

## SUMMARY

**PIPELINEPLUS** is a relationship management system for the busy professional. It prioritizes your most important relationships and provides recommendations on how to close new business.

Built-in tutorials provide business development best practices so you always know what to do next. And our monthly Focus sessions provide a live forum for engagement and adoption.

**PIPELINEPLUS** integrates with your Outlook calendar and your CRM. Use it as a standalone tool or as a CRM power app to boost user adoption.

## A SIMPLE BUSINESS DEVELOPMENT PLATFORM

*Easy to adopt, powerful features*

### PIPELINE

#### *Prioritize Your Relationships*

Our intuitive prioritization system is easy to manage and helps you focus on the people you need to contact.

### INSIGHTS

#### *Pursue with Confidence*

Built-in AI provides concrete recommendations, so you know exactly what steps to take to close new business.

### VIEWER

#### *Track Your Progress*

Comprehensive dashboards track business development and sales performance and illuminate new avenues for growth. We can also customize your dashboard, so it pulls in data from other platforms, like CRM, experience management, proposal software, finance software, or spreadsheets.

### TRAINER

#### *Train Your Team*

Business development e-learning tools provide the strategies and techniques business developers need to thrive in today's environment.



### PIPELINEFOCUS

#### *Engage your Users*

The biggest hurdle in rolling out any software platform is adoption. Without it, you have another dormant tool. We address user adoption head-on with monthly Pipeline Focus sessions, facilitated by our faculty of seasoned MBAs, JDs, and business development executives. They engage your users every month, providing thought leadership and accountability that drives business development best practices and maximizes your results.

## KEY ADVANTAGES

*How does PIPELINEPLUS advance business development results?*



#### **EASY TO USE**

**PIPELINEPLUS** is tailor-made for everyday use and requires minimal data entry.



#### **HIGH ADOPTION**

We consistently see as much as 10x higher adoption than CRM at most firms.



#### **IMPROVES PERFORMANCE**

Users who engage with **PIPELINEPLUS** consistently report significant improvements in their business development results.



#### **MOBILE FRIENDLY**

Track business development opportunities on the go with our iOS app.

# TESTIMONIALS

I used to use a static Excel spreadsheet to track my leads, then I discovered **PIPELINEPLUS**. It's much easier to use, sends me the reminders I need, and provides helpful insights to give my practice a business edge.



**OMAR FRANCO**

Office Managing Director,  
Becker

We've seen a significant increase in billings from the lawyers who invested time and energy in **PIPELINEPLUS**. It delivered a 1,374% return on investment within our first year.



**ALISON JANZEN**

Director of Marketing & Business  
Development, Torkin Manes LLP

The brilliance of **PIPELINE** is its simplicity – it is elegant and easy to navigate, yet powerful; it helps me keep my most important relationships top of mind. I wish I had discovered the software years ago.



**WILLIAM O'NEIL**

Partner,  
Winston & Strawn

**PIPELINEPLUS** helps service professionals establish good habits and encourages business development activity. It easily pays for itself.



**ALLISON PRINCE**

Partner,  
Goulston & Storrs

*The adoption and impact have been much higher than the traditional CRM products we've used in the past. Our return on **PIPELINEPLUS** was five times greater than our investment.*



**AMANDA LOESCH**

Chief Marketing Officer,  
Porzio

## TRUSTED BY



## CONTACT US



We look forward to seeing how **PIPELINEPLUS** can help you hit your revenue goals. ***Book a time to talk today.***



For more information, email:  
***[info@ackertinc.com](mailto:info@ackertinc.com)***