



Sales & Business
Management System

Ladlaw Software Ltd



“With software that works...”



“ Let us help make your business even more successful. Ladlaw Software Ltd offers a partnership approach to achieving your goals. Athena is the best and most cost effective sales and business management system available today. So whatever your particular needs are, take a fresh look at software today. ”

C. Harrison

Craig Harrison, Managing Director, Ladlaw Software Ltd.



usability
reliability
capability
traceability
affordability
adaptability
manageability

“ ..you now have the **ability**... ”

Athena Sales & Business Management System

Sales Management System

Improve sales performance and increase your market share with a sales management system that is easy to use. Athena actively manages your sales team and enables them to be informed and focused on achieving their sales targets and delivering excellent customer service. Athena Mobile extends the business advantage beyond the confines of the sales office.

Business Management System

Struggling to match your mission statement with reality? As a business leader customise and extend Athena so that it evolves with the changing needs of every area of your business. Create a system that puts you in control and empowers everyone to improve efficiency, profitability and to deliver excellence every time.



Sales Management System

- ✓ Contact Management
- ✓ Sales Opportunity Management
- ✓ Time Management
- ✓ Enquiry & Quotation Management
- ✓ Correspondence & Document Management

Business Management System

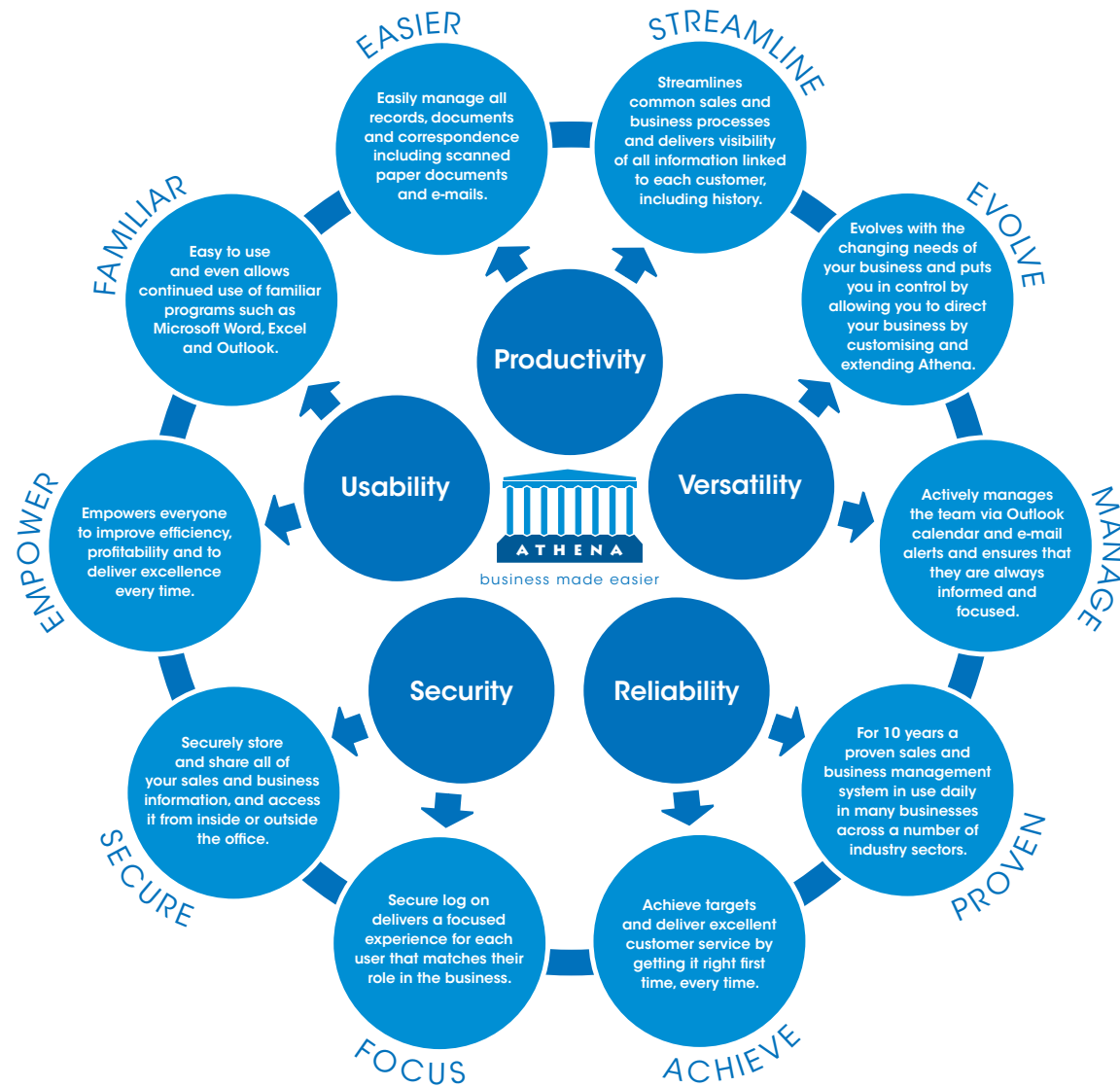
- ✓ Contract Management
- ✓ Human Resources Management
- ✓ ISO Management
- ✓ All areas of your business custom managed !

Athena Integrated Management Software Suite (AIMS²)

A T H E N A

“...to excel...”

Features & Benefits



Case Studies

Focus on Sales Management

When W H Good Automation Ltd needed a sales management system fit for the 21st century, one that was easy to use, actively managed their sales team, and performed for everyone both inside and outside of the sales office, they chose Athena.



W H Good Automation Ltd, Haslingden, Lancashire. Athena in use since 2000

- ✓ Contact Management
- ✓ Sales Opportunity Management
- ✓ Time Management
- ✓ Enquiry & Quotation Management
- ✓ Correspondence & Document Management

The structure and visibility that Athena has brought to the sales process, coupled with ease of use, have enabled the sales team to achieve record sales growth. I'm delighted with Athena.

Howard McCann, Sales Director, W H Good Automation Ltd.

Focus on Business Management

Allied Scaffolding Ltd had a serious mission statement to get it right first time, every time. They needed a business management system that would grow with the business as well as saving them time, money and help with their environmental commitment. The answer to the challenge they set themselves has proved to be Athena.



Allied Scaffolding Ltd, Oldham, Greater Manchester. Athena in use since 2002

- ✓ Contract Management
- ✓ Estimating
- ✓ Training Management
- ✓ Safety Management
- ✓ Accounting System Link
- ✓ ISO Management

Athena has enabled us to improve critical areas of the business. Thanks to the investment we've made in our Athena system our team are now able to deliver excellent customer service. The efficiency benefits delivered by Athena has also enabled the business to grow without increasing staff levels in most departments.

James Brierley, Managing Director, Allied Scaffolding Ltd.

“...like these businesses.”

Ladlaw Software Ltd

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Please contact us to arrange a demonstration.



business made easier

SALES & BUSINESS MANAGEMENT SYSTEM