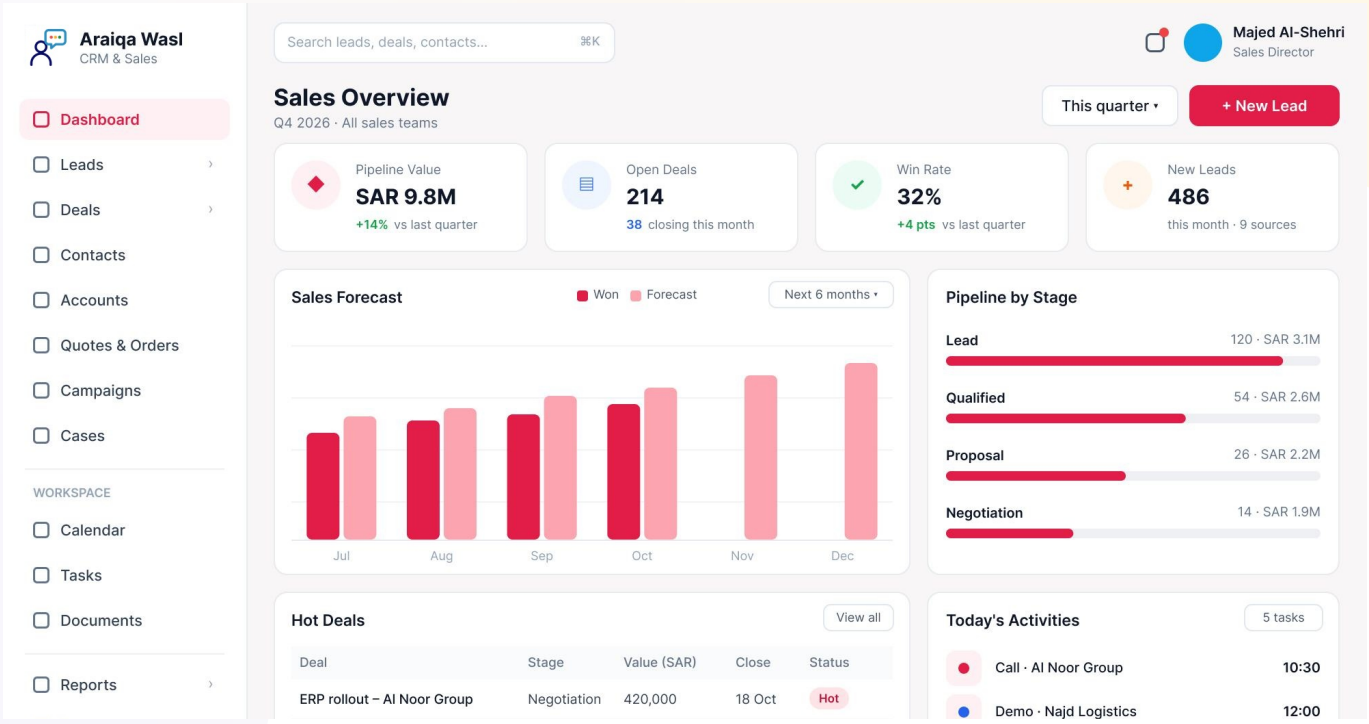
Araiqa
Simplify.Elevate. أرايقة

CRM & Sales

Wasl
وصل

Keep the next move in every deal clear

Bring lead ownership, follow-ups, quotations and customer history into one sales workspace, from the first enquiry through the order.



Product interface illustration. Sample data, not customer results.

THE BUSINESS VIEW

One customer. **One record.** A clear **next step.**

Before making the next call, check who owns the opportunity, what the customer last discussed and whether a quotation is already on record. The salesperson can then follow up where the conversation ended instead of starting it again.

THE BUSINESS VIEW

A shared customer record for the whole conversation

A promising enquiry can lose momentum when nobody owns the next call. Wasl gives sales teams a place to assign a lead, follow its opportunities, record conversations and prepare quotations. Marketing, customer service and management can work from that customer record with views and permissions suited to their responsibilities.



Connected records. Clearer decisions.

Built around your team

- Salespeople and sales managers
- Marketing and campaign teams
- Customer service and account teams

WHY IT MATTERS

Four reasons to work differently

1

A named owner for each opportunity

Capture a lead, assess its priority and assign an owner. Keep the conversation, follow-up task and deal stage together so the next action is visible to the team.

2

Quotes that carry the sale forward

Prepare a quotation from the sales workflow and convert it to a sales order. Where configured, the order can connect the customer commitment with inventory and finance.

3

One history across customer-facing teams

Keep cases, documents and interactions alongside the customer record, so a colleague taking over an account can understand previous discussions before reaching out to the customer.

4

A forecast built from the pipeline

Review stage, value, probability and ownership rather than relying only on a final sales total. Managers can discuss the assumptions behind likely outcomes with individual deal owners.

CAPABILITIES

Capabilities that connect

01 **Lead capture and assignment**

Bring enquiries into a lead record, score them and assign follow-up responsibility. Use the customer record, tasks and reminders to plan the next contact with the prospect.

02 **Deal and pipeline management**

Organize opportunities by stage, owner and probability. The visual pipeline lets salespeople distinguish a new lead from a qualified opportunity, a proposal or a deal under negotiation.

03 **Quotations and sales orders**

Create customer quotations and convert accepted quotes into sales orders. Discuss the inventory availability checks and financial handoffs you want to support in the selected Araiqa setup.

04 **Campaigns and response tracking**

Coordinate campaigns and mass email, track responses and turn relevant interest into leads for the sales team. Use templates and data imports where included in the onboarding setup.

05 **Customer cases and documents**

Record customer interactions and supporting documents, log service cases and follow their resolution. Role-specific access helps sales and service teams use the relevant history during a handover.

06 **Forecasts and management reports**

Examine estimated sales, pipeline value and likely outcomes using the stages maintained by deal owners. Dashboards and dynamic reports help managers compare activity across their teams.

THE OPERATING WORKFLOW

From a new enquiry to a sales order

Use the shared record as a lead moves through qualification, proposal and negotiation to an agreed order.

1

Capture and assign

Record the enquiry and contact details, score the lead and assign a salesperson to take responsibility for the next conversation.

2

Qualify the opportunity

Record the customer's need, update the deal stage and probability, and schedule a task or reminder for follow-up.

3

Prepare the quotation

Use the opportunity details to prepare a quotation and record the proposal stage so the team can follow the customer's response.

4

Follow the negotiation

Update the forecast and deal record as discussions progress; keep notes and documents together for colleagues involved in the sale.

5

Convert the accepted quote

Convert the quotation into a sales order and pass the relevant information to inventory and finance when those connections are configured.

Connected to the wider business

Quotations can become sales orders for the configured inventory and finance workflows. / Makhzan can support stock-availability checks for quotations and sales orders. / Campaign responses connect marketing activity with sales follow-up.

VISIBILITY THAT COUNTS

Clarity for the next decision

Who owns the next follow-up?

Check the lead owner, planned task and reminder so the next contact has a named person responsible for it.

Where are deals concentrated?

Compare the pipeline by stage to see how opportunities are distributed between qualification, proposals, negotiations and completed sales.

What supports the forecast?

Review a deal’s value, stage and probability with its owner before using it in a wider sales forecast.

What has the customer already discussed?

Read the interaction history, documents and service cases before responding, so the conversation starts with the context already recorded.

IN PRACTICE

Illustrative example: a quotation needs a stock check

A salesperson qualifies an enquiry from a distributor and prepares a quotation. With the inventory connection configured, the team checks available stock before confirming the order. The salesperson records the discussion, schedules the next call and converts the accepted quote to a sales order. Customer service can later see the interaction history according to its role.

1

A clear opportunity owner

2

An order linked to its quotation

3

Context for the next conversation

Configured around your requirements

Confirm your pipeline stages, role permissions, contact-import format and quote-to-order connections during onboarding. A forecast is an estimate, not a guaranteed sale.

Illustrative workflow, not a customer case study.

YOUR NEXT STEP

Start with your workflow

A focused onboarding journey

1

Scope

Agree workflows and priorities.

2

Configure

Prepare data, roles and rules.

3

Validate

Check outputs and responsibilities.

4

Launch

Confirm readiness and support.

A little more clarity

Can our existing contacts be imported?

Contact imports can be planned during onboarding. Share your existing data format with the team to confirm the fields, preparation needed and import approach.

Can different teams have different access?

Yes. Wasl supports multiple users and roles so sales, marketing and service staff can work from a shared customer record with appropriate permissions.

Will every quote update inventory automatically?

A quotation is not itself a stock movement. Available inventory checks and downstream order flows depend on the products selected and the configuration agreed for your team.

Explore the right setup with Araiqa

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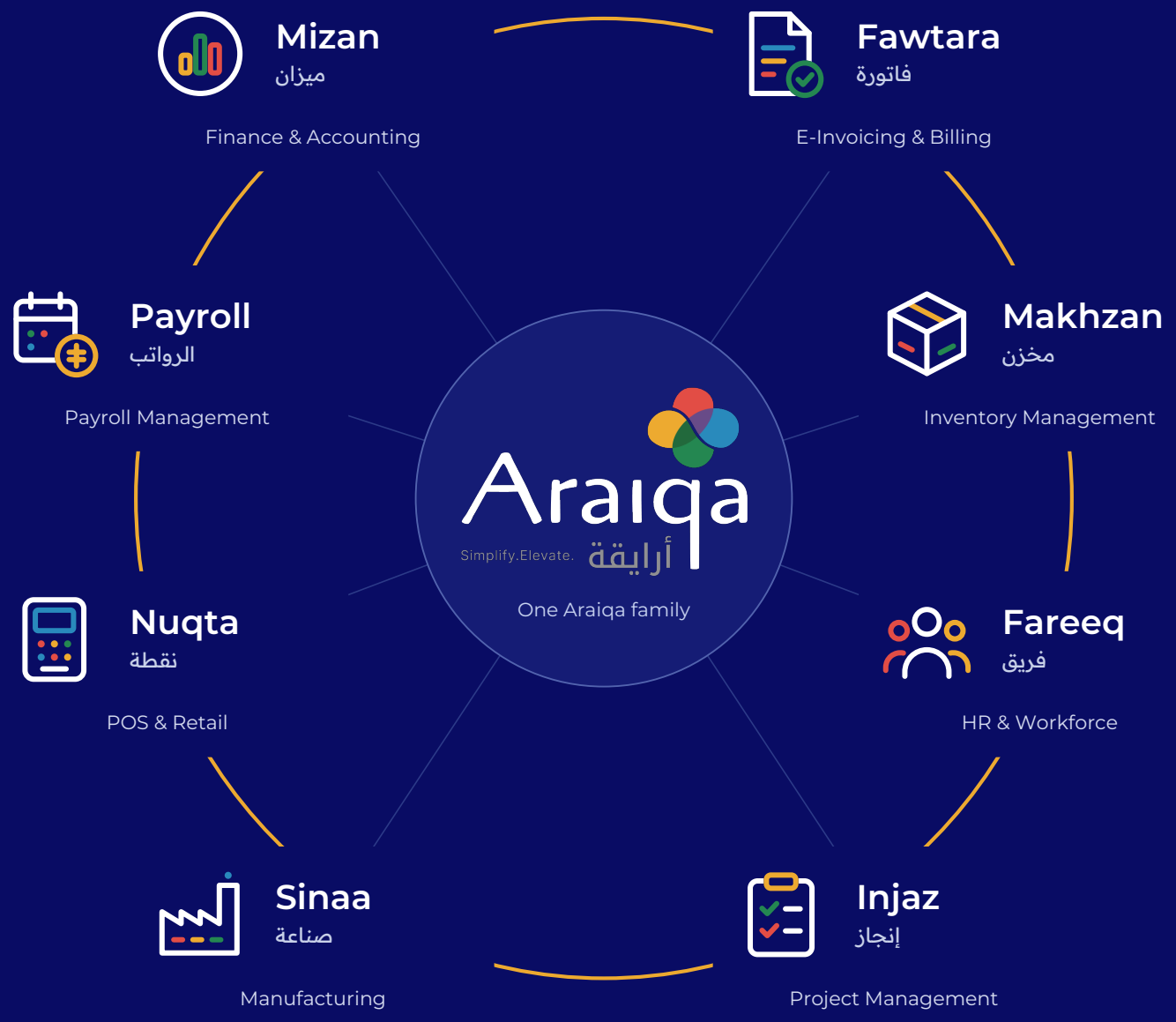
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Explore Wasl