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Contact: Greg Irving  
VP Sales and Marketing

Soft-Lite Windows  
1-800-551-1953x1126

**Soft-Lite Signs On *improveit! 360* Total Business Management System  
To Support Dealer Network**

*New software system will help dealers improve efficiency, streamline business management, increase lead conversion and realize greater profits.*

(Streetsboro, Ohio, August 30, 2010) Soft-Lite L.L.C. announced its selection of *improveit! 360*, a total business management system, that will help its dealers generate, track and close more leads while reducing operating costs and increasing profits. Soft-Lite is the first company of its kind to offer *improveit! 360* to its entire dealer base. Greg Irving, VP Sales and Marketing at Soft-Lite noted, “We feel that *improveit! 360* will add tremendous efficiency to dealer operations. The bottom line is that this web-based system will dramatically increase sales and significantly boost profits for our dealers. In fact, Soft-Lite believes so strongly in this venture that we will share the start-up costs with the first 50 dealers who sign on.”

*Improveit! 360* was developed *by* home remodelers *for* home remodelers and is designed to accelerate growth and improve operational efficiencies within a dealer/sales network. It does this by handling virtually everything a dealer does, business-wise, from one online location. It is secure, organized, completely customizable, and very user-friendly. In short, *improveit! 360* is a complete system that manages an entire operation from front end marketing and sales efforts to back end production and service.

For starters, *improveit! 360* uses an easy-to-use “Set-up Wizard” that features templates and other tools that are customizable for each dealer’s specific needs. The System keeps track of all appointments, leads, invoices, payments, and customer records securely in one place via an online data storage program. That means a dealer will spend less time organizing and searching for information and more time making sales. It also allows designated sales reps to have access to this information anywhere, anytime, without the risk of a laptop containing these records being stolen or lost. This makes it easier for sales reps and installation crews to keep track of everything that’s happening in near-real time. It will help dealers figure out which products and services are making money for them and which are not, or which products are selling and which may need additional promotion. The System can generate real-time sales reports and features configurable “dashboards” to provide quick and easy access to users. It’s a virtual wealth of useful information and the *improveit! 360* System puts it all at the dealer/sales person’s fingertips.

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Beyond increasing the Soft-Lite dealers' ability to market more effectively, **improveit! 360** will help them simplify and automate sales calls and installation scheduling, manage complex projects, comply with government regulations like the EPA TSCA lead paint initiative, keep track and view interactions with customers, and have 100% visibility over their entire operation. The System even allows dealers and sales persons to access key information via their smart phones or other devices with Internet access.

For instance, **improveit! 360** includes features like a color-coded **Prospect/Customer Appointments calendar** that shows the schedules of all a dealer's sales reps, making it very simple to read. This calendar can be linked to the sales reps' Outlook calendars, allowing designated personnel to view and set appointment times, and minimizing the chance of scheduling mistakes. It can send email reminders to reps and prospective customers, and can include CRM (customer relationship management) specifics such as directions to a site or special notes like, "Knock softly, baby sleeping," or "Additional sales opportunities for gutters, doors, etc." Other features include a **Prospect Record History** that provides detailed information about each customer's previous purchases and needs, **Automated Lead-Safety Documentation** for EPA compliance, and **Appointment Confirmation** that minimizes unconfirmed sales calls and their associated costs. The System also generates detailed **Sales Reports**, making it simpler to track a business's growth and make better business decisions and projections. This feature also lets dealers easily see which products and services are selling and which are not, enabling them to make appropriate adjustments, a benefit no other similar program offers.

"Our dealers are already good at running their businesses, but we're confident this program will give them world class tools to help propel them to greater success," said Roy Anderson, President of Soft-Lite. "Improveit! 360 will revolutionize the way our dealers do business. It will put important sales and business information at their fingertips in an instant. It's easy to use and completely customizable to their needs. Soft-Lite has always been deeply committed to its dealer network. With **Improveit! 360** we're making an even greater commitment to them by providing a best practices sales management system that will significantly increase their success. We're delighted to be the first to implement it!"

*Soft-Lite is a vinyl replacement window and door manufacturer headquartered in Streetsboro, Ohio. The company is a five-time winner of the Window and Door Crystal Achievement Award and is also a recipient of the Friedman Corporation Customer Appreciation Award, the Window & Door Top 10 Manufacturers recognition, and the Door and Window "Companies To Watch" recognition. For more information visit [www.soft-lite.com](http://www.soft-lite.com).*

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