About eZnet CRM



This link is where all eZNETCRM's company info should live.... we shouldn't educate a user on why or what a CRM is but rather focus on our competitive advantages... we could always add a link to a sales ticket offering guidance from one of our in house experts (another sales opportunity)

[click HERE to speak to one of experts now](#)

on your CRM resources page see below

example 7



this screen is EXCELLENT! maybe add a few more slides but EXCELLENT.... it needs nothing more than a link as illustrated below:

click here to learn more

← sales opportunity

I would park all this info below under those floating links on the index page or a features link

example 8



and FINALLY...

example 9

all the content on educating prospects on why, what and how to choose a CRM I would move to the blog ...this you can now use a linked in plug in to post these articles to user groups...

What is CRM Software?

eZnet CRM is a category of enterprise software that covers a broad set of applications for managing vendors and partner relationships. It can also be used to manage customer data, marketing and customer support.

How does CRM Work?

eZnet CRM works by gathering leads or consumer data and analyzing the information to meet requirements. It also adjusts marketing campaigns accordingly to increase sales. The system also serves as a customer service and support to help improve satisfaction. It handles marketing, processing sales, scheduling orders and providing support.

How to Evaluate CRM Software?

There are various factors to consider when evaluating which CRM to purchase. First, is it a good investment; will the product help to generate revenue? Second, is the learning curve too steep to customize; does it accommodate changing business models? Finally, how much support is available?

I would worry about this move last...

Closing thoughts

I shall share that it is almost ironic in our meeting...I recall as the CMO and Business Development Exec at XSD/XSH we were also tasked with creating several front ends and we suffered from having so much to say we over did it...it is common...

I still recall a front end "expert" coming in and just tearing us down..at least it felt that way because we were so close to the project...in retrospect we needed the outside perspective to make the message flow more effectively... please view my perspectives in this light.. certainly not a critical perspective... you have tons of good content available...**very sellable product and well done!**

I would also think on standing firm on eliminating the generic term *CRM* on its own and using eZNETCRM at every turn possible... simplify the links, instead of :

Reseller Login Application Login Manage Account
HOME ABOUT EZNET CRM CRM RESOURCES PRICING & SIGNUP CONTACT US OUR BLOG

consider this

Reseller Login Application Login Manage Account
Home / Features / Pricing / About Us / Blog / Contact Us

Another Sales Opportunity !