



Sales & Marketing  
Solution



Agile Tools for a  
Faster Salesforce.





## Sell at Speed.

# Turn interest into income with just one powerful tool.

In a world where every lead counts, the sales team cannot afford to miss a single opportunity. Most ERP systems bundle sales and marketing features as side modules, often buried deep within complex CRM structures or engineering-heavy pipelines. It leaves them complicated, cluttered, and seemingly, built more for managers than the people actually closing deals.

**ADIER's Sales & Marketing solution** is designed with your frontline in mind: *your sales team!*

It centralizes customer conversations, costing approvals, and campaign efforts in one place, making it easy to track every enquiry, generate quotes, manage follow-ups, and even run email or SMS campaigns — all from a single, user-friendly dashboard.

It brings strategic depth to sales operations for fast-moving SMEs and high-volume distributors alike. By enabling marketing teams to run targeted campaigns and monitor responses, it closes the loop between outreach and conversion. Dealers and agents can be onboarded seamlessly, with communication history and follow-ups recorded against each opportunity.

ADIER's Sales & Marketing module doesn't just digitize the sales processes — it refines it. Approvals are built into the flow. Dashboards show what matters. And your brand speaks clearly through every quote, email, and interaction.

Today, selling isn't about managing — it's about momentum. ADIER Sales & Marketing solution gives your team the right tools to keep up the momentum.





## What's Inside Your S&M Toolkit?



Centralized Customer Communication



Email & SMS Campaign Integration



Lead & Enquiry Management



Customer Interaction History



Internal Costing Approvals



Team Performance Monitoring



Quote Builder



Intuitive User Interface



Follow-up Tracker with Reminders



Seamless Integration with Other Modules



Sales Funnel & Pipeline View



# Powered by **adler**

AdIER is a robust Enterprise Resource Planning (ERP) framework designed to support businesses of all sizes, from single entities to multi-location enterprises. With comprehensive functionalities, an intuitive interface, and rapid implementation, it offers a cost-effective solution for complete business management. With both cloud-based and on-premise deployment options, AdIER easily adapts to diverse organizational needs—whether you're running a single-location company or managing a multi-location network. Its rich feature set, seamless integration, and low ownership cost make it a smart choice for businesses looking to take full control of their operations.



### **AdIER Standard**

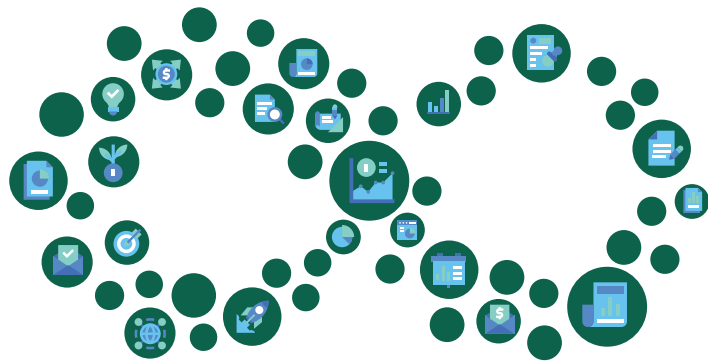
This solution is tailored for small to medium-sized organizations with defined processes and departmental workflows, and supports integrated operations across teams, enabling smoother collaboration and greater efficiency.



### **AdIER Enterprise**

A powerful, feature-rich solution built for large and complex enterprises. With extended modules and over a thousand built-in reports, it delivers in-depth control, customization, and insights across every aspect of business operations.

**One ERP.**  
**20+ Industries.**  
**Infinite Possibilities.**



**Ready To Gear Up Your Sales?**  
**Get in touch!**



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