CRMs - What & Why

with Kelby Williams & Business Station

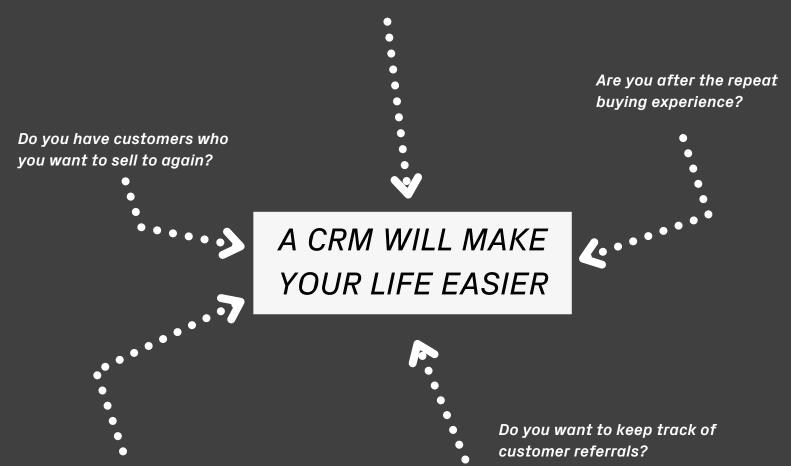
CRM = Customer Relationship Management software



DO I NEED A CRM?

What sort of relationship do you have with your customers?

Do you have a multi-stage sales process? (ie. Contact -> Pitch -> Quote -> Close)



Would you like to reach all of your customers at once when it's time to announce something new?



WHAT CAN A CRM DO FOR ME?

Every CRM is different, but a good CRM can:

Keep all your data in one place

- Get info at a glance
- Integrate different systems (email marketing, sales, finances and more)

Track your sales process

- Keep track of all touch points with each client
- Identify where each client is in the sales journey
- · Configure alerts for when to follow-up with clients

Manage your business emails

- Send from your business domain
- Send to all customers or segments of your mailing list
- Get email insights like Open Rates, Clicks & Unsubscribes

PLUS

- Minimise guesswork
- Automate repetitive processes
- Make data-driven decisions

TOP CRMS (ON A BUDGET)

Click for more info*





<u>Capsule</u>







*we don't receive anything in return for clicking the links but hopefully they're helpful!

