



MOTHERNODE CRM

EXTENDED PROFILE



OVERVIEW

Mothernode CRM is a cloud-based platform offering sales & marketing automation within an “all-in-one” CRM. Cloud access to Mothernode CRM enables retrieval of historic customer data on mobile platforms, wherever communication with the customer takes place.

The CRM is sold on its ability to convert more leads into sales by streamlining processes and cutting out inessential steps that slow interactions. The software allows you to integrate all practices that would have been carried in separate spreadsheets, word processing, and email software. Mothernode CRM also allows for a file sharing and management, increasing efficiency and reducing the risk of user error.

There is the option to use modules for analytics and customer segmentation, helping to streamline sales and marketing efforts. Communication with customers can also be standardized and automated through nurturing emails.

Mothernode CRM is built using a series of core modules which can be extended out into other areas of the business, such as analytics and customer service management. The CRM software is managed from a real-time, customizable dashboard, and integrates with Outlook and Gmail. API access to Mothernode CRM is also available.

FEATURE OVERVIEW



SOFTWARE SPECIFICATION

OVERVIEW	
PRODUCT NAME	Mothernode CRM
SOFTWARE FEATURES	
API ACCESS	✓
CADENCE	✗
CONTACT MANAGEMENT	✓
CONTRACT MANAGEMENT	✗
DATABASE MANAGEMENT	✓
FUNNEL REPORTING	✗
INTEGRATIONS	✓
PARTNER TRACKING	✓
PERFORMANCE REPORTING	✓
PIPELINE MANAGEMENT	✓
PRODUCT & PRICE CONTROL	✓
SALES GAMIFICATION	✗
	✓

QUOTATION HANDLING	
TASK ASSIGNMENT	✓
TERRITORY/QUOTA MANAGEMENT	✓
SUPPLEMENTARY FEATURES	
CPQ	✗
CUSTOMER SERVICE AUTOMATION	✓
MARKETING AUTOMATION	✓
SOCIAL RELATIONSHIP MANAGEMENT	✓
CUSTOMER SIZE	
SMALL (1-50 USERS)	✓
MEDIUM (51-200 USERS)	✗
ENTERPRISE (201+ USERS)	✗
OTHER FEATURES	
MULTIPLE LOCATIONS	✓
MULTIPLE CURRENCY	✗
CUSTOMIZABLE	✗
MOBILE FEATURES	
IOS APP	✓
ANDROID APP	✓
NATIVE WEB APP	✓

HOSTING METHOD	
CLOUD	✓
ON-PREMISE	✗
FURTHER INFORMATION	
PRICING	From \$49.99 per user/ month. 12 month contract, billed monthly.
IMPLEMENTATION TIMEFRAME	15-30 days



SOFTWARE SCREENSHOTS

The screenshot displays the Mothernode CRM interface for a contact named Emily Waters (Banana Park LTD). The top navigation bar includes menu items: Accounts, Sales, Marketing, Productivity, Dashboards, and Administration. The contact's profile shows a photo, name, title (Marketer), company (Banana Park LTD), address (515 N 48 Street, Phoenix, AZ 85003 US), phone numbers, and email addresses. A summary of activity is provided: Events (24), Tasks (3), Emails (4), Cases (1), Files (1), and Drips (2). Below this, there are sections for Contact Details, Company Details, and Marketing information, including role (Influencer), group (Distributor), and source (Cold Call). A 'Marketing Activity' section shows 'Delivered' (59), 'Opened' (44), and 'Clicked' (20) counts, with a 'Manage Sequences' button. At the bottom, a calendar for June 2019 is visible, showing various events and follow-ups. On the right side, an email activity log is shown, featuring an email from David Waters with the subject 'Re: Banana Park Proposal' and a body text that includes 'Attached you will find proposal prepared exclusively for Banana Park LTD. I've include some of the other items you were interested in.' and 'Let me know if you have any questions.' The email is from Alison Honeycutt at Mothernode, LLC.

Emily Waters (Banana Park LTD) | New | Show All | Forward Contact | Print

Contacts | Miami, US: 88°F / 31°C - thunderstorm | 12:14 pm MST

Emily Waters Active
Marketer | Banana Park LTD
515 N 48 Street
Phoenix, AZ 85003 US
bananapark.com
fake@fakeemail.com
O: (704) 555-1212 Ext: 256
M: (704) 555-1212

Events: 24 | Tasks: 3 | Emails: 4 | Cases: 1 | Files: 1 | Drips: 2

Contact Details
PRIMARY ADDRESS
515 N 48 Street
Phoenix, AZ 85003 US
bananapark.com
T: (704) 555-1212 Ext: 256
M: (704) 555-1212

Company Details
COMPANY ADDRESS
Banana Park LTD
515 N 48 Street
Phoenix, AZ 33125 US
www.mothernode.com
T: (555) 555-0050

Marketing
Role: Influencer
Group: Distributor
Source: Cold Call
Segment:
Marketing Tags:
 OPT-IN
(Follow-up Sequences/Campaigns)

Delivered: 59
Opened: 44
Clicked: 20
Marketing Activity
Manage Sequences

Emails: 4 | Notes: 3 | **Calendar** | Map | Locations | Associated Customer: 5 | Follow-up Sequences: 2 | Files: 1 | Custom Fields

June 2019 | month | week | day | list

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	26 9:30a Fargo Hotel	27	28	29	30 Follow-up, Follow-up	31 Follow-up, Follow-up
	2	3	4	5	6	7
		10:30a Police Depart	Banana Park LTD - F 10a North Pleasant	Follow-up, Follow-up 9:30a Blueme - Meet	Follow-up, Follow-up	8:30p Mothermode D
9	10	11	12	13	14	15

Events: 124

Search

Event | Quick Follow-Up | Calendar Event

David Waters
Re: Banana Park Proposal
Email: 4/27/2019 10:58 AM

To: emily@fakegmail.com
Contacts: Emily Waters

Emily,

Attached you will find proposal prepared exclusively for Banana Park LTD. I've include some of the other items you were interested in.

Let me know if you have any questions.

Alison Honeycutt

Mothernode, LLC
(214) 960-4581
[More]

Like · Comments (0)

Add comment...

Post

David Waters

Leads and Opportunities 1 - 25 of 88

YTD Closed: 0.00, Mkt Lead Value: 25,000.00, Showing 7 days, Opportunities Closed: 1,124,354.51

Record No.	Status	Product / Selling Stage	Contact	Created	Next Follow-up	Last Event	Probability	Value
957	Open	Jurked Inc. for Computer Software	John Staker	4/30/2019	7/28/2019	4/30/2019	100%	25,000.00
961	Open	Motherode (Private Account) for New Corporate CRM	Dan Merrill	4/30/2019	6/28/2019	4/30/2019	100%	25,000.00
960	Open	What is your review of LeadIQ? for What is your review of LeadIQ?	Alice Watson	4/30/2019	Add Follow-up	4/30/2019	100%	2,700.00
959	Open	Innovation LLC for Innovation LLC	John Staker	4/30/2019	Add Follow-up	4/30/2019	100%	0.00
958	Open	Merrill Studios for Merrill Studios	John Staker	4/30/2019	Add Follow-up	4/30/2019	100%	0.00
957	Open	John Sanders, Inc. for John Sanders, Inc.	John Staker	4/31/2019	5/31/2019	4/31/2019	100%	25,000.00
956	Open	Merrill Music for Merrill Music	Tom Franks	3/30/2019	4/25/2019	4/25/2019	100%	0.00

949 - Banana Park LTD

Miami, FL 33137, 12:31 pm EDT

Lead: 159,629

Opportunity: 50%

Project: Banana Park LTD, Reference: Miami Florida Office, Assigned To: Alice Watson

Contacts: Alice Watson, Jeff Jones, Bill Preston

Hi Alice,

Josh over at Software Services recommended Motherode CRM as an ideal solution for Banana Park LTD. Because of the requirements you outlined in your discussion, I'd like to set up a quick 5-10 minute call to determine which one of our Motherode CRM Editions is...

Attachments: [PDF]

Opportunity Details: Opportunity Type: [Select One], Market Segment: [Select One], Territory: [Select One], Blazing Stage: [Select One], Lead Source: [Select One], Campaign: [Select One], Next Step: [Select One], Date: [Select One], Group: [Select One], Edit: [Link], Close Date: [Select One], Other: [Other CRM Steps]

Preview | New

There are two kinds of sales managers

Those who forecast and those who don't

The ability to forecast sales to make sure you're meeting your

Template Name: 2020 - 1 for Forecasting

Description: Our customers are amazing!

Categories: White Series, Lead Nurturing

Marketing Tags: [Add]

Sender Settings: From: Motherode CRM, Email address: [Add]

BCC address: [Add]

Spam Score: [Add]

Template Activation: [Check this box if this template is ready for activation]

Leads and Opportunities 1 - 25 of 88

NOT SET: 219,959

1. Make Contact / Quality: 4,863

2. Discovery / Analysis: 337,431

3. Demonstration: 253,838

893 Ryan Class	815 Jefferson Fire Station	842 Banana Park LTD	851 Zone Imaging
899 Jeff Douglas	852 Hobby Homes	859 Innovation LLC	100 Client-Pharma, Ltd
895 Beam Me Up, Inc.		863 Big Easy	667 Raven Software Solutions
843 Banana Park LTD		848 Banana Park LTD	967 Jurked Inc.
751 Motherode CRM		810 Ryan Class	956 Merril Music